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DORONIN A.,¹ DORONINA M.,² MYKHAILENKO D.³

HUMANIZATION OF ECONOMIC SCIENCE, HUMAN BEINGS AND PRODUCTION ORGANIZATION: PROBLEMS AND PROSPECTS

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Formulation of the problem. Economic instability, intensification of social problems, uncertainty of economic development guidelines in Ukraine indicate the need in reviewing problems and prospects of economic science and practice. *The purpose of the article is to generalize the possibilities of forming sustainable development of society in general and its economic system in particular through new justifications of problems and prospects for restoring a decent standard of living today and its guarantees for future generations. The methodological basis of the study is the ideas of prominent scientists and practitioners, methods of dialectics, system-synergetic and interdisciplinary approaches to the analysis of the humanization of economics, human models and a production organization. The main hypothesis of the study is the assumption that the clarification of the functions and elemental composition of humanization of economics, human models and a production organization will provide constructive discussions to identify the main problems and prospects for its development and adaptation to domestic conditions. Statement of basic materials.* The loss of control over the system of economics and practice requires revision of their research technologies based on methodological pluralism, focused on identifying opportunities for transformation of the economy focused on the production of goods into the economy of expanded reproduction of potential human capacity to respond to increasing non-traditional situations. Humanization of economics is possible by involving the recommendations of disciplines that study the behavior and relationships of people, ways to unite them into project teams, opportunities to develop their creative potential, the ability to generate unique ideas to overcome crises. *Originality and practical significance of the research.* The level of management humanization depends on the ability of managers to unite subordinates into emotionally stable project teams. In personnel activity management, humanization is provided by the ability to diagnose the uniqueness of its potential and to intensify the desire to generate unique ideas for overcoming crises - stratagems. *Conclusions and prospects for further research.* The effectiveness of economics humanization depends on a constructive dialogue between the parties interested in its development. The initial stage of the dialogue shall be interpretation of its functions and content. Prospects for further research are related to the development of reforms, building their logical matrix, which will contribute to the reform of society in general and its economic subsystem in particular.

Key words:

economic science, human model, organization model, humanization, sustainable development.

¹ **Доронін Андрій Віталійович**, д-р екон. наук, професор, завідувач кафедри менеджменту, Національний аерокосмічний університет ім. М. С. Жуковського «Харківський авіаційний інститут», м. Харків, Україна

Doronin Andrew, Doctor of Economic Science, Professor, Head of Management Department, National Aerospace University "Kharkiv Aviation Institute", Kharkiv, Ukraine.

e-mail: andrej.doronin@khai.edu

ORCID ID: 0000-0003-2257-4278

² **Дороніна Майя Степанівна**, д-р екон. наук, професор, старший науковий співробітник, Науково-дослідний центр індустріальних проблем розвитку Національної Академії наук України, м. Харків, Україна.

Doronina Maya, Doctor of Economic Science, Professor, Senior Research Fellow, Research Center for Industrial Development Problems, National Academy of Sciences of Ukraine, Kharkiv, Ukraine.

e-mail: doroninamas@gmail.com

ORCID ID: 0000-0001-8074-375X

³ **Михайленко Дар'я Геннадіївна**, канд. екон.н., доцент, старший науковий співробітник відділу макроекономічної політики та регіонального розвитку, Науково-дослідний центр індустріальних проблем розвитку Національної Академії наук України, м. Харків, Україна.

Mykhailenko Daria, Ph.D. in Economics, Associate Professor, Senior Researcher Scientist in Macroeconomic Policy and Regional Development Department of the Research Center for Industrial Development Problems, National Academy of Sciences of Ukraine, Kharkiv, Ukraine.

