



сучасному суспільстві / Матеріали міжнародної науково-практичної конференції 3-5 жовтня 2012 р., Сімферополь-Судак. - Сімферополь: Кримський інститут бізнесу УЕУ, 2012. – 132 с.

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Франчук А.Р. - кандидат економічних наук, професор, Кримський інститут бізнесу

У збірнику представлені тези доповідей учасників міжнародної науково-практичної конференції «Соціальні інновації у сучасному суспільстві».

Для студентів, аспірантів, науковці, фахівців та всіх, хто цікавиться питаннями суспільного розвитку.

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Bogun Lyubov Anatolievna 24
 KNOWLEDGE COMBINATION IN A TEAM

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 THE VALUE OF POLITICAL PLURALISM

Bogun Lyubov Anatolievna 26
 LEADERSHIP AND PROSOCIAL BEHAVIOR

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Yurko Nadiya Anatoliyivna, Matviyas Olga Vasylivna, Romanchuk Olga 119
 Vasylivna, Vdovina Oleksandra Valeriyivna
 ATHLETE-GENERATED METAPHORS AS MEANS OF EMOTION
 ASSESSMENT

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There are several approaches have been investigated about the notion of youth policy and the state youth policy. The comparative characteristics of these definitions and their subsequent generalization was made to delimit these two notions.

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The system of education as a fundamental factor in the development of Ukrainian economy and the country as a whole. Recommendations identified more effective reform of the educational process and implementation of innovative education.



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The article analyzes the phenomenon of career exclusion argued systematic approach to understanding career exclusion from the labor market. Defended the idea of the dual nature of the phenomenon, carried out an analysis of institutional and individual career manifestations of exclusion.

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KNOWLEDGE COMBINATION IN A TEAM

This research investigates aspects of knowledge combination in a team. Some problems and future research directions are outlined.

According to foreign research in the process of knowledge combination participants initiate response to particular circumstances. Therefore, only a team of active agents can produce the best knowledge of the circumstances [1].

In general value of knowledge can be enhanced by combination. Knowledge itself has value, and it limits the scope of uncertainty originated in volatility and change. Internal change concerns the outcomes of a firm's own research and development. Expectations of the outcomes are based on prior knowledge and judgment, which is divided among individuals specializing in different knowledge areas. In such global activities, as multinational enterprises, none possesses all the knowledge required for successful global management. The problem is that specialized knowledge of different groups demands production of mutual understanding.

Tacit understanding can result in misinformation due to differences in language, norms and culture. In the process of knowledge combination rights and responsibilities with expected payoffs must be discussed for value-creating activities. However, some cognitive differences including differences in beliefs may remain hidden from strategic managers and result in incomprehension, disaffection and conflict. The trade-off between breadth and depth can be based on the level of coherence of beliefs. To overcome barriers to knowledge sharing professionalism and a common educational background may serve as a common base. Thus, the costs and knowledge losses from communication across borders must be taken into consideration by strategic managers. In the case of the exchange of knowledge a culture of mutual trust is the most important requirement. It can be achieved by incentives ensuring that individuals' goals are consistent with the group goals.

Overall, the process of maximization of expected value of knowledge combination can be influenced not only by the identities of the individuals and their degree of

ists of needed communication and coordination. The quantity of organizational capabilities including vision and experience is an interesting direction for future research. As control of knowledge assets can be bargained within the firm [2], the bargaining power can be investigated in depth.

LITERATURE

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Bogun Lyubov Anatolievna

THE VALUE OF POLITICAL PLURALISM

This research investigates how national and subnational policy makers can share governmental power. Some problems and future research directions are outlined.

Political pluralism means that competing parties can control and exert formal authority over public policy decisions to distribute resources [2]. As both national and subnational policy makers share governmental power, disagreements at the different levels of government result in variation in public policy outcomes among the substitutional units. Thus, political pluralism ó wherein one political party may dominate the national government - can harm local expansion opportunities. Although political pluralism usually check and balance the power of different government factions, possible negative consequences for organizations require avoiding locations where political competition is curtailed. Checks and balances are designed to avoid concentration of power and to divide responsibility among different government branches. Researchers argue that redistribution of federal resources to subnational units originates from the need to retain power or promote the careers of individuals. However, organizations dependent on a government will be unable to take advantage of many opportunities offered by pluralism. Thus, the value of political pluralism can be more for private firms than for state-owned firms.

...s involves certain risks. Awareness among firm's managers about local political interests and institutions is a firm-specific advantage which helps adopt organization's strategy to specific local needs. Organizations can focus their simple search efforts on locations where they are already active.

Empirical evidence show that despite the political pluralism results in less government intervention, neither national government nor subnational government has overall control, and power struggle between the competing political parties is unhealthy. However, organizations acting strategically are not affected deterministically by their governments. Intergovernmental competition, various organization-level and population-level characteristics may be investigated in the future research on rivalry and collaboration between organizations. As self-verification is a human need, individual differences approach to political competition might be helpful in the future research [1].

