

*Fedorova Natalia**SHEI "Ukrainian State University of Chemical Technology"**ORCID: <https://orcid.org/0000-0003-1693-6260>**Федорова Н.Є.**к.е.н., доцент,**доцент кафедри підприємництва, організації виробництва**та теоретичної і прикладної економіки,**Український державний хіміко-технологічний університет*

COMPONENTS OF THE MECHANISM OF REGULATION OF SOCIO-ECONOMIC DEVELOPMENT ON THE WAY OF PROGRESS

Summary. The article analyzes the elements of the mechanism of influence on the process of socio-economic development of society to give it the desired progressive trend. The main groups of actors influencing the development of socio-economic systems are identified: markets, bureaucracy, and associations. It is proved that each subsystem of the socio-economic system has formed its own institutions, which act as coordinators of the behavior of subjects within it. It is emphasized that the corrective influence on the socio-economic system to give it a progressive vector of development occurs through the transformation of these institutions through the use of three operating systems: coercion (rights), material incentives (restrictions), and persuasion. It is noted that, despite the importance of legal and economic methods of regulation, the greatest potential in terms of progressive socio-economic development has mechanisms for the formation of values, because they contribute to the individual's awareness of the positive and negative consequences of their own actions. Accordingly, the main task in the regulation of the process of socio-economic development is the creation of an adequate cultural environment.

Keywords: socio-economic system, socio-economic development, law (coercion system), economic methods (material incentives and restrictions), value system (beliefs).

Introduction. The concept of development in accordance with the socio-economic system is quite complex and multifaceted. It covers economic growth (creation of material conditions for the further movement

of the system), is realized in evolutionary and revolutionary forms, and is directed by the trajectories of progress and/or regress. In the course of development, a dialectical combination of two main tendencies takes place: tendencies to stability, preservation, and reproduction of the existing system (adaptation during its stay in the evolutionary form of changes) and tendencies to disturbance of stability – the qualitative transformation of structure and connections leading to revolutionary changes. In both cases, these trends can be assessed as progressive or regressive given the chosen criterion for assessing the state achieved by the system [1, p. 45]. Thus, the upward trend of socio-economic dynamics is not its essential characteristic. Given the complexity, versatility, and inconsistency of the process of socio-economic development, which is redoubled in critical stages (which, for example, is the modern information technology revolution), is exacerbated the problem of its regulation to ensure the desired progressive trend. It follows that the progressive development of the socio-economic system is possible only if there is a constant purposeful influence on the processes taking place in it. All this raises the question of determining the mechanisms of influence on this process.

Literature review. The problem of accelerating socio-economic development is the subject of study of neoclassical economic theory and modern political economy. We

find a scientific idea of the essence, functions, and nature of economic development in the works of representatives of various scientific schools of economic thought, starting with the theory of innovation of J. Schumpeter (2008), the theory of cycles by M. Kondratiev, the theory of economic growth by S. Kuznets (1971) neo-institutional theory of D. North (2001), P. Romer (1986), the theory of “new” growth by R. Lucas (2013), etc. Among the Ukrainian theorists who have made a significant contribution to the study of this issue, it is necessary to note A. Halchynskiy, A. Filipenko, V. Heiets, A. Hrytsenko, Y. Zaitsev, V. Savchuk, O. Soskin, V. Tarasevich, L. Fedulova, and others. However, the problem of determining the main structural elements of the mechanism of influence on socio-economic development remains unresolved. Domestic and foreign scientists studying this problem, in particular, I.O. Alexandrov [2], N.V. Vyshnevskaya [3], G.S. Tretyak [4], I. Mikhasyuk [5], O.V. Poberezhets [6], Ye.I. Maslennikov [7] and others focus only on certain components of the regulatory system: legal, economic, administrative, and so on. In addition, most of the work on the problems of regulating the process of development of society considers the state as the main subject of regulation, neglecting others, such as civil society and the market.

