

# THEORETICAL AND APPLIED ASPECTS OF ECONOMIC PROCESSES IN UKRAINE AND IN THE WORLD ECONOMY

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## ASSESSMENT OF THE CURRENT STATE OF DEVELOPMENT OF THE CULTURAL ENVIRONMENT OF THE REGIONS OF UKRAINE

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In the course of writing the article, the cultural environment is analyzed, which is the most important prerequisite for qualitative improvement of productive forces, increasing the efficiency of social production. An urgent problem is the implementation of large-scale transformation, exacerbated the problems of culture, unresolved which has led to negative social and economic consequences, among which a special place is occupied by problems at the regional level. Approved standards, deterioration of logistics, dismissal of a significant number of employees, etc.). At the same time, an important condition for strengthening the market economy is a high level of education and intellectual training of the population, intensification of spiritual renewal and cultural progress of society, the cultural level of the population. Attention is paid to the factors of preservation and development of the existing network of cultural institutions in all regions of the country, providing them with modern material and technical base, stimulating the development of film production and improving film service, its transfer to new screening technologies, museum development, creative unions of Ukraine, in particular their local organizations, ensuring the further development of cultures of national minorities, improving the conditions of creative activity and life of masters of arts, cultural workers, increasing their wages, etc. All this testifies to the dynamism of the cultural sphere, its focus on adapting to social change and international integration. The main goal of Ukrainian business culture is that it should take on more concrete forms. With the age of social media and the availability of information, reputation is becoming increasingly important. The institute of reputation is born in the Ukrainian realities and it happens not in politics or other spheres of life, but in business.

## КУЛЬТУРНІ ФАКТОРИ В БІЗНЕСІ ТА МІЖНАРОДНОМУ МАРКЕТИНГУ

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### Ключові слова:

організаційна культура,  
корпоративна культура,  
бізнес-культура,  
міжнародний маркетинг,  
міжнародний бізнес

В ході написання статті аналізуються культурні фактори бізнесу та міжнародного маркетингу. У міжнародному маркетингу та бізнесі найбільші труднощі створюють фактори культурного середовища. Тому все більшого значення набуває правильна оцінка відмінностей національних культур та їх адекватне врахування. Приділено увагу чинникам культурного середовища на багаторівневу структуру культури, що визначає різноманітність її функцій у житті кожного суспільства. Дано оцінку впливу культурних факторів на підставі проведеного дослідження методів багатовимірного аналізу культурних факторів, що впливають на розвиток міжнародного маркетингу та бізнесу в різних країнах. На підставі проведеного дослідження запропоновані методи багатовимірного аналізу культурних факторів, що впливають на розвиток міжнародного маркетингу та бізнесу в різних

країнах. За результатами дослідження запропонований комплексний підхід до оцінки факторів впливу на розвиток міжнародного бізнесу у кожній країні. В умовах національного розмаїття ділових культур особисте значення мають соціокультурні чинники. Мета на підставі проведеного дослідження методів багатовимірної аналізу культурних факторів, що впливають на розвиток міжнародного маркетингу та бізнесу в різних країнах, застосування на практиці запропонованих рекомендацій. Повинен бути застосований комплексний підхід до оцінки факторів впливу на розвиток міжнародного бізнесу у кожній країні. Це тим, що у умовах національного розмаїття ділових культур особисте значення мають соціокультурні чинники.

### Formulation of the problem

Today, the country's cultural wealth is still inaccessible to many people due to their low socio-cultural activity, which requires changes in the economic base of regional development, increasing human capital, improving cultural education as the main condition for harmoniously developing strategic goals. persons. One of the reasons for the decline in state interest in addressing these issues is the different social conditions for the consumption of cultural goods and services. During the transformation processes in the country there were not only new relations between subjects and institutions of culture, but also new content of their activities, new priorities, as well as significant changes in the system of values, norms and principles of cultural life.

The peculiarity of the cultural sphere is that the main results of cultural activities are expressed, as a rule, in the delayed social effect and are manifested in increasing intellectual potential, changing values and norms of human behavior, reflected in the modernization of society. Obviously, the consequences of this kind do not undergo the usual statistical measurements.