e-mail: mikhailenko.dg@gmail.com

ORCID ID: 0000-0002-8420-6510



ГУМАНІЗАЦІЯ ЕКОНОМІЧНОЇ НАУКИ, ЛЮДИНИ І ВИРОБНИЧОЇ ОРГАНІЗАЦІЇ: ПРОБЛЕМИ І ПЕРСПЕКТИВИ

Постановка проблеми. Економічна нестабільність, посилення соціальних проблем, невизначеність економічних орієнтирів розвитку в Україні свідчать про необхідність перегляду проблем і перспектив розвитку економічної науки і практики. *Метою статті є* узагальнення можливостей формування сталого розвитку суспільства в цілому і його економічної системи зокрема за рахунок нових обґрунтувань проблем і перспектив відновлення гідного рівня життя сьогодні і його гарантій для майбутніх поколінь. *Методологічна основа* дослідження створена з ідей видатних вчених і практиків, методів діалектики, системно-синергетичного і міждисциплінарного підходів до аналізу гуманізації економічної науки, моделей людини і виробничої організації. *Основною гіпотезою* дослідження стало припущення, що уточнення функцій і елементного складу гуманізації економічної науки, моделей людини і виробничої організації забезпечить конструктивні дискусії щодо визначення основних проблем і перспектив її розвитку і адаптації до вітчизняних умов. *Виклад основного матеріалу.* Втрата контрольованості системи економічної науки і практики вимагає перегляду технологій їх дослідження на основі методологічного плюралізму, зорієнтованого на визначення можливостей трансформації економіки, зосередженої на виробництві товарів в економіку розширеного відтворення потенціальних здібностей людини реагувати на збільшення нетрадиційних ситуацій в житті. Гуманізація економічної науки можлива за рахунок залучення рекомендацій дисциплін, які вивчають поведінку і взаємовідносини людей, способи об'єднання їх в проектні команди, можливості розвитку їх творчого потенціалу, вміння генерувати унікальні ідеї для виходу із кризових ситуацій. *Оригінальність і практичне значення дослідження.* Рівень гуманізації менеджменту залежить від вміння керівників об'єднувати підлеглих в емоційно стійкі проектні команди. В управлінні активністю персоналу гуманізація забезпечується вмінням діагностувати унікальність його потенціалу і активізувати бажання генерувати унікальні ідеї подолання криз – стратагеми. *Висновки та перспективи подальших досліджень.* Ефективність гуманізації економічної науки залежить від конструктивного діалогу сторін, зацікавлених в її розвитку. Вихідним етапом діалогу необхідно обрати узгодження тлумачення її функцій і змісту. Перспективи подальших досліджень пов'язані з розвитком реформ, побудови їх логічної матриці, яка сприятиме реформуванню суспільства в цілому і його економічної підсистеми зокрема.

Ключові слова:

економічна наука, модель людини, модель організації гуманізація, сталий розвиток.

ГУМАНИЗАЦИЯ ЭКОНОМИЧЕСКОЙ НАУКИ, ЧЕЛОВЕКА И ПРОИЗВОДСТВЕННОЙ ОРГАНИЗАЦИИ: ПРОБЛЕМЫ И ПЕРСПЕКТИВЫ

Постановка проблемы. Экономическая нестабильность, усиление социальных проблем, неопределенность экономических ориентиров развития в Украине свидетельствуют о необходимости пересмотра проблем и перспектив развития экономической науки и практики. *Целью статьи является* обобщение возможностей формирования устойчивого развития общества в целом и экономической системы в частности за счет новых обоснований проблем и перспектив восстановления достойного уровня жизни сегодня и его гарантий для будущих поколений. *Методологическая основа исследования* создана из идей выдающихся ученых и практиков, методов диалектики, системно-синергетического и междисциплинарного подходов к анализу гуманизации экономической науки, моделей человека и производственной организации. *Основной гипотезой исследования* стало предположение, что уточнение функций и элементного состава гуманизации экономической науки, моделей человека и производственной организации обеспечит конструктивные дискуссии по определению основных проблем и перспектив ее развития и адаптации к отечественным условиям. *Изложение основного материала.* Потеря контролируемости системы экономической науки и практики требует пересмотра технологий их исследования на основе методологического плюрализма, ориентированного на определение возможностей трансформации экономики, сосредоточенной на производстве товаров в экономику расширенного воспроизводства потенциальных способностей человека реагировать на увеличение нетрадиционных ситуаций в жизни. Гуманизация экономической науки возможна за счет привлечения рекомендаций дисциплин, изучающих поведение и взаимоотношения людей, способы объединения их в проектные команды, возможности развития их творческого потенциала, умение генерировать уникальные идеи для выхода из кризисных ситуаций. *Оригинальность и практическое значение исследования.* Уровень гуманизации менеджмента зависит от умения руководителей объединять подчиненных в эмоционально устойчивые проектные команды. В управлении активностью персонала гуманизация обеспечивается умением диагностировать уникальность его потенциала и активизировать желание генерировать уникальные идеи преодоления кризисов - стратагеми. *Выводы и перспективы*



дальнейших исследований. Эффективность гуманизации экономической науки зависит от конструктивного диалога сторон, заинтересованных в ее развитии. Исходным этапом диалога нужно выбрать согласования толкования ее функций и содержания. Перспективы дальнейших исследований связаны с развитием реформ, построения их логической матрицы, которая будет способствовать реформированию общества в целом и экономической подсистемы в частности.

