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TIME BUDGET OF KYIV STUDENTSHIP (SOCIOLOGICAL RESEARCH EXPERIENCE)

Summary

The paper presents some results of the sociological survey "The Everyday Life of Student Youth", conducted by the authors in the 2nd quarter of 2015 among the students of 4 Kyiv universities: the National Technical University of Ukraine "Kyiv Polytechnic Institute", Taras Shevchenko National University of Kyiv, Kyiv National University of Culture and Arts, National Pedagogical Dragomanov University. The sample size was 422 students (44,4% males and 55,6% females). 20,6% of respondents live in Kyiv since birth, 4,5% – most of their life, 1,7% – for 6–10 years, 49,5% – for 1–5 years, 16,5% – less than one year. 7,2% of respondents reside outside Kyiv at the moment.

The study focuses on the everyday activities of students in terms of time (self-evaluation). The paper is aimed at defining distribution of the daily time to various activities and some factors influencing this distribution. The authors used time budgeting method. The respondents were asked to retrospectively identify how much time they usually spend every day on one activity or another. The data analysis is based on the method of nonparametric statistics.

The paper provides descriptive characteristics of time budget for 20 daily activities. According to the obtained data, the most popular activity among Kyiv students is surfing the Internet, communication with friends and preparing for tests and exams. The authors have revealed correlations between different types of time-consuming activities. The Mann-Whitney U-test was used to identify differences in the distribution of time budgets among certain socio-demographic and socio-economic groups. The test showed, in particular, that males and females allocate their time (to one activity or another) differently. The same is true for respondents of different residential status (measured by time respondent lives in Kyiv) and different financial statuses. The obtained sociological information can be useful for teachers, economists, urbanists, and, those who are engaged in leisure and entertainment industry, time management, and others.

Keywords: time budget, everyday activities, leisure, students, city.

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MODERN PARADIGM OF CORPORATE CULTURE AND MULTICULTURALISM

Summary

The article touches upon the phenomena of current cultural processes. The author investigates the modern paradigm of corporate culture and multiculturalism in the terms of philosophy. The interconnection of current cultural processes and the process of modern corporate culture development has been grounded theoretically. The topicality of the problem is proved by the fact that under the conditions of the development of a fundamentally new socio-cultural reality of post-industrial model corporate culture acquires a global dimension.

The article is aimed at theoretical substantiating of the impact of cultural processes in the development of the society on the change of the modern paradigm of corporate culture and multiculturalism.

To achieve the set aim the author makes use of the following methods: theoretical analysis, summarizing and systematization of the scientific literature on philosophy and culturology.

Historical prerequisites of the appearance of the notions “multicultural society” and “multiculturalism” have been analyzed. The author shares the ideas of multiculturalism represented in the works by U. Eco, O. Spengler, Ch. Taylor, G. Thernborn, A. Toynbee. The changes in the paradigm of values of the modern corporate society and the influence of the Western model on Ukraine’s corporate culture have been highlighted.

Noting the high potential of humanistic multiculturalism, the author believes that it forms one of the reasons for the optimistic scenario of the culture as a whole, including corporate culture as its form.

The author considers the study of communicative aspect of corporate culture to be one of the prior directions of further research as it will promote the formation of a new subject of the communicative space of the corporation and thus, help to overcome the spiritual crisis.

Keywords: *corporate culture, multiculturalism, multicultural society, cultural processes, civilization.*

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THE DEVELOPMENT OF VOLUNTEER ACTIVITY IN UKRAINE AS A DEMONSTRATION OF CIVIL SOCIETY SOCIAL RESOURCES ACTIVATION: SPECIFICITY, PROBLEMS AND PERSPECTIVES

Summary

The article dwells upon the systematization of the experience; determination of the voluntary movement specific establishment and functioning in Ukraine at the present stage; analysis of the main factors affecting the status and dynamics of its social resources (particularly, in the context of motivation and demotivation for volunteer activity), and determination of the main problems and prospects for further development of national volunteerism.

The events of the Revolution of Dignity and military aggression in the East of the country revealed that Ukrainian structures of government have shown poor performance in many areas, and in some cases – even failure to resolve urgent problems facing the country, regions and citizens. In terms of inefficiency of government institutions and the acute shortage of resources – human, labor, economic, financial, personal, etc. – the problem of mobilizing internal resources of the country and its regions for self-defense and social security has become quite actual.