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Bogun Lyubov Anatolievna

LEADERSHIP AND PROSOCIAL BEHAVIOR

This research investigates aspects of transformational and ethical leadership and its relationship with prosocial impact. Some practical implications are outlined.

Transformational leaders must motivate followers by engaging in inspirational visionary behaviors [1]. However, to articulate meaningful visions by emphasizing collective identities, expressing confidence and optimism is simpler than to make a tangible reality. Transformational leaders often articulate the prosocial impact of the vision, or meaningful consequences for other people.

Usually people value protecting and promoting the well-being, as it can motivate employees to work harder and more effectively. Thus, prosocial impact is related to higher effort, persistence and job performance. Capability of transformational leaders to

confidence or self-efficacy can increase effects of transformational leadership on follower performance, as well as enthusiasm, optimism, confidence and purpose of followers.

To build confidence knowledge as a strategic resource can be used [3]. On the other hand, ethical leadership reflected via being an ethical example, treating people fairly and actively managing morality can increase job performance [2]. Communicating about ethics and punishing unethical behavior discourage unethical behavior. A social cognitive conception of moral identity links the moral identity with such moral traits as honesty, caring, and so on. Such moral self-schema helps process information and predicts forms of moral behavior. Ethical leaders should use punishment and reward systems to encourage ethical behavior to work faster and better.

In conclusion, companies can hire and train ethical leaders to resist competing pressures and reduce a sense of discomfort.

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The basic problems of employment and employment of young people are distinguished on the modern stage of development of society. Directions of decision of tasks are offered on the socio-economic problems of employment of young people.

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Implementation of the British Masters Consultative-Professional Programs - is manifestation of the social direction in realization of the Instruction Process. Implementation of the Postgraduate Consultative-Qualification Programs -is application of Differentiative-Diversification Pedagogic Technologies.

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The article is sanctified to the questions of decision of problems of defence of children-orphans and the children confined paternal caring. It is offered as a variant of decision of this problem is education of such children in receiving families.

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The information about the advanced methods and modes of training the law enforcement officers in other countries and learning the experience of the foreign law enforcement activity are very important for improving the processes of the culturological training of the cadets of the higher educational establishments of the Ministry of Internal Affairs of Ukraine.

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The authors analyze the forms and methods of teaching aimed at social inclusion, improving education and cultural level students. The tasks of youth policy department of physical rehabilitation due to major problems of students. Conducted youth policy has come about not only the effectiveness of special educational training of students, but also enhance its adaptive capacity, social and personal development.

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*Analyzed laws that protect the rights of minors Ukrainian citizens to a decent life.
Gives some examples of real mechanisms for these rights.*

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The specific failure situations of junior students in the process of primary professionalization are analyzed in the article considering self-concept of the person, features of reflection, self-appraisal and emotional self-regulation. The necessity to shape the structural coping strategies in the process of primary professionalization is being proved in the article.

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In Ukraine the question of infertility accepts menacing character in recent years. The surrogacy is alternative of the birth of the own child today. In article the author essence display moral and ethical and religious aspects of surrogacy in Ukraine.

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kseniya_nikolenko@msil.ru

Nikolenko K.V. On legislative regulation of creativity.

Substantiates the idea that the new needs of society, the creativity, the creative product are due to civilizational change. The aspects of state regulation of the formation and development of creativity as an essential quality of a person in the educational policy of Ukraine.

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Certain value aspects of the attitude of modern youth to higher education and their future upon the completion of a higher educational establishment are examined from the author's point of view in the article in question.

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In the article a specific and quality signs of patronage of art are considered in Ukraine of - beginning of of century, because exactly in this period there is a transition from abstract eleemosynary and elucidative activity to the personal sponsorship of not only the deprived of one's share layers of population but also bright representatives of the Ukrainian national revival - artists, scientists, enlighteners.

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In the article the issues of the day of social defence of people are examined years old in Ukraine. Directions of reformation of the system of social services are described for people years old, reference-points are offered for their social defence.

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natalyatopishko@rambler.ru

The meaning of social innovations and peculiarities of social conditions in which they are implemented are observed. The possibility of implementing changes in education, health care and the pension system are analyzed.

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uthor developes definition of global social standard. Thesis on global social standard as a functional guide for realization of national social policy is substantiated.

In the article marriage-domestic mutual relations open up as the phenomenon is historical, socialpsychological that changes at the same time with development of society on the whole. The modern stage of development of marriage-domestic relations is analysed.

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In this article, considering the status and development of a system of pension provision of citizens of Ukraine. The analysis of the main stages of the pension reform.

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1184.

Tsigulov.filosof@yandex.ua

Today the national education requires immediate action toward its humanization and humanitarization. This is a promising way to develop young generation and society as a whole, because today this development moves in improper direction. And ultimately, it leads to a profound crisis of culture and spirituality of the society in which we already live.

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In the article the questions of social detail are examined in-process development worker. Attention is accented on such social detail as incomplete family, work of specialists assignments are described with such families.

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E-mail: postmaster@nikopol.e-u.in.ua

The article analyzes the social norms as a means of establishing and formulating personality of its creative possibilities, social control over its actions.