Ключевые слова:

экономическая наука, модель человека, модель организации, гуманизация, развитие.

Problem statement. In Ukrainian society, economic instability, increasing social problems, uncertainty of economic development guidelines, the loss of the vast majority of the population's faith in a secure future is observed. Unpredictable dynamics of all society spheres (economy, politics, culture, science), the imbalance of economic and social processes indicate the need to revise the program ideas of the country's development, identify factors and conditions that can more or less reliably guarantee safe and harmonious life. The implementation of the logical and obvious idea of sustainable development of society in general and its economic system in particular has become extremely difficult in content and mechanism of organization, although almost everyone who analyzes the possibilities of its provision, considers the main condition for the implementation of sustainable development as management humanization in all spheres of society. Ukrainians expect from science new ideas, new justifications for constructive technologies to restore a decent standard of living today and its guarantees for future generations.

The purpose of the article is to analyze theoretical and methodological prerequisites for

humanization of economics, human models and a production organization, the results of which can be used to create a program of sustainable development of the economic system of society.

Statement of basic materials. A human has long realized the importance of interacting with the world around him; that it must be constantly studied. Knowledge of the laws of phenomena and processes that exist in the world is necessary for a person so that his actions, his behavior would not destroy the relationship therewith. After all, only the exchange with the environment save both the human and the environment. This can be fully attributed to the economic sphere of human life.

Studying the world of economics, a person develops, involves in the process of making what meets his needs, an increasingly complicated complex of his energy: physical, intellectual, spiritual, emotional [1, p. 10]. This contributes to the development, intellectualization of productive forces, socialization and psychologization of industrial relations, and at the same time creates problems at the level of production organizations (Table 1).

Table 1 – Trends in Economic Changes

Change	Problem
Development of industries related to the formation and use of knowledge; intellectualization, strengthening the information saturation of the economy	The unwillingness of managers to organize intellectually rich processes, to regulate the interaction of staff in the internal environment of the organization with its external social environment
The emergence of organizations focused on the constant development of unique knowledge	There are no (and cannot be) technologies to transfer the experience of generating unique knowledge
Uneven and unforeseen changes in the organization	Lack of reliable methods for coordinating changes that differ in quality
Change, development of cultural, informal regulators of personnel activity	Lack of skills and knowledge systematization and coordination of informal tools
Actualization of emotional leadership in the team	Lack of experience and methodological support for such leadership
Opportunities to accelerate changes by the leader through delegation of authority and self-management	The organization of these processes is slowed down by the reluctance of managers to lose power, the disadvantages of implementing professional potential of subordinates
Organization of work through project teams	Lack of knowledge and experience
Transformation of information into knowledge, understanding and competence	There is practically no experience of such transformation in labor collectives

Source: compiled by the authors



The intensity of these processes is growing, requiring filling of economics with ideas of humanization. After all, the economy is a system in which people are necessarily present. It is created by people and works for them. Preservation and development of a human is the ultimate goal of its various functions. Humanism as a philosophical doctrine justifies the need to preserve the relationship between people in the development of the economy to ensure the balance of current needs and create the conditions for the satisfaction of future ones.

Relationships between people have never gone unnoticed by economists. However, constructive recommendations have not yet been developed to address many theoretical and practical problems of humanization. For example, in the economic literature there is still no unambiguous interpretation of the term "economy humanization" neither in its meaning, nor in functions or in structure, despite the fact that scientists have been studying this category for a long time.

Today, Ukraine is looking for an option for such development that will ensure the harmonious integration of economic goals with human development. First of all, because of the expanded reproduction of its socio-psychological potential and the results of its use. The complicated complex of human energy (physical, intellectual, spiritual, emotional) is not directly included in the subject of economics. Therefore, it is forced to enrich its methods with the technologies of the humanities. Understanding the conditions for the humanization of the economic system and economic science becomes a critical resource for restoring the effective functioning of society and its sustainable development.