A rapid development of volunteer activities in Ukraine has been a bright manifestation of the mobilization and involvement of social resources, civic engagement and constructive self-organization aimed at the solution of acute problems of modernity. Volunteer activities in Ukraine at the present stage are characterized by a significant number of non-standard global practices of volunteering activities (in particular, in the military sphere), and sometimes generate not only the system of assistance to persons and entities that require it, but also the parallel system of development and implementation of solutions aimed at more efficient performance of the functions of relevant government agencies, primarily in the military sphere. Specific feature of the Ukrainian volunteer

movement is also a kind of "forced" one as a result of ineffective state institutions functioning and state's limited resources, as well as a very high level of initiative and independence of voluntary agencies.

The analysis of volunteer structures show great potential for strengthening and expanding their participation in solving the thorniest problems Ukrainian government and the public are facing. Acquired experience of the civil self-organization and mobilization by the volunteer organizations and movements is extremely valuable from the point of view of civil society development in Ukraine. Its research and mechanisms development should become one of the main tasks for scholars and representatives of public administration.

Keywords: *volunteering, social resources, civil society.*

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CERTAIN ASPECTS OF ENSURING THE RESULTS VALIDITY OF THE CONTENT ANALYSIS AS A SOCIAL DISCOURSE RESEARCH METHOD

Summary

Content analysis today is one of the leading research methods at the intersection of history, sociology, cultural and other sciences. As a method, content analysis is not only a set of common principles for texts analysis, but also a set of tools for it. With the intent to prevent possible errors while using and improving the research performance, the author tried to present content analysis as a leading method of information gathering and to offer the description of its semantic characteristics of identifying errors that are quite common in works that use this technique in sociological research.

Standardized, formalized methods of analysis have emerged as alternative informal methods. Content analysis as a valuable method of sociological research as it is able to reveal both explicit and implicit content information. Therefore, we can conclude that the systematic, objective and quantitative conditions and principles are not the only conditions and principles of content analysis.

If compare it to other research methods, content analysis has some special features of the procedural peculiarity – that is a careful count of the total number and incidence of certain units. Quantitative parameters (context unit and unit count) obtained in the study reveal quality content of analyzed document.

The use of qualitative components in the content analysis and its modification will give the ability to solve new, more complex tasks, to expand the problematic field of research, and to obtain more accurate conclusions about the nature of the phenomena studied.

Content analysis as one of the oldest research methods is still relevant today. It is a dynamic environment in interdisciplinary research and it diversifies due to developments in various fields of data analysis that require special attention of scientists to refine procedures for the content analysis implementation in order to obtain the most accurate data.

Keywords: *content analysis, context, validity, case study methodology, interpretation.*

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HIND SIGHT ANALYSIS OF THE PROTECTIONISM ROLE IN THE DEVELOPMENT OF ENTREPRENEURIAL CLASS

Summary

The article dwells upon the research of the protectionist measures role in the development of industrial and trade class as the basis of enterprise formation on the Ukrainian territory in 19th – early 20th. Author described conditions of formation and features of industrial and commercial class in Ukraine in the early 19th century. It was found that numerically insignificant class of industrial and commercial bourgeoisie enjoyed the highest patronage from the government, which was the impetus for business and acted as a factor for strengthening economic and political dependence on government.

Paper reveals the mechanism of state influence on the development of industrial and commercial areas and class of entrepreneurs through the prism of its instruments of customs and trade policies (export and import taxes, the system of customs taxes and charges, international treaty policy) and the so-called "internal" protection (adoption of industrial and trade legislation, implementation of fiscal, financial and compensation policies, development of industrial and commercial infrastructure, etc.). Author systematized methods of government protectionism and found most significant ones for the development of the business class, which turned to be instruments of tax incentives, trade and legal privileges, export subsidies, expansion of industrial and commercial entrepreneurs' rights, and also those ones that created preferential conditions only for individual financial and business groups, including industrial subsidies, public procurement, financial and credit mechanisms and so on.

