

UKRAINIAN ECONOMIC MENTALITY AND ECONOMIC REFORMS

Nilova N.M.

Candidate of Economic Sciences,
Associate Professor of Theoretical and Applied Economics Department
Institute of Business Technologies "Ukrainian Academy of Banking"
Sumy State University

Ukrainian society requires rapid economic reform. However, the process of their adoption of the Ukrainian society becomes as challenging as reforms itself. One of the aspects of solution of this problem may be consideration of the national economic mentality. The economic mentality can be used to ensure human carry-out activities.

Using empirical methods this article justifies that important factors forming economic mentality are: geographical location; availability of natural resources and efficiency of their use; economic history of the society; traditions of economic decision-making (business ethic).

Economically beneficial geographical position and large area contributed to the formation of heterogeneity of social economic stereotypes.

Historically accrued, that artificial modernization is being accompanied by economic problems and decrease in standards of living.

These factors formed distrust of the authorities. Therefore one of the most important conditions of economic recovery is to

restore public trust. Another factor that forming social economic, is availability of natural resources and efficiency of their use. Due to the fertile soil (black soil) the basis of life of Ukrainians has always been agriculture. It formed "Priority of subsistence farming".

State ownership of the means of production and free policy of natural resources has led to inefficiency use of the soil. As the result of the inefficient use, one of the challenges that facing Ukraine is not to become an exporter of resources (prices on which always depend on the world markets). In terms of business ethics, Ukrainian ethics is situational. It is being determined by the circumstances: it is necessary to do so to get the profit. The origins of these ethics in the Ukrainian mentality and the foundation of modern corruption was a "preferential treatment" from the Soviet "economy of scarcity".

Therefore, to put into life successful economic reforms, among multiple and often contradicting social economic stereotypes, only those that reformed policy can rely on should be selected.