As already noted, the economy is not a dead mechanism. It is filled with living beings. Their desires, needs, expectations affect the situation in the economy. However, for a long time, many authoritative economists viewed human relations only as the environment for the implementation of material and financial economic laws, without trying to fill it with special human characteristics. Although the classic of economics Adam Smith is known for the fact that, in addition to his most quoted work "An Inquiry into the Nature and Causes of the Wealth of Nations" (An Inquiry into the Nature and Causes of the Wealth of Nations, 1776), realized himself in life as a moral philosopher. In the monograph "The Theory of Moral Sentiments" (The Theory of Moral Sentiments, 1759), the

author wrote that he could not imagine a human community without empathy - the ability to empathize with others. R. Akoff also drew attention to the need for careful handling of human resources. He considered one of the reasons for the lag of science from the requirements of practice as the lack of understanding of the nature of change through the focus on objective rather than subjective causes of variability [2, p. 13].

The objective dependence of economic processes on the complexity of the role of labor resources has forced scientists to turn to scientific disciplines that study man as a living being, whose life is impossible without ties to the economic environment. Many Nobel laureates were awarded for researching the reserves of socialization and psychologization of economics [3]. Today, philosophers clearly declare the need to supplement economics with technologies of sociology and psychology [4; 5].

To humanize economic development, it is necessary to control the social outcome of the transformations taking place in society. Sociality, and hence humanization, are reflected in the interpersonal relationships of people, forms of their joint activities, ways of their communication.

Diagnosis of the humanity of economic development shall be focused on the assessment of a human, firstly, as a factor of production; secondly - as a result of economic development. Economic development is really provided by the development of creative personal abilities of a human and his desire to realize almost his potential in work.

Currently, the number of people who positively perceive the ideas of humanism is growing rapidly. These ideas are becoming worldview, a social phenomenon requiring scientific research. The process of humanization is ensured by the desire of people to implement its principles for the benefit of everyone. Under such conditions, this process will promote the maximum possible harmonization of relations between individuals, each person and society, a human and a state, a human and a system, which gave him the opportunity to be realized in work as a person.

It is already quite common opinion that a country with favorable conditions for the humanization of development and self-realization of its citizens can be considered developed in the context of civilization.

The humanistic economy is built and operates on the principle "not people for the econ-





omy, but the economy for people". It is individual who stands at the center of economic activity, and the activity itself is aimed at meeting his needs and interests. A human in the humanistic economy is seen, first, as a professional producer of goods; secondly, as their rational consumer; thirdly, as the owner of highly developed physical and spiritual potential, as the bearer of social responsibility.

Humanization of economics strengthens its social orientation. The priority is to determine the possibility of balancing the interests of the individual, social group (team, enterprise) and society as a whole. To solve this problem, it is advisable to use such scientific tool as a model. Its purpose is to systematically reproduce the essential features of the subject of study.

As for the economy, human models, enterprise models (as an open socio-economic system) and management models are often used to reflect the dynamics of its development.

The main element in the study of the human model are the sources of streamlining work activity. Important components of the model of a production organization (as an open socio-economic system) include the human model, indicators of financial, economic and human potential and their ratio. Models of humanistic management provide for the use by performers of its functions as both logical and emotional tools. The humanization of the economy depends on the ability of its management system to control changes - to introduce innovations, to adapt to existing needs, to form new ones. As for the resources of the primary link of the economic system - a production organization, cooperation between two forms of labor activity of its staff can create and implement the reliability of its operation. The first form is the activity. It is regulated by job descriptions. The second form is the behavior, characterized by the creative staff. Problems regulating activity of a creative person are associated with the presence of two sources of regulation - external and internal at first. On the one hand, high employee creativity can be aimed at achieving the objectives set by the supervisor by familiar management tools. On the other hand, the effectiveness of using such tools is limited. Creative people have their own goals which they seek to achieve on their workplace applying their own unique abilities and skills. The behavior of such subordinates can be regulated by intangible incentives, such as delegating the right to solve work problems independently [6-8].

