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ARCHETYPAL FOUNDATIONS OF THE DOMESTIC ECONOMY TRANSFORMATION

Abstract. The author’s vision of the institutional nature of social transformations taking into account the influences of existing archetypes is presented. The conceptual and categorical analysis of an institute, institutionalism, and societal transformations is offered to prove the ideas. In particular, theoretical and methodological institutional aspects that directly influence on the course of social transformations in Ukrainian society are considered, taking into account the influence of archetypes. According to the results of a conceptual-categorical analysis, the basic properties of institutionalism which include time lag, system, set of rules — formal, informal, determined by social archetypes are identified. The purpose is to form a structure of social interaction, under which the mechanisms are laid and social transformations can take place. Based on the generalization of theoretical approaches, it was found that the institute, creating a symbiosis with archetypes, is a system of formal and informal socio-economic rules, which are determined by the powerful duality of both long and short-term goals, limiting the relationship between individuals in economic, legal, socio-econo-
nomic, innovation spheres and help to identify the historical conditions under which the socio-economic mechanisms of social transformation are created. It is suggested to consider the Institutional-archetypal approach as a ruling one in distinguishing the general and special path of country’s development, since there is an individual national matrix, which was formed under the influence of archetypes. It is concluded that the problem of ensuring the sustainability of socio-economic processes in society at the existence of public transformations implying the existence of an institutional-archetypal matrix but the consideration of problems of institutional influence on transformational processes, occurring in Ukraine lacks a comprehensive vision taking into account the impact of social archetypes, providing timely establishment of thorough scientific concepts relating to institutional theory that defines the archetypal social transformation under the influence.

Keywords: institutions, institutionalism, social transformations, archetypes.
суспільних архетипів, що передбачає своєчасність створення грунтовної наукової концепції, яка стосується інституціональної теорії, що визначає суспільні трансформації під впливом архетипів.

Ключові слова: інститути, інституціоналізм, суспільні трансформації, архетипи.

АРХЕТИПНІ ОСНОВИ ІНСТИТУЦІЙНОЇ ТРАНСФОРМАЦІЇ ОТЕЧЕСТВЕННОЇ ЕКОНОМІКИ

Аннотація. Представлено авторське видіння інституційної природи соціальних трансформацій при узагальненні їх архетипів. В якості доказової основи було зосереджено категорійний аналіз понять, пов’язаних з інститутами, інституціоналізмом, соціальних трансформаціях. В частині, визначені теоретико-методологічні інституційні аспекти, які прямо впливають на ход соціальних трансформацій в українському суспільстві з урахуванням впливу архетипів. В результаті понятійно-категорійного аналізу розкрито основні властивості інституцій, а саме: часовий лаг; система, співвідношення правил — формальних, неформальних, які визначають соціальні архетипи; мета — формування структури соціального взаємодіяння, при якому можуть формуватися механізми та формуватися соціальні трансформації. На основі об’єднання теоретичних прийомів досліджено, що інститут, створюючи симбіоз з архетипами, представляє собою систему формальних і неформальних соціально-економічних правил, определяється двоєдніществом різних підходів до визначення цілей та критеріїв, які формуються соціально-економічними механізми соціальних трансформацій. Представлена інституційно-архетипний підхід як определяющий при вивченні соціальних структур, що впливають на архетипи. Доказано, що проблема стабільності соціально-економічних процесів в суспільстві при визначеннях соціальних трансформацій визначається інституційно-архетипною матрицю. Розглядуванню проблеми інституційного впливу на трансформаційні процеси, відбуваючі в Україні, не хватає комплексного зрозуміння, при якому визначається вплив соціальних архетипів, що враховує своєчасність створення соціальної концепції, крім інституціональної теорії, яка визначає соціальні трансформації під впливом архетипів.

Ключові слова: інститути, інституціоналізм, соціальні трансформації, архетипи.
Formulation of the problem. The current state of the domestic economy is determined by the reform, including the evolution of the archetypes, in all the spheres of life, other endogenous and exogenous factors of influence. The implementation of the reform is aimed at providing profound changes in the society, which is impossible without understanding the methodology of institutionalism, which underlies the dominant archetypes, its determinants, evolutionary laws, which allows to clarify the actions of the social laws and determine the course of the social transformations. With the gradual socio-economic transformations taking place in the Ukrainian society in order to accelerate the country’s integration into the world economic system, the requirements for methods of analysis and forecasting the consequences of decisions made in the management of the economy are increasing. There is a need to ensure a reliable forecasting of the functioning of the Ukrainian economy in the short and long term, which allows for sound decisions about strategic and tactical challenges. In this connection, it is promising to use the modern economic and mathematical methods and simulation modeling to analyze and evaluate the priorities of the socio-economic policy of Ukraine, with due regard to the influence of the national archetypes. The data used for assessment is astounding in diversity. In particular, most scholars consider the macroeconomic values to be the most objective starting point for analysis, but it is rather limited to account for institutional tendencies, archetypal manifestations, and use of factual material, without which predictions are less likely and socio-economic processes occurring, the social archetypes that determine the existence of a system of institutional matrices, and thus affect the social transformations, are subject to less adjustment and influence. This determines the relevance and timeliness of the topic stated by the authors.