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Yurko Nadiya Anatoliyivna
Matviyas Olga Vasylivna
Romanchuk Olga Vasylivna
Vdovina Oleksandra Valeriyivna
Lviv State University of Physical Culture, Lviv

ATHLETE-GENERATED METAPHORS AS MEANS OF EMOTION ASSESSMENT

Despite the great importance of sportsmen's emotional state for their performance, the aspect is rather unexplored. The article deals with athletes' assessment of their emotions prior to, during, and after the competitions with the help of self-generated metaphors.

Emotions are an important component of total human functioning. They are present in all aspects of human life, including sport and exercise.

Although emotions represent an important aspect of involvement in sport, little systematic research has been conducted on positive and negative emotions in this field. Balance in the study of emotions and athletic performance is clearly missing.

In order to understand why and how the performers achieve or do not achieve their excellence, it is necessary to assess each athlete's subjective emotional experience.

The *aim* of our research is to examine athletes' individual assessment of their emotional state and subjective experience prior to, during, and after the competitions using a metaphor self-generation method.

A ***metaphor*** (from Greek *metafora* ó to transfer) is defined by The Collins English Dictionary as ***a figure of speech in which a word or phrase is applied to an object or action that it does not literally denote in order to imply a resemblance*** [1].

The essence of metaphor is experiencing and understanding one kind of thing in terms of another. Thus, a metaphor allows understanding something unknown or difficult to describe through the similarity to something already known or described [2]. A metaphor is always related to a certain image, which is meaningful for a person.

Images, etc. are the units of a metaphor. A symbolic nature of a metaphor provides understanding something with an emphasis on most personally important aspects and shades of meaning.

Probably no area of psychology is marked by more vivid metaphors than is the area of emotion [3]. There are hundreds of metaphors of emotion in different languages.

In English, for instance, a *fearful* person is "*yellow-bellied*", "*lily-livered*", "*faint-hearted*", "*spineless*", "*chicken*" or "*with cold feet*"; a person is "*blue*" when *sad*, "*white*" when *fearful* and "*red*" when *angry*

As in other settings, metaphors in sports are often used by athletes spontaneously to describe their thoughts, bodily sensations, behaviour, and actions.

Athlete-generated metaphors can be divided into two main categories according to their *animate* or *inanimate agents* [4].

Animate agents may include

- ***animals***
 - "like a tiger"
 - "like a shark"
 - "like a clumsy bear"
 - "like a sleepy fly"
- ***human beings***
 - "like a lucky hunter"
 - "like a man without arms"
 - "like a soldier in a burning tank"
- ***mythical characters***
 - "like Zeus"
 - "like Hercules"
 - "like David against Goliath"

Inanimate agents usually include

- ***objects***
 - "like a wooden doll"
 - "like an empty bottle"
 - "like a squeezed lemon"
- ***vehicles***

- "like a tractor"
- "like a tricycle"

- ***natural phenomena***

- "like a light wind"
- "like a mountain river"
- "like a calm lake"

Self-generated metaphors are usually used by the athletes to reflect the following performance-related emotional states [4]:

- ***pre-event readiness***

- "like a tiger ready to jump"
- "like a colt on a spring pasture"
- "like a Ferrari with plenty of fuel"
- "like a man who can move a mountain"
- "like a boa in front of a rabbit"
- "like a trembling leaf"
- "like a man sentenced to death"
- "like a bird unable to fly"
- "like a bear in winter"
- "like a rocket at the start"

- ***mid-event experience***

- "like a fish in the water"
- "like a tractor"
- "like a hunted animal"
- "like a little bird in a cage"
- "like a fish on a frying pan"
- "like in a desert"
- "like a man with weights on his legs"
- "like a soldier in a burning tank"
- "like a sinking boat"
- "like David against Goliath"

- ***and post-event assessment***

...inally getting his candy"

- "like a fisherman catching a golden fish"
- "like a hunter after prey that finally escaped"
- "like a bold lion in the zoo"
- "like a wounded bird"
- "like a beaten dog"
- "like a squeezed lemon"
- "like a calm lake"

Metaphors describing the athletes emotional states experienced throughout competition are different across pre-, mid-, and post-performance situations. This data provides support for the notion that a performance task usually involves three interrelated but functionally different stages: *preparation, execution, and evaluation of performance*.

The functional meaning of these three situations is different for each athlete. Therefore, it is important to identify a specific set of emotions, optimal for an athlete's performance throughout a particular competition.

Moreover, metaphors reflecting the changes in personal assessment of each performance situation could be helpful in monitoring the dynamics of performance-related states and planning interventions.

These **findings** suggest that *athlete-generated metaphors may be useful in practice of psychology for personally meaningful description and better understanding of performance related experiences*.

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2001-2005

The pressing questions of professional preparation and professional studies of invalids and feature of their employment are examined. The National program of professional rehabilitation and employment of persons is analysed with limit physical possibilities on 2001-2005 and on her basis the ways of decision of this problem are offered.



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