Currently, the vision of the constructive model of a production organization is changing. The value of the enterprise is determined not only by the volume of its physical and financial capital. Additional advantages are provided by the quality of the socio-psychological climate, corporate culture, cohesion of the management team.

Scientific and technological progress has transformed production organizations from a closed mechanical system that processes raw materials into a product, into an open socio-economic system that ensures the reliability of its existence through the development of intellectual capital. This system protects companies from unforeseen crises, but requires the formation of conditions for the use of unique abilities of the staff. Due to this, on the one hand, the reliability of competitiveness of production organizations is preserved, and consequently - the growth of their value. On the other hand, there is the problem of reconciling the interests of the owners of material and financial capital and the owners of unique professional potential.

Mankind is gradually mastering new models of building society. Recent trends are connected with the transition from post-industrial to information society, knowledge society. Cognitive society is coming. Its positive dynamics is ensured not by the use of existing knowledge, but by the generation of unique knowledge by a person using his own unique abilities. If we compare this process with strategic management, then thanks to this generation of knowledge a person creates stratagems - unique, not always logical, but at the same time extremely effective behaviors. The scientific basis of such options is provided not by models of paradigm, but by models of culturedigm and monographic study of unique critical situations [9-11].

Critical links constructing cognitive society remain methodology about unity of the unique expertise of individuals for rapid diagnostics of crisis situations and mechanisms to overcome them. The source of ideas in such situations is intuition, and work activity is defined by the term "behavior", an element of which is a non-standard action - an act. Unlike activity in the form of action, behavior is not modeled on the basis of statistical data. Instead, it requires constant updating of system knowledge, in-depth analysis and combination of non-standard methods, the ability to use intuition.

The development of a modern enterprise as an open socio-economic system is ensured by an appropriate management system for its personnel and human resources. The man-employee of such an enterprise from a resource being dependent on the owners of capital becomes the owner of the capital of competence, a kind of intellectual capitalist. He receives freedom of behavior in the information society and, at his desire, can "lease" its unique capital to the owners of financial and material capital. Ignoring this fact slows down the development of each enterprise and the economic base of society as a whole.

The system of factors of both intellectual and physical labor consists of the means of labor, the object of labor and the potential of the employee. But they differ significantly in content and nature. For example, the critical means of intellectual work is the human brain, its subconscious. The subject of work is information, knowledge and competence. In addition to the above, important factors in the effectiveness of intellectual work are currently positive emotional state of the employee, the speed of transformation of his ideas into clear to the work partner algorithms and schemes. Additional opportunities for the intellectual capitalist provide the level of development of his intuition, the ability to transform information into knowledge, and then - to understanding and competence. It is difficult to manage an intellectual capitalist with the help of administrative methods. It is better to find an opportunity to organize a partnership with him on a mutually beneficial basis, which will create a basis for combining the interests of a person and an organization that needs a highly skilled workforce. In this case, understanding the emotional intelligence of a man, the emotional capital of the team provides additional reliability in the management of partnerships [12; 13].

Modern trends in the development of management theory and practice coexist and interact on the basis of three approaches: systemic, process and situational, with a specific dominance of situational one. When using a situational approach, it is necessary to take into account that human resources are significantly different from other resources of a production organization. First, people are endowed with intelligence. They respond to management emotionally, thoughtfully, not mechanically. This means that the process of relationship between the leader and the subordinate becomes two-way. Second, both managers and subordinates are constantly

improving and evolving. The relationship between them can also be regulated.

The main condition for the development of a modern enterprise is the creation of an integrated human resources management system. It is almost impossible to build it using only traditional theories and studies. There are several reasons for this. First, time that has no countdown has become an invaluable resource. Secondly, the only means of reaction to time is knowledge, which is constantly enriched through the intensification of information processes. They fill all spheres of life: economics, politics, culture, science, require from scientists reliable methods of effective use.

Successful countries hold the first positions in the rankings due to the fact that they master the highest levels of technical and economic systems of human civilization, full of information and knowledge. Scientists, working on these problems, specify the models of post-industrial, information society, knowledge society, cognitive society. However, the published ideas do not always stand the test of time, require additional research and recommendations.

The combination of technologies of command-administrative and market economy of Ukraine hinders the formation of socially oriented market economy of knowledge. Such an economy is able to ensure the intensive development of processes combining unique cognitive models of cognition of the world by creative people into a logical model of non-standard critical situations and generating successful ideas for their solution.

