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**Problems of compatibility of specificities of human values system,
business, state and society**

Abstract. Two forms of relations of the state economic authority with the economic agents are analyzed: 1) paternalism and 2) free cooperation, the role of economic governance performed in relation to the state economic agents. The development trend of institutions that appear between the state and individual private owners and begin to perform the function of economic mediator, carrier of local interests, representative in state government bodies is analyzed. This trend is titled corporatism, and its modern variant is neo-corporatism. It is noted that the prevailing type of socio-economic thinking affects the system of social partnership. Three behavioral stereotypes are possible in the public mentality: a) in dominance-subordination relations, b) in the system of confrontation (power relation/confrontation) c) in cooperative relations (cooperation). While discussing the problems, attention is paid on the following issues: 1) formation of civil society and degree of development of corporatism; 2) tripartism and problems of establishing social-labor relations; 3) ways to overcome the “economy of natural persons”; 4) The concept of a new public agreement between the government and civil society. The question of the relationship between paternalism and private initiative is analyzed, the analysis of the results of the socio-economic attitude research in Georgia is presented.

Key words: humanization of business, paternalism, socialization of business, neocorporatism, tripartis.

Introduction. The development of advanced countries with a market economy is strongly influenced by social factors. The impact of the latter includes various areas of the economy, causes a change in the structure of public needs, economic activity and values. Development of the socialization processes of the modern economy, transformation of the market economy into a social market economy is taking place. The mentioned processes contribute to the re-understanding of previously existing economic categories.

If we analyze the conceptual-theoretical principles of business humanization, we must first consider, on the one hand, the system of universal humanist values, and on the other hand, what is the specific character of a particular society. Indeed, the problem of their compatibility is important. One of the necessary requirements for the government is to strive for social justice. This requires an order, theory and practice of which does exist.

Paternalism and private initiative, socialization of business as a mechanism to overcome paternalism.

The active role of the state in economy is contrasted with the use of civil society institutions as intermediate structures between the government and individual entrepreneurs/producers. This trend is known as **corporatism**, and its modern variant is **neocorporatism**, which, in our opinion, should lead to the expansion of individual rights and freedoms, although some prerogatives of ownership and competition are transferred to another level in the mentioned system.

One of the forms of neocorporatism is named as tripartism - cooperation between representatives of labor and capital under the auspices of the state, which moved from the system of confrontation to cooperative relations and reflects the growth of a solidary and planned beginning, as well as “descended” from the macro level to the microeconomic one.

The relationship of state economic power with economic agents is of two forms: 1) paternalism and 2) free cooperation.

There exists the following relationship between the state and the degree of its participation in social problems: 1) **social paternalism**, which arises as a result of social protectionism and dependence on others in the social system; 2) **social partnership** (participation of the state in social-labor relations and social guarantees); 3) **social indifference** (the state does not interfere in the activities of economic entities).

Prospective directions of development of **corporatism** include **tripartism** (in some cases - **bi-partism**). With regard to social-labor relations, we consider the signing of collective agreements, participation in production and property management, etc. One of the objections is that although many enterprises are privatized, demands are still directed to the government.

The question of the relationship between paternalism and private initiative implies the discussion of the concept of a new public contract between the government and civil society. Currently, citizens consider the state government as an object of demands and paternalistic claims. According to many citizens, “we give you the power, and you give us the corresponding benefits.”

In a socially oriented economy, four levels of regulation are distinguished: 1) individual-entrepreneurial; 2) private-group or corporate; 3) collective self-governing and 4) state regulation. The standard

of living is determined by two indicators: 1) the income of the population and 2) the state of the consumer market of goods and services.

Empirical research has been conducted for a complex analysis of dependence as a phenomenon of mass consciousness and the type of relationships of both low and high-resource actors. The study was divided into three parts:

1) **the study of socio-economic dependence as a phenomenon of mass consciousness** - is an analysis of the normative value of dependence of a mass consciousness and the complex of characteristics of the “modal dependent type/person”;

2) **“Socio-economic dependence on the state”** - tendencies of maintaining the dependence of the population on the state are investigated, which are manifested in: a) structural restrictions on the freedom of economic subjects; b) maintaining the paternalistic nature of social policy.

3) **Research of socio-economic dependence on the employer**. This part of the study presents an analysis of paternalistic relations in the field of labor relations. The subjects of the mentioned relations are hired workers and employers.

