

DOI <https://doi.org/10.30525/978-9934-26-181-7-36>

BUSINESS AS AN INSTRUMENT FOR NATIONAL ECONOMY UPGRADING: SOCIO-PHILOSOPHICAL ANALYSIS

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In the post-Soviet countries business as a phenomenon had been often considered from the point of profitability as its main feature. But not every profitable activity could be called business. Logical analysis of this notion's volume finds much wider scope than just profit-oriented activities. Thus, profit is only one of the necessary attributes of business activity, but it is not enough to determine its specificity.

The substantive deformations of the essence of business in Soviet heritage and post-Soviet social experience was consisted in its replacement by such phenomena as speculation, commerce or financial fraud. The point is that listed activities have not provided useful product manufacturing and oriented to a temporary profit only. Such economic psychology was manifested during rather long period of time for both levels – individual and social economic activity – in most of post-Soviet states. So it is also characterizing socioeconomic experience of contemporary Ukraine.

In our opinion, «business» as a concept is not actually amenable for translation to Slavic languages. Any attempt to translate it with one term leads to incomplete reproduction of its content. That is why this phenomenon should be analyzed more correctly in the matter of its practical, functional and socio-cultural significance. So business is more appropriate to consider as a civil societies' ability for economic self-organization that has its origins at the level of initiative and effective individual or collective manufacturing proses and its management. It always involves public goods production – tangible and intangible – through the creation of such products businessmen are making a profit. Thus, business is exclusively socially oriented economic activity that creates additional working places and enriches economic structure of societies. That is the dimension that business has historically developed within American economic system.

Therefore, business is a phenomenon that provides creation of some socially useful services or material products that are in demand, i.e. it is always closely

connected to the needs of consumers. As well-known Japanese businessman-practitioner and business analyst K. Matsushita had been pointed that business is something that some people do for the happiness of others [2]. At the same time business is oriented to the process of ongoing improvement which applies to manufacturing, depreciation and upgrading of the products that business is specialized at [1].

In contemporary Ukraine we still often observe fundamentally wrong economic incentives for business culture development, which is significantly effects on our society's progress as a system. After all, the main criterion for determining the effectiveness of any economic activity is its social usefulness and business isn't exception. Any long-term profited business could be created by fulfilling of consumer needs only. Therefore, a socio-creative potential of business as a manufacturing activities must be necessarily based on the efficient use of a tangible resource, human and social capital as a productive forces of social development.

Business is significantly important social institute which provides development of middle class. The last one is the social stratum, which is self-employed and, therefore, it does not depend on social budget. So it creates conditions for expansion of jobs spectrum, enriching, in that way, economic structure of society and contributing development for national economic system, providing its complexity and competitiveness on global scale and also creating a kind of social self-reproduction order for national economic ethos.

References:

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