Economic transformations of Ukrainian society have negatively affected the quality of its social potential. Many economic and social problems have become extremely difficult for Ukraine due to the lack of highly professional and, at the same time, socially responsible staff in the management system. Ukrainian management is still unable to significantly change traditional technologies. To do this, first, it is necessary to master the latest methods of personnel activity management, to analyze and understand the values, rules and ethical norms of behavior that operate in the civilized world. Secondly, the national moral values obtained through religion, family, historic culture shall be maintained for their effective use.

Changes in approaches to personnel management shall be consistent with the nature of employment. Today, its success depends on both the qualification of the employee and his rapid



adaptation to the conditions of the external and internal environment of the organization, which are constantly changing.

The development of science and technology, reducing the life cycle of goods and organizations requires permanent generation of new knowledge and skills, the formation on this basis of new skills and their successful application in solving problems that require a creative approach. At the same time, the head of a modern

production organization, focusing on the humanization of his tools of influence, must solve problems related to the development of intellectual potential of individual workers, and at the same time - with the formation of a team - a mental worker.

Ideas for strengthening the impact on staff activity can be obtained from the analysis of its sources [6-8 and others], which are reflected in the evolution of human models (Figure 1).

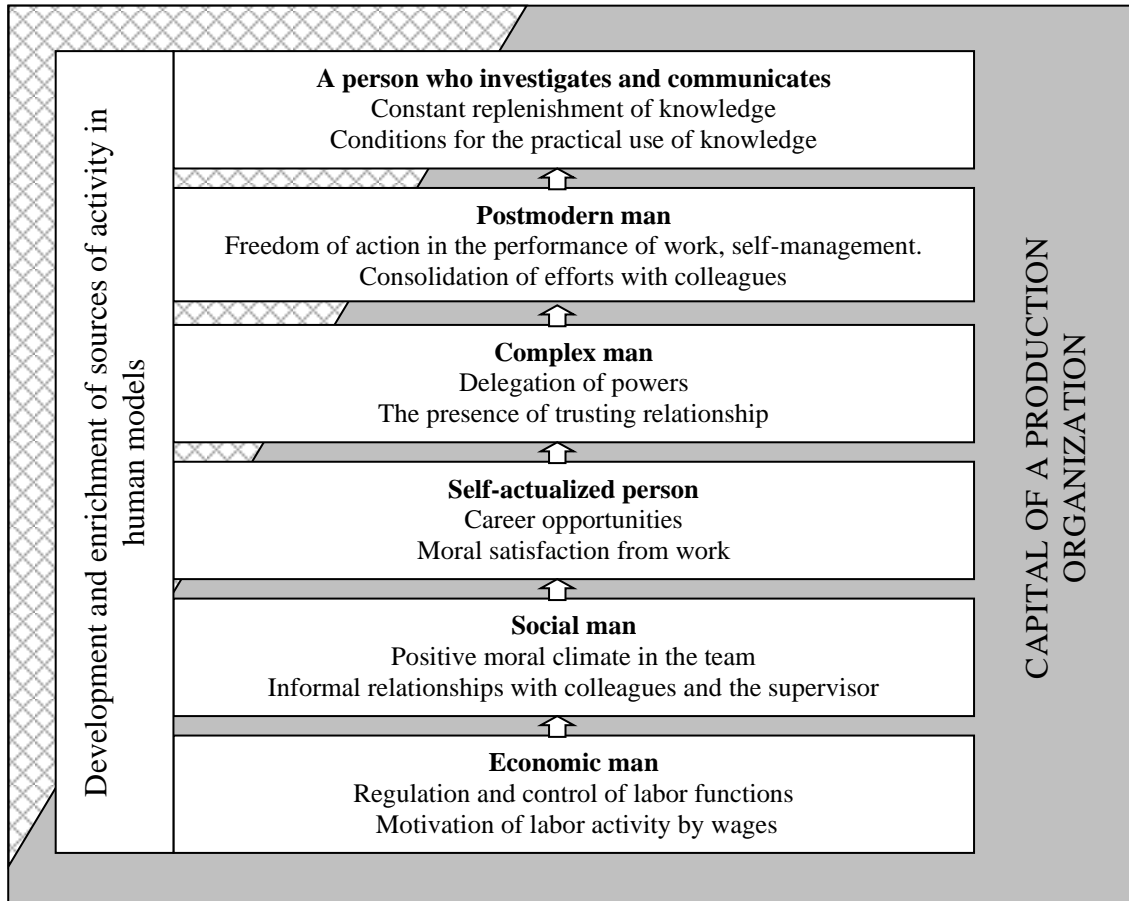


Figure 1 – The Evolution of Sources of Human Activity in a Production Organization and the Trend of Intellectualization of its Capital