The data obtained as a result of the research of socio-economic attitude as a phenomenon of mass consciousness are interpreted as a normative value in the mass consciousness of the country's citizens. The obtained results confirm our hypothesis: the fact that the state does not guarantee employment, housing or minimum income to its citizens for several decades, i.e. **breaking the system of state paternalism, does not change the expectations of paternalism from the population side**.

The indexes of “liberalism” and “paternalism” calculated by the respondents' answers allow us to conclude that the socio-political regulations of the mass consciousness are more inclined to conservative-paternalistic rather than liberal-market model.

It can be concluded that in their economic behavior, half of the working-age population adheres to the principle of individual responsibility and orientation to one's own strengths. These inclinations are especially typical for educated respondents under the age of 35. People, in most cases, are ready to support populist slogans regarding the social functions of the state, but in real economic behavior, in the wake of generational change, independent individualistic strategies are increasingly spreading.

Dependence/independence inclinations in economic behavior significantly determine the success of respondents' socio-economic adaptation. Correlational analysis of the five factors revealed statistically significant correlations between disposition and adaptation success in four cases out of six. Respondents' attitudes towards independence and qualitative indicators of their adaptability are most closely related.

Individuals who have a strong motivation to achieve a goal and who think that their well-being depends only on them and consider economic instability as an integral part of the market economy, feel more successful and adaptable. On the contrary, those who are not oriented towards achievement, who have high paternalistic expectations, who are less oriented towards active means of overcoming difficulties have a worse economic self-esteem.

5 factors of the success of adaptation and disposition were the basis for the classification of the

respondents by the method of cluster analysis. The research results in 4 groups of respondents, which are significantly different from each other by the combination of disposition and adaptability indicators, showed that orientation towards economic independence, achievements and risk-taking are characteristic of those who have successfully adapted, while the small group of the most well-off respondents in the sample group is characterized by the most consistent liberal dispositions.

Maintaining paternalistic nature of social policy is due to the high degree of social tension within the society, with the widespread adoption of paternalism as a normative value.

The results of an analysis of socio-economic dependence on the state confirm the hypothesis that the high degree of socio-economic dependence of the unemployed population on the state is caused by dependence as a phenomenon of mass consciousness and mass poverty.

In order to identify the groups most dependent on the state, the integral index of dependence on the state (IIDS), consisting of 15 indicators, was calculated. Qualitative analysis showed that economic passivity is widespread among women with the highest IIDS, lack of efforts to improve their economic wellbeing independently, and attitude as a normative value. The latter is presented in three ways: as a "dependent personality" phenomenon; as a normative value in relation to state paternalism; as a normative value related to the internalization of the cultural norm of women's attitudes.

For the study of paternalistic relations in the field of labor relations, the social portrait of dependent employees was identified by answering the questions that characterize: 1) low possibilities of "exit" from relations with employers; 2) involvement in paternalistic relations with the employer. The research results showed that in three groups of respondents - 8.5% with low employer dependence index (0-2), medium - (3-5) - 73% and high indicators (6-11) - 18.5% - polar groups of dependent and independent employees represent "secure" and "profitable" employment strategies. The first one is characterized by an orientation towards a stable workplace, receiving non-salary benefits depending on the work done, and getting benefits granted to employees by law. The second is related to the individual's ability to work under conditions of risk and uncertainty, diversification of sources of income. "Income" employment strategy is economically more effective than "secure" one. Socio-economic attitude determines the high level of legal and economic vulnerability of the worker. The most vulnerable is the low-resource workforce that has no alternative to current paid employment and is also not involved in a paternalistic relationship with an employer. It turns out that the employer's paternalism reflects to some extent its desire to keep workers in their jobs, even by restricting their freedom.

Conclusion. The research results showed that it is necessary to discuss the concept of a new public contract between the government and civil society. Currently, citizens consider the state government as an object of demands and paternalistic claims. There is a vertical mobilization mechanism in which the "cult of a leader" is combined with the passive expectation of benefits and assistance. Another mechanism is proposed - horizontal mobilization, which implies the self-organization of citizens in order to solve their own problems. Transferring relations with the state/government into the civil-legal dimension, with sanctions for insufficient performance under the contract, implies strengthening civil society institutions - associations, self-governing communities etc., so that they can protect public interests against government structures. Socialization and humanization of business as a mechanism to overcome paternalism.