The estimation was done on the structural changes in the business class under the influence of protectionism in the end of 19th – early 20th century. It was established that, on the one hand, the policy measures of state support significantly increased the number of entrepreneurs in the Ukrainian region, as evidenced by the volume of trade documents, on the other hand – the effects of protectionism included the monopolization of trade and industrial rights of individual socio-economic groups and restructuring of class entrepreneurs aimed at reduction of the peasant entrepreneurs' role (on social grounds) and the gradual displacement of industrial and commercial centers of Ukrainian businessmen with the given preference to those who came from Russian regions (on a national basis).

Keywords: *economic history of Ukraine, policy of protectionism, «internal» protectionism, customs and trade policy, entrepreneurship, entrepreneurial class, industrial and trade bourgeoisie.*

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HUMAN RESOURCES AS DETERMINANTS OF PHARMACEUTICAL PRODUCTION EFFICIENCY

Summary

The article dwells upon to the human resources of the pharmaceutical production as the determinant of its effectiveness. The author shows that human resources as well as the R&D capacity, should be regarded as one of the high-tech manufacturing key indicators. Based on the reports of the European Federation of Pharmaceutical Industry and Associations (EFPIA) and EUROSTAT the estimation of employment scale in the pharmaceutical countries - EU members was carried out. It is established that the EU pharmaceutical industry employed 725 thousand people, including 118 thousand of those involved in R&D. Paper considers the provision of human resources in the pharmaceutical and activities related to R&D, the rate of which is increasing every year. In order to clarify that EU

Member States have the largest concentration of specialists working in the pharmaceutical industry, the employment ratio was calculated with the rate per capita in the country's pharmaceutical industry and the total population of the country. According to calculations by the EUROSTAT data, it was found that the highest productivity compared to other high-tech sectors is concentrated in pharmaceuticals. It was revealed that pharmaceutical production is characterized by a high rate of direct and indirect employment. According to the results, it was discovered that pharmacy is the most effective industry among the high-tech ones. Based on US NSF the author defined the countries with the highest concentration of employment in manufacturing and countries that are the most effective for creating added value. According to the results it was determined that the efficiency of pharmaceutical production in Ukraine is lower, in general, than in the countries – EU members, despite the fact that the implementation of R&D to obtain new drugs or reproduction (imitation) of specialties requires highly qualified personnel, enumeration of which is growing in the domestic pharmaceutical industry with every year, despite the general trend of reducing employment in industrial sector. This article may be useful for students, teachers, researchers and government officials, who work in the high-tech pharmaceutical sector.

Keywords: high-tech production, pharmaceuticals, employment, research and development, innovations, added value.

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THE THEORETICAL FOUNDATION OF THE STATE ANTI-MONOPOLY POLICY (FROM THE HISTORY OF DOMESTIC ECONOMIC THOUGHT)

Summary

The article describes important directions of state regulation of entrepreneurial development, in particular, the policy of antimonopoly regulation in the reflection of Ukrainian economists of the late 19th – early 20th century. Paper reflects the pattern of social economic development during specified period presented in the economic literature. A special place is given to a comprehensive analysis of the monopoly structures impact in the economic life of the society presented in the writings of M. Tugan-Baranovsky, V. Zheleznov, D. Pikhno, M. Dovnar-Zapolsky, P. Struve, L. Fedorovych and others. After analyzing the problem of monopoly activities state regulation in the reflection of Ukrainian scientists-economists of the late 19th – early 20th century. It is established that in their writings, the representatives of the Ukrainian economic thought explored only some of the negative manifestations of monopolies, namely those that were pronounced by antisocial nature (limit the production, which had to increase the price of goods, the ability to exert pressure on the government and the unions, etc). Author analyzed the degree of theoretical developments scientific rigour in the Ukrainian economic thought on the most important directions of entrepreneurship development state regulation, namely policy antitrust regulation. It was determined that while considering the monopolization issue, Ukrainian scientists do not always pay enough attention to the problem of inequality in income distribution, social differentiation of society and the aggravation of contradictions of a market economy. Author proves that the study of Ukrainian economists holds some sketchiness and simplification in the interpretation of certain issues. This is mainly due to the fact that scientists have studied the developing phenomenon. A positive achievement of the scientists is that they have noticed the problem and tried to solve it, based on the development level of the contemporary science.

