

THE INFLUENCE OF THE CIVILIZATIONAL AND CULTURAL FACTORS ON ECONOMIC DEVELOPMENT

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It is determined that in the XIX-XX centuries, there was formed a comprehensive theory of civilizations in scientific thought, in which civilization division was extended to the entire population and some of its locations. This theory in the XXI century is developing dynamically in the areas: the definition of the concept of terms, their description, performance and refinement, development of indicators' instruments and optimization mechanisms of economic development. There is an organic culture of the starting basis for civilization approach. It came into conceptual coverage mainly in philosophical, sociological and cultural studies, gradually integrating into the economy and developing in the application format.

The article's aim is to study the influence of civilization and cultural factors on the economic development. According to the objective, it is identified key aspects of the impact of civilization and cultural factors on the world economic development.

The first, civilizational division is a common and integrated by the set of classifications. Given that modern society is not homogeneous and all of the world population can be characterized by many criteria. It is possible to note the existence of civilizations, within which the dominant behaviour' models, values, customs, dynamic capabilities that detect its representatives are formed.

The second, the discourse of identifying the potential of the term "culture" is developing dynamically in the plane of its theoretical and applied involvement in economic relations. The culture as a category in a global-

ized economy can serve at the same time as the basis for economic development, its measurement criteria, and its result.

Thirdly, in terms of forming a system of human activity, the economy is dependent on the wide natural, biological, technical, social and governmental factors. In the conditions of globalization, economic development is determined in the global dimension based on the state of the resource environment, outlook, strategic objectives, and mankind' actions, so the role of civilizational and cultural factors is significant and increases with time.

The fourth, the process of globalization has historically led to a transformation of the existing civilizations in the direction of homogenization when their traditional differences peculiar to the end of the XX century started to "blur". It should be noted that at the beginning of the XXI century due to the deployment of STP in the fields of science, education and the economy has undergone radical changes, and in the territorial limits of the existing civilizations, the population which by its mentality began to be representatives of other civilizations started to grow. You can also ascertain the presence of a population that have "blurred" civilizational mentality or deliberately torn away from any civilization, creating "outcivilization" segment.

Fifthly, in economic terms, at the end of the second decade of the XXI century in the global area, Western civilization is dominated, the rise of which is largely due to advancement of Protestantism in the religious plane, in political – social democratization, formation of a model of "melting pot"

and regional integration, in economic one – spread of liberalism. However, the logic of deployment historical dynamics of human development confirms the inevitability of change this dominant situation by the long civilizational conflict.

It is proved that the prospect of further research is to develop the applied mechanisms of engagement of civilizational and cultural factors concerning the design and optimization of measures of economic development at various managerial levels.