

SOCIO-ECONOMIC PRINCIPLES IN FORMING A SUCCESSFUL BUSINESS

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Modern socio-economic prospects of Ukrainian society are based on a conscientious work in foreshortening of entrepreneurial activity. From the one side – it is an activity of every separate business entity, from the other – total work of all participants of a business process. Let`s look at the ways of creation, organization and conduct of business in terms of management today. It is possible to build a potential of modern Ukrainian society at the national and world levels with the help of traditional values, mostly Christian, accounting different method of life and culture`s types. Today an adaptation of modern business-processes to socio-economic changes, which take place in society, is very important taking into account speed innovative development.

The lead aim of this article is the search for a mechanism of creation and conduct of own affair during socio-economic changes in society accounting necessary in building business-relations on the basis of moral Christian principles. The problem is determined and considered in the period of today`s transformative events in Ukraine under the

influence of world`s instability. The main task of the work is to reveal ways of adaptation of enterprise activity in Ukraine to modern global processes in terms of integration and cooperation on the basis of using moral principles of life activity and management.

As we see, modern business revival can be built on traditional Christian values. Adjusting of socio-economic relations at the national and world`s levels is possible including understanding of different culture types and methods of human life.

Studying the process of conduct of business at the enterprises of different types we can make a conclusion – the main element of any entrepreneurial activity is a person-leader and not only a microclimate in organization, but also a work`s efficiency and its future development depend on his persuasions and values. Economic results are situated in a close connection with social ones and an increase of the level of latter is possible by the way of association of managerial experience with moral and culture values of a human (personnel).