Also in the study of the problems of regulating the development process, scientists do not pay attention to the fact that the upward trend of economic dynamics is an integral part of the socio-economic system as a whole, in which the economic component is combined with others – social, environmental, legal, political, socio-cultural. Therefore, it is possible to overcome or eliminate the main threats to the progress of society only through a coordinated impact on all the subsystem of the socio-economic system without exception because only their harmonious development gives the desired positive result. Neglecting progress in at least one area can lead to the degradation of the entire system, further exacerbating socio-economic problems. Thus in the course of the development of effective mechanisms of maintenance of a progressive trend of social

and economic development, it is necessary to consider that each of the subsystems of an integrated social system has certain features. This is manifested both in the specifics of socio-economic relations that arise in each of them and in the features of the mechanisms of functioning and institutions of their coordination. In the economic subsystem it is economic laws and the market mechanism of self-regulation; in social – the laws of social relations and mechanisms of income redistribution; in socio-cultural – the mechanisms of values formation; in political and legal – mechanisms for implementing public policy and principles of coordination of interests; in ecological – the principles of nature management; in science – the laws of scientific research and the use of its results.

The purpose of the article is to determine the main elements of the structure of the mechanism of influence on the process of socio-economic development of society (its object, subject, methods, tools, and ultimate goal of influence) considering the existence of its individual subsystems – economic, environmental, political and legal, social, socio-cultural and scientific and taking into account the specifics of the functioning of each of them.

Results. Since the center and the main element of the socio-economic system is human, and it is his or her behavior that triggers any social processes, thereby generating certain negative or positive consequences in terms of ensuring a progressive trend of socio-economic development, the direct object of regulation this process can be considered as the social relations between individuals and groups in the system “person – nature – society – future generations.” Thus, the systemic objects of regulation are relations in the process of production, distribution, exchange, and consumption of material goods and services in order to meet public needs (economic subsystem); processes of income redistribution, as well as relations of social interaction (social subsystem); processes of formation of consciousness and system of values, needs, and interests that influence the social behavior of individuals (socio-cultural subsystem); legal relations, as well as relations in the process of formation and implementation of state power and management (political and

legal subsystem); nature relations (ecological subsystem); relations in the process of creation, dissemination, and use of information and knowledge (scientific subsystem). Each sphere of relations is realized through the subjects, which in the economic subsystem are economic entities; in the social – person as an element of society; in socio-cultural – person as a bearer of certain values; in political and legal – the state and civil society; in ecological – subjects of nature management; in scientific – subjects of scientific knowledge, scientific organizations. The purpose of regulation is to ensure a progressive trend of socio-economic development, which is manifested in the economic subsystem in ensuring a fuller satisfaction of growing public needs by improving the efficiency of the production; in social – ensuring social justice, harmony, and high quality of life, tolerance; in socio-cultural – in raising the cultural level of society, the transformation of needs towards intangibles, ensuring the development and self-realization of the individual; in political and legal – in the development of democracy, freedom, a realization of long-term interests of society; in ecological – in changing the social paradigm of nature management, development of ecological consciousness; in science – in accelerating scientific research, dissemination of scientific knowledge, the use of scientific advances in the interests of progressive socio-economic development of society.

The main subjects of regulation of socio-economic behavior are the state, civil society, and the market. Markets (or sellers and consumers operating in a competitive environment) are the product of the economic sphere that automatically coordinates supply and demand, creating incentives for efficient management. This mechanism is characterized by the minimum financial costs required for its operation but has certain shortcomings – instability, differentiation, side effects etc. Bureaucracy (state power) is the product of the political and legal sphere, which embodies the institutions of power. However, the functioning of this entity is accompanied by such negative effects as incompetence, voluntarism, populism, and high financial costs to support the bureaucratic apparatus

of government. Associations (civil society system) are also the offspring of the political and legal sphere, represented by various social movements, associations, trade unions, etc. Their purpose is to control the activities of state bodies in order to eliminate shortcomings in governance, the democratization of this process because, in our view, democracy in the political and legal sphere plays the same role as competition in the economy. The disadvantage of this subject of regulation is the disunity of economic resources, lack of rights and influence, heterogeneity, and inconsistency of interests of certain groups.

The development of an effective mechanism for the influence of these subjects of regulation on socio-economic behavior involves the selection of methods and tools of regulation [8, p. 48–94], which are always implemented in a particular institutional environment, which is a set of ingrained rules and norms of behavior. Having the ability to influence the behavior of the subjects of the socio-economic system, they can act as transmitting mechanisms of corrective influence on the processes occurring in it, because of these processes and phenomena – the product of social behavior as the reverse side of social relations.

