

Social and Economic Values and Identify Priority Areas of Economic Development

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Abstract

The paper presents scientific justification priority sectors of economic development of society by the example of Ukraine, which is based on the analysis of socio-economic values and current challenges of society. Priority values in Ukrainian's society today are people safety, information, health, food and environment. It is shown that morality through film development concessions in people is an economic category. With information-energy concept of the economic system proposed indicators performance evaluation of the state GDP (manufacturing resource potential), entropy and index of human development.

Keywords: economics, economic values, entropy, resource, sustainable.

Introduction

Optimizing the use of public resources to meet the public interest and welfare of the population has always been an important economic problem. Formulation and implementation tasks without considering community needs and without appropriate distribution of resources not only ensure its economic growth, but also can lead to bankruptcy of even critical of his form – socio-political explosion. The need for a combination of commercial (economic) and social development needs of society has shown in the last century as a method of P. Drucker program target (PTM) budgeting and resource management.

The main problem of budgeting and management not only businesses, but the state is no scientific definition support economically and socially significant goals and comprehensive indicators to assess their achievements.

Findings/Results

Values of society (or individual enterprise) – a determining factor in the development at all levels of management: operational, tactical and strategic. The “philosophy of values” the most consistently and systematically set out I. Kant. Most values can be relative and absolute. According to Kant the things that exist independently of human will and have no reason *are relative values, or value for us*. “Man and generally every rational being exists as an objective in itself”, and “this goal can not be replaced by any other purpose” is “objective purpose” or “*absolute value*”. “Man, however, is not such a holiday, but humanity in her face should be her holy”. Under the social values of economic development must comply with *the natural law of morality* “behave as if the maxim of your action using your liberty was to be a universal law of nature”.

Values are determined by the type of society. The first Pan Europeans research values of different nations of Europe showed that Soviet society has formed in Ukraine man fixated on material values, unable to enjoy life. Autonomy, hedonism and risk assessed novelty lowest. Ukrainians have shown such negative qualities as failure, lack of willingness to make decisions, creative knowledge, indifference to their prestige and enjoyment of life. Own of sociological research based on international monitoring studies – World Values Survey (WVS) and the European Social Survey (ESS) – set values the importance of Ukrainian society in 2015. The most important value to the Ukrainian public and Europeans are security, prosperity and lower estimated environment. In Ukraine in 2015 negatively evaluated conformity (intention to hurt others ..), achievement (the success of their abilities), power-wealth (own prestige, ability status), hedonism (own enjoyment of life), risk Novelty (sharpness feelings of life), indicating that the Ukrainian passivity in life. In recent years the importance of the value of self “samostijnict” (independence) diminishes until its rejection. With these qualities impossible Ukrainian economic growth, and therefore economic development requires the formation of modern values of European society. The difficult economic and political situation, the military conflict created extremely complex symbiosis of outstanding value to choice of priorities for economic development in Ukraine. The need for security relates to the priority needs of social communities. This value is universal and is part of the value of “*man*”.

Current conditions are unstable and unsatisfactory operation of predicting the dynamics of both individual companies and the economy as a whole Ukraine could lead to imbalance in general economic

condition of the entire socio-economic system. The main threats to the socio-economic situation in Ukraine began to challenge: problems with capital, energy and financial resources, poverty, food shortages, environmental and agro-climatic. Analysis of the major threats to the state of Ukraine and experience did possible to determine priority values and priorities of the respective industries. The absolute value of Ukrainian society is *man and security* that is set by the Constitution of Ukraine. Priority relative value, as the experience of modern Ukraine, is security. Security is a basic need of people, and therefore holds the highest place in the hierarchy of values of Ukrainian society. In countries burdened military operations with stable economic value of the security attributable to the lower position in the hierarchy of values. Ukraine's experience has shown that in modern wars hybrid security (society) and information values are identical priorities. Therefore, development of military-industrial complex, information and scientific and educational areas should be a priority Ukrainian society.

Achieve safety in consideration of possible challenges Ukrainian society based on values-means toward reducing their priorities: health, nutrition and ecology (ahroklimatolohiya). In line with the priorities recommended values allocate production resources potential for economic sectors that can guarantee the satisfaction of human life on the specified values: Society – the military-industrial complex, Information – Research and Academic industry and information technology, Health – medicine, Food – agricultural production, Ecology – science and education and information industry, chemical and manufacturing production.

A comprehensive economic development of Ukrainian society based on the implementation of established values is the epitome of a balanced (deterrent) or sustainable development. The indicators of the economic system according to information-energy of the concept for set values adopted are GDP (or manufacturing resource potential), entropy (or the stability of the system) and the index of human development.

The importance of private big, small and medium business to a modern economy and the need of socialization requires scientifically-based management. It is implemented on the basis of defined values: Socio-economic values of Ukrainian society – taxes in the budget, Income – economic activity of the enterprise, Quality of life of workers – wages and social costs, Ecology – the cost of the environment.

The absolute value of enterprises is *man and security*, which is implemented by the state on the basis of production resources – taxes to the state budget. The main relative values of enterprises can be considered (in the direction of decreasing precedence) are: *income, quality of life for workers and the environment*. The economic value an *income* is the base without which in principle is not possible own economic development. Social situation of workers of private business consisting of state social support (resources – taxes to the budget), wages and social investment own businesses. In this case, the indicators for the implementation of such values defined GDP (or resource potential production) company, entropy (or the stability of the system) and the index of socialization of workers as economic indicators directly to the company.

Conclusions

Value orientation of Ukrainian society to forecasting, optimal decision making in the management of economic development and ensure social peace and political society requires an understanding of: In the current political and economic environment to identify key social values and their priorities in order to identify priority areas of economic development, Morality through action in people is economic category, To focus economic development to new global values of society – environment and ahroklimatolohiya, adopt economic, social and environmental emphasis in economic development as a priority, or balanced (sustainable) the development of society (business) should be the top priority of its activities.

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