### Analysis of recent research and publications

For example, Airbnb's online rental service is an organization that values employee experience. The company's management worked on programs to improve interaction with employees and provide them with favorable working conditions. Because the company is primarily service, all its activities are through employees, so it is in their hands is the success and reputation of the company. As a result of the introduction of such programs, Airbnb's profits have increased many times over. The company pays more attention to employee training. It is increasingly important for employees to find out what their employer will offer them as professionals. They want to understand that they will be moving up both professional and career ladders.

### Formulation of goals

The purpose of the work is to characterize and study the development of the existing network of cultural institutions in all regions of the country.

Objectives of the study:

- providing them with modern material and technical base;
- stimulating the development of film production and improving film service;
- analyze the cultural environment of international marketing;

– to study the impact of cultural factors on the efficiency of doing business;

– promoting the activities of national creative unions of Ukraine.

### Presentation of the main material of the research

The peculiarity of the cultural sphere is that the main results of cultural activities are expressed, as a rule, in the delayed social effect and are manifested in increasing intellectual potential, changing values and norms of human behavior, reflected in the modernization of society. Obviously, the consequences of this kind do not undergo the usual statistical measurements. However, in the practice of domestic statistics, state and regional government there is a system of indicators that can be used to assess the development of the cultural environment: indicators that characterize the financial support of the cultural sphere; indicators of the level of development of elements (most often data on the state of infrastructure are used); indicators of the served contingent of the population, in particular the level of involvement of people in various forms of service; Indicators of human resources in the field of culture.

It should be noted that the location of cultural facilities is influenced by economic factors (for example, the amount of costs for the development of culture in a particular region). However, there is an underestimation of the role of culture in administrative practice in cities, and hence the uneven location of cultural objects in Ukraine, in particular in rural areas. Analyzing the territorial infrastructure of the cultural environment, it is advisable to use indicators of location of objects, in particular their territorial accessibility. Also, among other important indicators for assessing the state of infrastructure is the share of cultural institutions (libraries, theaters, clubs, museums) that are in disrepair or in need of major repairs.

The development of the cultural environment also depends on the factor of financial security. It should be noted that the need for budget funding in the field of culture is due to the fact that its activities require a certain stability of financial security given its long-term nature due to the uncertainty of the results. In addition, budget funding also helps to meet the needs of highly qualified professionals, in contrast to the private sector. Unfortunately, today the main problems of cultural development are related to the formation of the residual principle of allocation of funds for the needs of the sphere. It is possible to expect a significant increase in budget expenditures in the field of culture, in particular, the development of standards and standardization of costs for the maintenance and

development of cultural institutions, only if the stabilization and growth of budget revenues.

The influence of factors related to the legal provision of the effective functioning of the cultural environment determines the development of its network, state.

The main reasons for complicating the further development of the cultural environment are that cultural institutions are poorly integrated into regional socio-economic systems; secondly – there are no methodological principles of socio-economic evaluation of the effectiveness of their activities, there is no system of criteria for organizing the planning and material incentives for cultural workers; thirdly, it is difficult to carry out a comparative analysis of the activities of different types of institutions, as this is not always possible due to the fact that each area uses a significant number of indicators and criteria that cannot be compared.

Based on the analysis of the relationship between the infrastructural provision of the cultural environment and efficiency [4, p. 69], seven groups of regions of Ukraine were identified according to the level of its development, namely:

1. Regions with a high level of efficiency in the use of cultural facilities with a high and medium level of development of their infrastructure – Mykolaiv, Kharkiv, Khmelnytsky, Cherkasy and Chernivtsi regions.

2. Regions with a high level of efficiency in the use of cultural facilities with a low level of development of their infrastructure – Kyiv.

3. Regions with average and below average level of efficiency of use of cultural objects at a high level of development of their infrastructure – Vinnytsia and Chernihiv regions.

4. Regions with an average level of efficiency in the use of cultural facilities with an average and below average level of development of their infrastructure – Kyiv and Poltava regions.

5. Regions with lower than average level of efficiency of use of cultural objects at average, lower than average and low level of development of their infrastructure – Dnipropetrovsk region.