Each subsystem of the socio-economic system has formed its own institutions that act as coordinators of the behavior of subjects within it. Thus, in the economic subsystem, they are represented by an economic mechanism; in social – rules and norms of social equalization, social coordination; in socio-cultural – culture, morality, ethics, consciousness; in political and legal – the legal system and institutions of state regulation; in ecological – norms and rules of nature management; in science – the norms and rules of formation, dissemination and use of knowledge. Corrective influence on the socio-economic system in order to give it a progressive vector of development, in our view, occurs through the transformation of these institutions through the use of three types of methods: coercion, material incentives (restrictions), and persuasion. These types of methods are implemented through the appropriate institutions of coordination, which can be considered the main operating systems

in the process of transformation of relations within the socio-economic system.

Thus, law (the system of coercion) is a product of the political and legal sphere, which embodies state power and law. It provides for a clear delineation of rights, responsibilities, and responsibilities within the socio-economic system through the creation of formal institutions (legal system) and using a wide range of methods (legislative permission and prohibition, planning, regulation, licensing, government procurement, quotas, coordination, state control) and mechanisms (norms, rules, instructions, fines, sanctions, penalties, quotas, plans, licenses). It should be noted that the use of formal institutions (coercion systems) has significant advantages – the obligation and the availability of appropriate apparatus to monitor their implementation. At the same time, it may not be effective enough if there is no basis (material and moral) for enforcing the laws. In addition, the functioning of this mechanism may be accompanied by such negative effects as incompetence, voluntarism, populism, and high financial costs to support the bureaucratic apparatus of government. In addition, the tools of the coercive system restrict the individual's freedom of choice and create a foundation for delinquency.

A clear example of the ineffectiveness of the coercive mechanism without creating a cultural basis for its implementation is the so-called "prohibition," i.e. the ban on the sale, production, and transportation of alcohol, which operated in the United States during 1920–1933 to strengthen law and order and raise the morale of American society. Although alcohol consumption in the United States has declined in the first three years since the introduction of anti-alcohol laws, and alcohol-related crime has declined by 70%, the country has faced many unexpected negative consequences of such government intervention: rising organized crime in the form of black-market alcohol, corruption of officials, an increase in the number of low-quality alcohol poisonings, an increase in the fashion for alcohol as a luxury item. There was an increase in the use of hard alcohol: in the first 3 years of the prohibition, mortality from

alcohol consumption increased 4 times. And, most importantly, there was an undermining of respect for the law as a mechanism that can effectively regulate socio-economic activities. That is, the state achieved the opposite result by this law, and in 1933 it was repealed.

At the same time, a positive example of the instrument of coercion is the experience of Sweden's anti-alcohol campaign, which is traditionally considered to be a country with a high level of alcohol consumption due to the rather harsh climate. Sweden now has a state monopoly on alcoholic beverages, called Systembolaget, for selling all alcoholic beverages more than 3.5% per ppm. The minimum age of purchase at Systembolaget is 20 years; there is a ban on selling alcohol to intoxicated buyers or people who, in the opinion of the seller, buy it for minors. In addition, the shops are not "within walking distance:" it is usually only one in a small town, closes at 17–18 hours and does not work on Sundays. All products contained in the store are sold individually; any promotions and discounts are prohibited. The results of this government policy can be assessed using statistics: on average, in northern European countries, alcohol consumption is twice less than in Eastern Europe.

Economic methods (material incentives and limits) are the product of both an economic sphere, intended for coordination of supply and demand, and political, legal, and social subsystems in which the legal and organizational foundation of their use is created and the mechanism of the system of distribution and redistribution of ND is realized, creating incentives for progressive development.

Economic methods (material incentives and limits) are the product of both an economic sphere, intended for coordination of supply and demand, and political, legal, and social subsystems in which the legal and organizational foundation of their use is created.

This operating system is used to implement economic coercion to certain desired actions by methods of material incentives, financing, lending through instruments of supply and demand, competition, cash income, interest rates, benefits, payments, assistance, compensation, subsidies, grants, taxes, transfers, funds of

financial resources. Material incentives are a very effective mechanism for influencing socio-economic behavior because they directly affect the well-being of the individual.