Analysis of the recent publications. In the writings of foreign and domestic researchers one can find scientific work devoted to the methodology of institutionalism. In particular, D. North [1] analyzes the institutional changes and functioning of the economy; O. A. Gritsenko [2] determines the place of the state in the institutional environment; O. O. Prutska [3] considers the economic behaviour based on an institutional approach, indirectly touching the archetypes and analyzing deregulation as a way of improving the quality of the archetypal-institutional environment, and others. The issue of actualization of the institutional and archetypal provision of the state regulation of the economy needs further investigation.

The purpose of the article. Substantiation of the archetypal foundations of the institutional transformation of the domestic economy as a scientific-theoretical basis of transformational changes, taking into account the influence of the social archetypes.

Presentation of the main material. Recent research has attracted interest in the study of the institutional and related archetypal influences on the level of the social development. It cannot be said that the issue of institutionalism has not been addressed by scientists, on the contrary, the number of them is increasing every year, but the magni-
tude of the questions, the use of mainly
generalized or scientific evidence, makes the
problem open for further research in the
current knowledge space. In particular, the foundations of the institu-
tional-archetypal were detailed in the
writings of the well-known scientists
who considered themselves to be the
followers of three waves: classical insti-
tutionalism (Veblen T., Gelbraith J. K.,
Polanyi K., etc.); neoinstitutionalism
(Buchanan J., Coase R., McNeill J.,
North D., Peyovic S., Poser R., Stigler
J., Williamson O., etc.); and modern
institutionalism (Bouye R., Nash J.,
Teveno L., Favro O., etc.).

In terms of the institutional ap-
proach, understanding how the econom-
ic system works, how the social trans-
formations take place requires account
of the very complex relationships be-
tween the society and the economy, that
are determined by the existence and in-
fluence of the social archetypes. The rel-
ationship between them is determined
by a set of institutional constraints, that
are a form of ensuring the functioning
of the economic system. Institutions in
relation to the archetypes are the key to
understanding the relationship between
the society and the economy and the
key to the impact of these relationships
on the economic growth (or stagnation
and decline). Ultimately, institutions
are fundamental factors in the function-
ing of the economic systems in the long
run, determining the social transfor-
mation. It should be emphasized that the
continuous influence of the social ar-
chetypes, which may change the insti-
tutional matrices, is constantly taken
into account.

Under the institute A. Oliynyk
means “a set of formal, fixed in the law
and informal, fixed in the common law,
boundaries that structure the interac-
tion of the individuals in the economic,
political and social spheres” [4, p.188].

A more common and methodologi-
cally sound definition can be found in
J. Lafta: “Institutions are understood
to mean a set of socio-economic rules
that operate under historical condi-
tions, over which individuals or groups
of individuals are largely unremark-
able, both in the short and medium
term. From an economic point of view,
these rules are intended to determine
the conditions under which the indi-
vidual or collective choice of the al-
location and use of the resources may
be exercised. In this sense, institutions,
unlike markets or organizations, do
not become mechanisms of coordina-
tion; they help to determine the socio-
historical conditions under which such
mechanisms can be laid” [5, P. 12].

Interesting is J. Lafta’s argument
about the understanding of the eco-
nomic institutions as mechanisms —
regulators of the economic functions.
The characteristic of such institutions
is “the relations that include, as appro-
priate, components of the power, force
interactions between the individuals or
their groups” [6, P. 13].

One of the founders of the institu-
tional economic theory, Veblen T. inter-
preted institutions as units of selection
in the evolutionary process of the Dar-
winist type [7, p. 13]. These research-
ers are close to identifying the impact
of the archetypes, but do not take them
into account.

In defining institutions, J. Hodgson
considers the last long-term systems of
rules that have been established and
entrenched and that give structure to
the social interactions [8, p. 11]. That is, the definition focuses on the essence of the system of the social rules.

Many features in common with the preceding have the definition of Searle J.: institute — a special type of social structure, which includes codified rules of interpretation and behaviour. Some of the rules are related to the conventional symbols or values, such as in the case of money, etc. [8, P. 12].

Thus, these definitions make it possible to determine the basic properties of institutionalism, to which we attribute a time lag — long-term or short-term; system, set of rules — formal, informal, socio-economic; the goal — the formation of the structure of the social interaction, a special type of social structure, contribute to the definition of the socio-historical conditions under which such mechanisms that regulate economic functions can be laid.