6. Regions with a low level of efficiency in the use of cultural facilities with a high and medium level of development of their infrastructure – Ivano-Frankivsk, Kropyvnytskyi, Ternopil, Kherson, Rivne and Volyn regions.

7. Regions with a low level of efficiency in the use of cultural facilities with low and lower average level of development of their infrastructure – Zhytomyr, Zakarpattia, Zaporizhia, Lviv, Odessa and Sumy regions. Based on the integrated assessment of socio-cultural activity of the population, the regions of Ukraine were divided into groups (Table 1).

In conditions when the population evaluates cultural institutions as conservative, which do not take into account current trends and requirements of cultural life, there is an urgent need to expand the economic independence of cultural institutions. At the same time, in the new economic realities, the preservation of the country's previously created cultural potential is an urgent problem.

Current issues of preservation and development of the existing network of cultural institutions in all regions of the country, providing them with modern material and technical base, stimulating the development of film production and improving film service, transferring it to new screening technologies, museum development, state program informatization. unions of Ukraine, in particular their local organizations, ensuring the further development of cultures of national minorities, improving the conditions of creative activity and life of masters of arts, cultural workers, increasing their wages, etc. All this testifies to the dynamism of the cultural sphere, its focus on adapting to social change and international integration.

The main thing in Ukrainian business culture is that it acquires more specific shapes. With the age of social media and the availability of information, reputation is becoming increasingly important. The institute of reputation is born in the Ukrainian realities and it happens not in politics or other spheres of life, but in business. And although low price is still a priority in the mass Ukrainian market, the brand reputation and corporate culture are beginning to become more important. There are more and more social projects and environmental initiatives in the framework of corporate responsibility, the attitude of management to employees is changing. Therefore, gradually from the wild jungle of post-Soviet heritage under the influence of global processes, Ukrainian business culture acquires the features of post-industrial business culture, which is characterized by the desire for intellectual added value, brand value and social responsibility.

### Conclusions from this study

We can conclude about the cultural environment in Ukraine, the definition of socio-cultural priorities is a specific tool for solving problems of socio-economic territories, and objective and comprehensive assessment of factors in each region allows to identify and characterize the specifics of its socio-economic system. Based on the analysis and assessment of the current state of the infrastructural potential of the cultural environment, the efficiency of its use and socio-cultural activity of the population at the regional level, it can be concluded that the mismatch of its level and quality of national and cultural revival in Ukraine. Unfortunately, this has negatively affected the self-sufficiency and reproducibility

Table 1 – Distribution of regions of Ukraine by level of socio-cultural activity of the population, 2020

Evaluation criteria				
High level (more than 80 %)	Average level (more than 40 %)	Level below average (30–40 %)	Low level (20–30 %)	Low level (20–30 %)
Kyiv	Odessa, Cherkasy, Chernihiv	Kropyvnytskyi, Lviv, Ternopil, Khmelnytsky, Chernivtsi	Vinnytsia, Volyn, Zhytomyr, Mykolaiv, Poltava, Sumy, Kharkiv	Dnipropetrovsk, Zakarpattia, Zaporizhia, Ivano-Frankivsk, Kyiv, Rivne, Kherson

of socio-economic processes in the regions of the country. Therefore, we can say that our country has accumulated a set of territorial problems, among which are significant differences in the regional development of the cultural environment.

But one way or another, business culture is still a reflection of the general culture of society. In order to fully assess the state of affairs with the experience of the employee in Ukraine, it would be necessary to conduct a large-scale study. However, it can be assumed that such an element as the professional and life experience of the employee is of less interest to Ukrainian employers. This is especially true for large companies, where they often

try to achieve a high level of service by such methods as strict regulation of actions, a system of penalties for mistakes and errors, the bet that «there are no irreplaceable workers.» Accordingly, the flow of staff is quite rapid, and the company spends money on constant recruitment of new employees.

Of course, there are examples of enterprises in Ukraine where global innovations are embodied: in particular, IT companies, PR and communication agencies, creative industries, etc. However, the experience of the employee is most often emphasized by either small young companies or local divisions of foreign companies that bring their own corporate culture to Ukrainian branches.

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