

**SECTION 22.**

SOCIOLOGIE ET STATISTIQUES

**DOI 10.36074/logos-01.03.2024.057**

# **SOCIO-MENTAL FOUNDATIONS OF PEOPLE'S INTEGRATION AND PRODUCTIVITY OF SOCIETY'S CONSENSUS**

**Vladimir E. Shedyakov<sup>1</sup>**

---

**1.** Dr. Sc. (Sociology), Ph. D. (Economics)

*Freelancer scientist*

*UKRAINE*

**ORCID ID: 0000-0003-2779-3736**

---

Maintaining long-term transformation orbits of countries that ensure sustainable development and security requires finding and maintaining mechanisms and forms of not just public consent, but consensus on a productive basis. Of course, the point is not in instrumental, but in meaningful adjustment of the social organism, in a conscious transition to the priority of the economy of maximizing the identification, development and pro-social realization of the complex of talents of everyone. Creativity combines the characteristic features of “labour” and “non-labour,” raising labour activity and motivating the involvement of labour potential in creative projects. And this requires a transition to ensuring equal access to the benefits of civilization to ensure creative activity. That is, the very understanding of the wealth of nations, and therefore the effectiveness of the national economy, and the set of ways to achieve real state sovereignty, is changing significantly. It is the creation of a social environment that is conducive to everyone's creativity that forms the framework for enhancing security and growth. As is known, the state and dynamics of the economy largely characterize the processes of transformation of public space. At the same time, providing conditions for the massive identification, stimulation and creative realization of the population's abilities has a healing effect not only in the economic sphere, but also creates the effect of consolidating efforts precisely in productive activities (and not, for example, in maintaining comfortable idleness or in aggressive expansion) [1-9].

Accordingly, the harmonious (incl. mental health and socio-psychological state) basis for the implementation of multi-level interests can be considered in the realizing of the universal – general – special (specific) as mutual resonance and

strengthening of the interests of the entire society, a separate collective (group) and personal (individual) without suppressing any of the components. At the same time, personal interest is not only a form of implementation of social and corporate (collective-group): it has both an independent essence and a separate existence. As an independent type of interests, personal interest accumulates in the total interest of the individual, which is a personal cross-section of all existing interests (all-society social, corporate, personal), the subject of which is the individual in the unity of his inclinations and abilities. The maxim remains the achievements of culture and man, his own choice, impossible without ethical assessments and compliance with legal norms, stimulation of creative life – in the forms of both the creation of an appropriate economic environment and social climate, and “breakthrough points”, “knowledge economy clusters”. Thus, in particular, the realization in the economic system of the principles of consolidation of all-society social, collective and private interests, the unity of public and private law in a public-private partnership based on recognition (and not suppression) of interests ensures the long-term formation of a productive development environment and opens up opportunities for joint interested participation in the creation and implementation of socially significant projects and the combination of material and intangible resource bases for this and the sharing of risks between society (the public sector and non-governmental organizations) and the private sector. Public, private and non-governmental / non-profit structures can use and develop the strengths and capabilities of each of the parties, reducing the cost of high-quality social services. At the same time, on the one hand, the system of public-private partnership is closely related to state regulation of the economy, but, on the other hand, it is not at all identical to the formation of a “mixed economy” (not every interaction between business and the state in a mixed economy can be characterized as an element of the public-private partnership system). This mutual influence is most noticeable both in the areas of organizations and institutions of civil society that have a noticeable political dimension, and in diffusion of the corporate culture [10-15].

At the same time, a combination of interests may have completely different foundations, which are not always fruitful. Of course, the processes of corporatization, changes in the investment climate, the dynamics of direct and indirect incentives for entrepreneurial activity, depending on the specific mechanism used, can become a powerful impetus for changing the ratio of class positions in one favour or another. However, the consolidation of a complex of creative abilities at the forefront of the world-historical process brings to the priorities of society the issue of identifying, developing and pro-social realization of everyone’s talents. Transformations of the socio-political order of paradigmatic depth are superimposed on the attitude of man and society to the labour sphere,