This tool is widely used in developed countries. An example is the introduction of taxes to address environmental safety issues in the EU countries, where higher tax rates for excessive pollution are widely used. In addition, some of them set not only multiplicity coefficients but also introduced a progressive tax scale. The funds raised in this way go to the accounts of the relevant budget and are used for environmental measures. Such experience shows that the active application of the environmental tax helps to reduce the overall level of environmental pollution.

At the same time, these tools can be quite ineffective if they are used incorrectly, or if society does not have an appropriate system of moral belief. An example of inefficient use of the economic instrument of incentives and restrictions can be, for example, the use of environmental tax in Ukraine, where, despite the extremely negative environmental situation exacerbated by the Chernobyl accident, environmental taxes are used not to solve environmental problems but mainly to replenish revenue of the state and local budgets. Unlike in the EU, there is no link between the rate of environmental tax and the number of pollutants produced by the business entity in Ukraine. As a result, the environmental situation in Ukraine is not improving: for example, the rate of air pollution in Ukrainian cities compared to the first half of 2015 in the first half of 2016 increased from “medium” to “high” [9].

The system of values (beliefs) is a product of the socio-cultural sphere. Value is a property of an object, a phenomenon to satisfy the needs, desires, interests of a social subject; it is any material or ideal phenomenon that is important for a person or society for which he acts, spends energy, time, money, health, etc., for which he lives [10].

Values are an internal component of norms and rules that form the normative perception of human activity, determine incentives and specific behavioral restrictions. They shape a person's attitude to the environment and thus

act as a kind of filter of acceptance or rejection of the outside world, forming a mentality. Values, rooted in society, form norms, i.e. rules of conduct that correspond to these values. In turn, norms force a person to comply with them. Thus, the system of values forms norms as models of behavior, which, in turn, determine the rules, or permission, or prohibition of certain social actions [11, p. 144–145]. Thus, values contribute to the formation of rules of conduct in the form of mainly informal institutions that evolve under the influence of changes in ideology, consciousness, morality, religion, and so on. Influence on the value system occurs through education, motivation, persuasion, encouragement, moral stimulation, and restriction through tools such as ideology, ethics, incentives, norms, rules, habits, customs, morals, knowledge, information, public opinion, social status. This mechanism is quite effective because it creates a belief in the correctness of the desired social actions. This is an intrinsic motivation for the person, which is the most powerful factor in his or her behavior but it requires a significant period of time for its implementation.

For example, the promotion of a healthy lifestyle in Europe has contributed to a significant reduction in bad habits – the curricula of European schools include courses aimed at promoting the formation of HLS. Every year, about 18 million children and adolescents in the United States participate in the Testing and Rewarding Program, initiated by the President's Physical Education Coordinating Council. About 700,000 schoolchildren who have fulfilled the relevant standards after long physical exercises receive the President's Medal for responsible attitude to their health. Another interesting aspect of forming a healthy lifestyle in Europe is the variety of methods of providing information. For example, some youth TV series in a covert form provides information about the risks and benefits of different behavioral patterns, as well as possible ways out of them.

Regarding the already mentioned anti-alcohol experience of Sweden, this country also uses socio-cultural tools to influence appropriate behavior. Thus, the state alcohol monopoly Systembolaget is a paradoxical commercial

enterprise that spends resources on the negative marketing of its products: Swedish television regularly broadcasts fresh commercials of this company, devoted to various aspects of the harm of alcohol. The interior of the shops is decorated in a similar spirit. The Swedish government is constantly monitoring the dynamics of alcohol consumption, its consequences for the health of society, as well as the reaction of citizens to this government policy: most Swedes believe it is right. As a result, there is a striking difference in mortality directly or indirectly related to alcohol consumption between, for example, Ukraine, where it accounts for 34.4% of all deaths, and Sweden, where it accounts for 3.3% and Norway 2% [12].