The share of intangible assets

Source: compiled by the authors

Analysis of these models suggests that they not only indicate a gradual complication of tools to influence human activity, but also reflect the relationship of this process with informatization, intellectualization of labor, increasing the share of intangible assets in the capital structure.

Technical-technological, human resources of enterprises are developing ambiguously, organizational decisions are becoming more complex. The model of a production organization depends on their combinations (Table 2).

In the model "Mechanical System" the worst variant of development of human resources of the

organization is realized. In such a team there are almost no strategic plans, the situation is rather close to a crisis. The organization is either in a state of restructuring or is in bankruptcy proceedings.

"Technological System" has an unsatisfactory financial and economic situation. However, the potential of technical and technological equipment (though not modern), cooperation with other enterprises, the presence of demand for products ensure its functioning in the market. At the same time, the competence of human resources is low, the staff of qualified personnel is gradually reduced.



Table 2 – Matrix of Models of a Production Organization

		Focus on the development of the production base		
		<i>low</i>	<i>average</i>	<i>high</i>
Focus on human resources development	<i>high</i>	Behavioral system	Information Saturated system	Clever system
	<i>average</i>	Social system	Economic and social system	Sociotechnical system
	<i>low</i>	Mechanical system	Technological system	Organized logistics system

Source: compiled by the authors

"Organized Logistics System" is characterized by a high level of flexibility of technical and technological equipment, support for business processes, the products of which are in demand. Human resource management is not focused on humanistic technologies, staff is perceived as a necessary addition to machinery and equipment.

"Social System" is reproduced through the development of certain critical components of human resources development. In a situation of overcoming the crisis, means are used to intensify the work behavior of qualified personnel.

"Economic and Social System" works stably, has a limited niche in the market, which is saturated with competitors. There is a turnover of unskilled workers. Key employees are motivated both materially and by recognition of professional potential.

"Sociotechnical System" invests in the renewal of the material and technical base and at the same time takes care of the high level of commitment of the organization's staff. Organizations are interested in retaining and developing those key employees who are needed to ensure the effective use of advanced technologies.

"Behavioral System" is focused on maintaining friendly relations in the team, developing corporate culture of the organic type, forming a positive moral and psychological climate. Employees are focused on self-development, maximum efforts are made to form and maintain unified team spirit.

"Information-Rich System" coordinates the development of its human resources with the introduction, improvement and development of innovative and information technologies. The practice of continuous and independent learning is stimulated. Adaptation is rapid only in highly professional and promising employees, others - are not perceived by the team.

"Smart System" - focuses as much as possible on the harmonious development of human

resources and production. The results of intellectual activity are quickly implemented in the organization. The goals are to improve the education of staff and purposeful training. Employees are transformed into partners interested in achieving the strategic goals of the organization.

It is expedient for production organizations to combine in the structure defined in Figure 2 elements in such a way as to adapt them to the real resources of humanization of their economic activity.

Conclusions and prospects for further research. Thus, humanization of economics is possible through the use of recommendations of disciplines that study the behavior and relationships of people, ways to unite them in project teams, opportunities to develop their creative potential, the ability to generate unique ideas to overcome crises.

To intensify work behavior of the staff, it is necessary to first diagnose the performance of the existing system of motives and identify those areas of humanization for which there are material and financial resources, with the level of competence of managers being able to quickly implement them.

The level of management humanization depends on the ability of managers to unite subordinates into emotionally stable project teams.

In personnel activity management, humanization is provided by the ability to diagnose the uniqueness of its potential and to intensify the desire to generate unique ideas for overcoming crises – stratagems.

Further research will be focused on identifying reserves for humanization of partnerships between different entities for the formation of reliable communications and social capital.

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