**SECTION 22.**  
SOCIOLOGIE ET STATISTIQUES

expanding interest in other spheres of self-expression. Systematically, we are talking, first of all, about the factors of the importance of labour in society, external to the economy, about working conditions (external factors of the labour process), factors of labour as such and its quality, as well as factors of attitude towards work and the qualities of the worker. Organizational-managerial relations connect, encircling and penetrating, all these levels together. Moreover, the prerequisites have been formed for creativity to become a concretely universal process of self-discovery of the masses from an element of strictly individual leisure, non-work, and private hobby. If previously a person, as a rule, was realized within the strict framework of the path of life predetermined by birth, then today, on a social scale, freedom of choice in the production of meanings has replaced the previous freedom from choice with relegation to animal-material reproduction. Thus, the formation on a social scale of an attitude towards work adequate to the era and the consolidation in society of everyone's personal interest in the success of hyper-industrialization require a comprehensive change in the conditions, process, and subject-object relations in the production sphere. The labour dimension is a significant component of socio-psychic transformations and social changes. The attitude towards work is influenced by the ratio of material, social, spiritual and ideological characteristics of activity. Nowadays, first of all, this process is subject to the laws of transformation of labour into creativity (as labour and, at the same time, non-labour). Post-globalism increases the value of humanity, empathy and collectivity, "team play", and therefore responsibility for others. In this context, it is important that not everyone has the right not to foresee; it is not man as such who makes mistakes, but the confused one. But the image is one of the means of understanding and impression, which is used, in particular, to make a choice. This also happens intuitively. The consolidation of, for example, families of descendants of colonialists, slave owners and slave traders, pirates and collaborators with nazi regimes in the top leadership destroys the creative potential of society and distorts its value-sense complexes, mental condition. Since the plutocracy has to fear its citizens, the state inevitably takes on the features of a policeman. It is obvious that the right to profess one's native religion, use one's native language, and create in the forms of one's native culture are inalienable, as, for example, the right to life and prosperity. Accordingly, a regime that tries to ban the language, culture, and faith of its citizens not only displays nazi character, but also carries out ethnocide of the population as a model of genocide of the people. A comprehensive (in particular, socio-demographic and political-economic) catastrophe becomes a natural consequence of such a course. And one of the channels for its implementation naturally turns out to be blocking the ways of creative manifestation of the population's talent [16-29].



Of course, along with the transformation of labour into creativity, there are other characteristics of changes in the social climate and socio-mental state: for example, “post-industrial”, “information” relations and the like. But these are private aspects and areas of transformation that are not related to the core of transformation of social relations and the wealth of society. It is not sneaky schemers, but honest and gifted professionals who are the pillar of the strategy of revival and development. Creation during the transition period of conditions for an accelerated transition to a creative economy based on creativity (primarily intellectually intensive) is the core of the hyper-industrialization strategy. At the same time, the matter is not limited to this: cultivating an environment of creativity is one of the priority areas not only of hyper-industrialization, but also of the success of the entire transition to a new paradigm. It is extremely important that public consent be achieved on a fruitful basis, so that the harmonization of interests is carried out in conditions that elevate people. And the importance of labour is among the priorities here. Moreover, the archaization of social life and the emergence of features of the “new Middle Ages” may increase along with the postmodern atomization of society, and not at all be a return to the cohesion of society by tradition. The formed transition to a system and cycles of high-tech, environmentally friendly, low-toxic reproduction requires large-scale manoeuvres by state capabilities and requires its consolidation in the regulatory course and in public-private partnerships. That is, the conditions of global change inevitably require further improvement of the mechanisms of social interaction and their regulation.

#### REFERENCES:

- [1] Smith, A. (1977). *An Inquiry Into The Nature And Causes Of The Wealth Of Nations*. University of Chicago Press.
- [2] Lloyd, H.D. (2000). *Wealth Against Commonwealth*. Adamant Media Corporation.
- [3] Ларуш, Л. (1997). *Физическая экономика*. М.: Науч. книга.
- [4] Тихонов, Н.М. (1979). *Источник народного благосостояния*. Л.: Лениздат.
- [5] Шумська, С. (2006). Національне багатство: методологічні підходи та оцінки по Україні. *Екон. теорія*, (4), 62-76.
- [6] Дорогунцов, С.І. (ред.). (2005). *Національне багатство України*. К.: РВПСУ НАН України.
- [7] Бобух, І. (2006). Інституціональні дослідження національного багатства в контексті перехідної економіки України. *Науч. труды ДонНТУ*. Экон., (103.3), 73-78.
- [8] Шедяков, В.Е. (1995). Богатство народа: откуда и куда? *Бизнес Информ*, (29 – 30), 4-7; (31 – 32), 5-9.
- [9] Шедяков, В.Е. (2018). Научно-интеллектуальный потенциал в составе общественного богатства. *Интеллект XXI*, (5), 148-153.

