

THE INFLUENCE OF MENTALITY ON THE ECONOMY

Karpenko A.V.

Candidate of Economic Sciences, Associate Professor,
Senior Lecturer at Department of Personnel Management
and Labour Economics,
Zaporizhzhia National Technical University

Iliina A.S.

Master of Personnel Management and Labour Economics,
Zaporizhzhia National Technical University

At the present stage of socio-economic development of Ukraine, there is a problem of total resistance to change, opposition to reforms and contradictions between the new institutions that have emerged in the market transformation, and those institutions that have a strong history in the long-term development. Carrying out reforms in the country must take into account not only currently existing economic and social and political features but previous experience of society, its traditions, behaviours, and history. Therefore, reforming the national economy is not possible without the mental characteristics of the population. In our opinion, this problem necessitates a research of a concept of economic mentality.

The purposes of the article are to generalize theoretical aspects of mentality and determine its effect on the economy, substantiate its effective use in domestic practice.

The article reviewed and summarized approaches to defining the concepts of "mentality" and "mindset". Some authors fully delineate these categories, some iden-

tified, others authors consider the concept "mentality" as the original category of "mindset". The article stated the need for the separation of mindset and mentality. Mindset is defined as a broad category that describes the collective view of long-life, whereas the mentality is a specific definition that covers a limited period of time. It is considered the influence of the mentality of the population on the socio-economic situation, in particular, the level of education. Economic mentality characterizes the specifics of awareness, which is historically the system that expresses values and self-identity in the social, legal, political, historical and professional space; manifested in the unity of conscious and unconscious values, norms and attitudes that are reflected in the behaviour of the labour population.

For further development of the market of the social and economic environment in Ukraine, it is necessary to form a human of a new market type, who would have such traits of mentality as awareness of ownership of their workforce, adaptability, innovation, conversion, economic thinking and more.