At the same time, these tools, which have a great potential to influence social behavior, can be used ineffectively and even inhumanely in terms of progressive development. An example is the Nazi propaganda of the 1940s as a result of the functioning of the Ministry of Education and Propaganda, headed by P.J. Goebbels. He saw the task of his ministry as creating “a spiritual center of power that is in constant contact with all people in political, spiritual, cultural and economic matters.” Due to such activities, the very term “propaganda” after World War II acquired a negative connotation.

It is important to note that these three mechanisms of influencing socio-economic behavior must be coordinated to achieve the desired result. The legal mechanism, acting as a foundation, generates others – economic and socio-cultural, which are implemented through state and public initiative. At the same time, economic instruments are important for the implementation of these laws, regulations, and programs, as they form their material basis. Socio-cultural tools, based on the first two types of mechanisms, are the most effective because they act through the impact on the institutional environment as a system of ingrained norms and rules of conduct. Because legal and economic mechanisms operate in an appropriate socio-cultural environment, the dissonance between them causes rejection of legal and economic norms.

Conclusions. Despite the importance of legal and economic methods of regulation,

the greatest potential in terms of ensuring progressive socio-economic development have mechanisms for the formation of values that contribute to the awareness of the positive and negative consequences of individuals' own activities. Only the individual himself or herself, through his or her competent behavior and coordination of efforts with the public and state institutions, can benefit from the new conditions of existence, taking into account the interests of other people, future generations, and the needs of the biosphere. For example, a person of higher culture breaks the law less, pollutes the atmosphere less, is more motivated to raise his or her intellectual level, finds interesting work faster, lives longer and enjoys life, etc., which suits the goals of progressive socio-economic development. Accordingly, the main task in regulating this process is the creation of a modern cultural environment through raising the educational, scientific and cultural, and spiritual level of the population.

References:

1. Fedorova N.Ie. (2020) Nauka yak faktor sotsialno-ekonomichnoho rozvytku suspilstva [Science as a factor of socio-economic development of society]. Dnipro: NTU «DP». (in Ukrainian)
2. Aleksandrov I.O. (2010) Stratehiia staloho rozvytku rehionu [Strategy of sustainable development of the region]. Donetsk: Vyd-vo "Knowledge". (in Ukrainian)
3. Vyshnevskva N.V. (2007) Biudzhethna polityka: rehionalnyi aspekt: monohrafiia [Budget policy: regional aspect]. Lutsk: RVV "Vezha" Volyn. derzh. Un-tu im. Lesi Ukrainky. (in Ukrainian)
4. Tretiak H.S. (2011) Derzhavne rehuliuвання ekonomiky ta ekonomichna polityka [State regulation of the economy and economic policy]. Lviv: LRIDU NADU. (in Ukrainian)
5. Mykhasiuk I. (2000) Derzhavne rehuliuвання ekonomiky [State regulation of Economy]. Kyiv: ARTK «Elha». (in Ukrainian)
6. Poberezhets O.V. (2016) Teoretyko-metodolohichni ta praktychni zasady doslidzhennia systemy upravlinnia rezultatamy diialnosti promyslovoho pidpriemstva [Theoretical-methodological and practical principles of research of management system of results of activity of the industrial enterprise]. Khereson: Vydavnytstvo: Hrin D.S. (in Ukrainian)
7. Maslennikov Ye.I. (2015) Metodolohichni ta praktychni zasady doslidzhennia systemy upravlinnia finansovoiu stiikistiu promyslovoho pidpriemstva [Methodological and practical principles of research of the financial stability management system of an industrial enterprise]. Odesa: Pres-kurier. (in Ukrainian)
8. Haponenko A.L. (2004) Teoriya upravleniia [Management theory]. Moscow: Yzd-vo RAHS. (in Ukrainian)
9. Ohliad stanu zabrudnennia navkolishnoho pryrodnoho sere-dovyshcha v Ukraini u I pivrichchi 2016 roku (2016) [Review of the state of environmental pollution in Ukraine in the first