**SECTION 22.**

SOCIOLOGIE ET STATISTIQUES

- [10] Шедяков, В.Е. (2019). Активизация социально-экономических ресурсов обеспечения общественного согласия в решении стратегических созидательных задач. *Інституціалізація як фактор забезпечення розвитку системи інвестиційно-інноваційної безпеки України* / Гальцова, О.Л. (ред.). Запоріжжя: Гельветика, 242-261.
- [11] Шедяков, В.Е. (2018). Общественная среда и социальная инженерия. *Habitus*, (5), 54-59.
- [12] Шедяков, В.Е. (2018). Терпимость к инакомыслию – условие развития. *Розвиток суч. суспільства в умовах глобальної нестабільності*: Матер. Міжнар. наук.-практ. конф. Одеса, 79-85.
- [13] Шедяков, В.Е. (2018). Научно-образовательно-производственные кластеры – точки развития экономики и общества. *Innovative Economy: Processes, Strategies, Technologies*. Proceed. of II Intern. Scient. Conf. Kielce, (1), 65-67.
- [14] Шедяков, В.Е. (2020). Кластеры как локомотивы социально-экономического развития. *Cluster Policy of Innovative Development of the National Economy: Integration and Infrastructure Aspects* / Smerichevska, S. (ed.). Poznań: WSPiA, 129-143.
- [15] Шедяков, В.Е. (2017). Социальные технологии в корпоративной практике трансформационного периода и гуманизация представлений о развитии: грани сорезонирования институциональной памяти и прогресса. *Розвиток суч. суспільства в умовах глобальної нестабільності*: Матер. Міжнар. наук.-практ. конф. Одеса, 68-73.
- [16] Осипов, Ю.М. (1990). Опыт философии хозяйства. М.: МГУ.
- [17] Бузгалин, А.В., Колганов, А.И. (1985). Реализация общенародных интересов. М.: Экономика.
- [18] Ларуш, Л. (1998). Нынешнюю систему ничто не спасёт. *Шиллеровский ин-тут науки и культуры*, (8). URL: <https://topreading.net/book-221886-lindon-larush-nyнешnyuyu-sistemu-nichto-ne-spaset>
- [19] Литовченко, С.Е., Евсеев, В.А., Дынкин, А.Е., Нефедьев, А.Д., Семёнов, Я.В. (2007). Риски бизнеса в государственно-частном партнёрстве: Национальный доклад. М.: Ассоциация менеджеров.
- [20] Шедяков, В.Е. (2016). Потенциал развития трудовой теории стоимости в контексте усиления структурирования воспроизводственного процесса обществом знаний. *Наук. вісник Херсонського держ. ун-ту*. Екон. науки, (16 – 3), 9-14.
- [21] Шедяков, В.Е. (2016). Создание привлекательных условий жизни и благоприятных для творчества предпосылок – цель и условие долгосрочного эндогенного социально-экономического развития при формировании «умного общества». *The Development of International Competitiveness: State, Region, Enterprise*: Proceed. of Intern. Scient. Conf. Lisbon, (II), 34-36.
- [22] Шедяков, В.Е. (2012). Соціальний капітал: можливості продуктивного задіяння в реалізації стратегії розвитку суспільства. *Суч. укр. політика*, (26), 17-28.
- [23] Шедяков, В.Е. (2015). Значение социального капитала для формирования экономики (пост)современного типа. *Крымский экон. вестник*, (1 / 14), 114-121.

- [24] Шедяков, В.Є. (2013). Взаєморезонування людського та соціального капіталу в структурі соціокультурного антропогенезу. *Гілея*, (71 / 4), 565-571.
- [25] Шедяков, В.Є. (1994). Терять созидателей – обкрадывать страну. *Капитал-экспресс*, (24 / 68), 6.
- [26] Шедяков В.Є. (2014). Продуктивне соціокультурне поле економічного розвитку. *Економіст*. URL: <http://ua-ekonomist.com/6613-produktivne-socokulturene-pole-ekonomchnogo-rozvitku.html>
- [27] Шедяков, В.Є. (1994). Экономика человека. *Солидарность*, (14), 4.
- [28] Шедяков, В.Є. (2014). Социальная экономика в эпоху знаний. *Актуальні проблеми модернізації економіки та фінансової системи України*. Матер. Міжнар. наук.-практ. конф. Черкаси, 54-58.
- [29] Шедяков, В.Є. (2015). Развитие социальной экономики – условие устойчивого прогресса. *Вісник Одеського нац. ун-ту*, (20 – 2/2). Економіка, 15-20.