Based on the generalization of the theoretical approaches, we conclude that the institution, creating a symbiosis with the archetypes is a system of formal and informal socio-economic rules, which are determined by the powerful unity of both long-term and short-term, limiting the relations between the individuals in the economic, social, legal, socio-economic, innovation spheres and help to determine the historical conditions under which the socio-economic mechanisms of the social development are created.

The institutional-archetypal approach involves considering the economy not as a static system, but as a dynamic process that is constantly in motion, changed and transformed. “Technological and institutional changes (transformations) are the keys to understanding the general and economic evolution, which is appropriately dependent on its path…”, — noted D. North [1, P. 198].

The institutional-archetypal approach eliminates the question of the general and particular path of the development of a country, since it assumes the existence of an individual institutional matrix in each country formed under the influence of the archetypes, namely, the interlocking of the interconnected formal rules and informal constraints that guide the country’s economy, different from the path of development of another country.

The commonality of the borrowed rules of the game in the countries with different institutional systems leads to significantly different consequences. Although the rules are the same, but the mechanisms and practices for monitoring the compliance with these rules, the rules of conduct and subjective models of the actors are different. Therefore, the real incentive system and the subjective assessment by the actors of the consequences of the decisions made are the others.

The abstract concept of “institutional matrix” logically summarizes the various real links of the archetypes and institutions that can be observed in real life. These are legal and social norms, rules and sanctions, conciliation procedures and laws, traditions and customs, organizations and legal acts, etc. [7]. The specific characteristics of each national model are defined in the overall relationship in their structure of the basic and complementary additional institutional matrices. Thus, in the U-matrix coordinates the economic institutions of the market, political
institutions of the federation (building society, starting from the bottom of the individual independent territorial communities) and subsidiary values (subsidiarity as a principle means the priority of the individual relative to the community of which he stands), in which the priority of the Self over We is fixed [8]. Here we see a sufficiently well-defined influence of the social archetypes.

Public administration can also identify some of the problems of Ukraine’s institutional recovery:

1. creation of conditions for the development of “decent” public institutions that can ensure the socio-economic development of the state;

2. formation of favorable conditions for the functioning of all the branches of the power.

The bearer of the power is the people, but in order to realize this, institutional conditions are needed, that is, it is necessary:

3. an extensive stable system of law;

4. a powerful human rights protection system;

5. an extensive system of informing the people.

6. law — protection of the state structure, is: The Security Service of Ukraine; The State Bureau of Investigation; Anti-Corruption Court; The National Agency for the Prevention of Corruption; the National Guard; Ministry of International Affairs;

7. institutional conditions for the functioning of the institution of the judiciary: legal protection of the rights of the judges.

Public institutions interact with the system of the public institutions. The President, by virtue of his function and role as guarantor of the Constitution, becomes the focus of the both systems. The President is the guarantor of the institutional invariant of the society. All the activities of the guarantor of the constitution should be aimed at ensuring the effective, efficient and active functioning of the branches of the power, as fundamental archetypal principles of the society. The role and status of the President as the guarantor of the Constitution must be secured institutionally and be based on the archetypes.

It should be noted that an institutional structure has been formed in Ukraine that does not always fit the matrix of its socio-economic traditions and does not take into account the archetypes. It also does not fit either the Anglo-Saxon model of the institutional structure of the society or the continental one.

The characteristic features of the institutional structure of the Ukrainian society include: the institute of anti-law. That is, the rules of the law, if used, are very selective.

Directing the transformation of the institutions or resisting those that have already formed and exerting appropriate influence on the whole (space) continuum of the society. The presence of the institutes and the links between them creates a society invariant. This invariant provides the self-reproduction of the system. A special place is taken by the judiciary. All the institutions are interconnected and closely intertwined. Loss of the influence of some of them will certainly cause degradation of the others. Institutions influence the social transformations and distort the archetypes [9, 10].
Conclusions. The generalizations of the research suggest that the problem of ensuring the sustainability of the socio-economic processes in the society and the correct direction of the social transformation, firstly, is the difficult determination of the matrix priorities with respect to the institutional-archetypal matrix in the country; secondly, the domination in Ukraine during a certain time of the command-administrative system has influenced the formation of the communitarian property not only as a public, but as archetypal despite the fact that the mental factors are one of the most influential in initiating the processes of different nature; thirdly, when considering the problem of the institutional impact on the transformation processes occurring in Ukraine, domestic scientists are limited to separate works, sections in monographs, which detracts from the consideration of institutionalism from the standpoint of a complex, systematic, process-based approach in compulsory consideration of influences of the society that is, from the creation of a thorough domestic scientific concept that relates to the institutional theory that determines the social transformations under the archetypal influence.

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