Keywords: entrepreneurship, competition, monopoly, government regulation, history of Ukrainian economic thought.

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FORMATION AND DEVELOPMENT OF STARTUPS IN UKRAINE: PROBLEMS AND SOLUTION APPROACHES

Summary

Innovative startups is a new form of innovative business and they create high value added and high-paying jobs. It is due to their positive impact, there is an increasing attention from countries with developed innovative systems and increased number of implemented programs to support startups.

However, in Ukraine there are no instruments of public support, and there is no formalized legal definition of the term "startup company".

The article dwells upon the history of startups in Ukraine, the place of the country on the international rankings and the problems that startups are currently facing.

Author presents main results of pilot study conducted by Institute for Economics and Forecasting, NAS of Ukraine on the development of domestic startups as the most dynamic agents of the national innovation system.

The conclusion was driven that there is an urgent need for the STEM-specialists who are able to create, multiply, and promote new knowledge, to effectively use it in their work. Another important accent should be made on the implementation of government programs to support Ukrainian technology based of international best practices, and to strengthen information security startups for the participation in international support programs, including "Horizon 2020".

Creating similar conditions in Ukraine also will contribute to the development of startup ecosystem and strengthen innovative entrepreneurship.

Keywords: startup, innovations, startup ecosystem.

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THE RESEARCH LEVEL OF THE SCIENTIFIC HERITAGE OF UKRAINIAN ECONOMISTS ABROAD BY SCIENTISTS OF INDEPENDENT UKRAINE

Summary

The thought of economic Ukrainian foreign is a valuable stratum both for the world as well as for Ukrainian economic theory and the works of its representatives, which is essentially complementary theoretical and practical research of economy. Today, the study of heritage economist's immigrants greatly enriches modern Ukrainian history economics. It is not only the diversity of their works, but also the intellectual potential of foreign scientists.

The works of economist's Ukrainian diaspora of 20th century is unsearchable large selection of information. Modern Ukrainian scientists are increasingly turning to the analysis of scientific heritage immigrants, but the object of their research is mainly political, social and historical issues. In recent years economic issues were the subject of the research studies of the Ukrainian diaspora. Therefore, methodological problems of studying Ukrainian economic thought, including foreign, were studied by P. Leonenko, S. Stepanenko, A. Halchinskiy; analysis of certain areas of economic science in the development of the Ukrainian diaspora were discussed by S. Zlupko, R. Vasil'eva, L. Gorkin, M. Chumachenko A. Demkivskyy, A. Werbowy, Y. Timchenko, etc. The issues of colonial character of the Ukrainian economy were covered in the works of B. Sikora and others.

SUMMARIES

Comprehensive study of Ukrainian heritage study abroad indicates that domestic science has a gradually increasing interest in the works of Ukrainian representatives abroad. However, in general, scientists continue to study only certain aspects in the writings of Ukrainian foreign economists. It should be emphasized that these works do not exhaust the array of developments, which exist today, but they are only a part of many more that also deserve scientific attention.

Keywords: *Ukrainian foreign, economists emigrants, research centres, cooperation, finance, economic system, economic thought, historical experience.*

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APPROACHES TO POLICY DESIGN ON COMBATING GENDER-BASED VIOLENCE

Summary

The article dwells upon the problems of policy on combating gender-based violence in Ukraine. Despite development of the progressive legal framework, implementation of programs and creation of appropriate institutional environment, the problem has not lost its relevance. Therefore, the scientific studies aimed at evaluation of the public policies effectiveness to prevent and combat gender-based violence are important.

This publication presents the results of a survey of regional experts, who work in the field of preventing and combating gender-based violence in various institutional sectors. Practitioners led assessments allowed to identify main problems that hinder the effectiveness of policies on combating gender violence, including poor coordination of efforts in different sectors, the lack of common information base, the lack of skilled professionals, low availability of services for violence victims, including systematic lack of safe housing, etc.

The results of in-depth interviews provided grounds for a number of general proposals on improvement of measures to prevent and combat gender-based violence, including improving the coordination between experts from various sectors, including establishment of the regular information exchange; creation of a unified database; solving of staffing issues; raising public awareness and development of social services for victims, etc.

Keywords: *gender-based violence, domestic violence, policy on combating violence, expert assessments.*