- half of 2016]. Tsentr. heofiz. observ. im. B. Srieznevskoho. Kyiv: TsHO, 2016. Available at: <https://www.cgo.kiev.ua/data/ukr-zabrud-viz/> (accessed 10 June 2021).
10. Oborotov Yu.M. (2002) Tradytzii ta onovlennia u pravovii sferi: pytannia teorii (vid piznannia do rozuminnia prava) [Traditions and updates in the legal field: questions of theory (from knowledge to understanding of law)]. Odessa: Yuryd. l-ra. (in Ukrainian)
 11. Pylypenko H.M. (2012) Instytutsionalni chynnyky spivvidnoshennia derzhavnoi i rynkovoi koordynatsii ekonomichnoi diialnosti [Institutional factors of the ratio of state and market coordination of economic activity]. Dnipro: Natsionalnyi hirnychiy universytet. (in Ukrainian)
 12. Hradus napruhy i zadovolennia (2020) [Degree of tension and pleasure]. *Ukraina moloda*, vol. 053 vid 19.06.2020. Available at: <http://www.umoloda.kiev.ua/number/3126/218/109066/> (accessed 10 June 2021).
 4. Третяк Г.С. Державне регулювання економіки та економічна політика : навч. посіб. / Г.С. Третяк, К.М. Бліщук. Львів : ЛРІДУ НАДУ, 2011. 128 с.
 5. Михасюк І. Державне регулювання економіки / І. Михасюк, А. Мельник, М. Крупка, З. Залога; за ред. І. Михасюка. Київ : АРТК «Ельга», 2000. 592 с.
 6. Побережець О.В. Теоретико-методологічні та практичні засади дослідження системи управління результатами діяльності промислового підприємства: монографія / О.В. Побережець. Херсон : Гринь Д.С., 2016. 500 с.
 7. Масленников Є.І. Методологічні та практичні засади дослідження системи управління фінансовою стійкістю промислового підприємства: монографія / Є.І. Масленников. Одеса : Прес-кур'єр, 2015. 316 с.
 8. Гапоненко А.І. Теорія управління. Москва : РАГС, 2004. 558 с.
 9. Огляд стану забруднення навколишнього природного середовища в Україні у I півріччі 2016 року. URL: www.cgo.kiev.ua/data/ukr-zabrud-viz/. (дата звернення: 10.06.2021).
 10. Оборотов Ю. М. Традиції та оновлення у правовій сфері: питання теорії (від пізнання до розуміння права). Одеса : Юрид. л-ра, 2002. 280 с.
 11. Пилипенко Г. М. Інституціональні чинники співвідношення державної і ринкової координації економічної діяльності: монографія. Дніпро : Національний гірничий університет, 2012. 293 с.
 12. Україна молода. Градус напруги і задоволення. URL: <http://www.umoloda.kiev.ua/number/3126/218/109066/>. (дата звернення: 10.06.2021).

Література:

1. Федорова Н.С. Наука як фактор соціально-економічного розвитку суспільства: монографія / Г.М. Пилипенко, Н.С. Федорова. Дніпро : НТУ «ДП», 2020. 213 с.
2. Александров І.О. Стратегія сталого розвитку регіону: монографія / І.О. Александров, О.В. Половян, О.Ф. Коновалов, О.В. Логачова, М.Ю. Тарасова; за заг. ред. д-ра екон. наук І.О. Александрова. Донецьк : «Ноулідж», 2010. 203 с.
3. Вишнеvsька Н.В. Бюджетна політика: регіональний аспект: монографія / Н.В. Вишнеvsька. Луцьк : «Вежа». 2007. 244 с.

Анотація. В роботі проаналізовано елементи механізму впливу на процес соціально-економічного розвитку суспільства з метою надання йому бажаного прогресивного тренду. Виділено основні групи суб'єктів впливу на розвиток соціально-економічних систем: ринки (або продавці і споживачі, що діють в умовах конкуренції); бюрократію (державну владу) і асоціації (систему громадянського суспільства). Доведено, що кожна підсистема суспільної системи сформувала свої власні інститути, які виступають координаторами поведінки суб'єктів в її межах. Підкреслено, що коргиуючий вплив на суспільну систему з метою надання їй прогресивного вектору розвитку відбувається через трансформацію вказаних інститутів шляхом використання трьох операційних систем: примусу (права), матеріального стимулювання (обмеження) та переконання. Право (система примусу) втілює в собі державну владу та закон. Воно передбачає чітке розмежування прав, відповідальності та обов'язків всередині суспільної системи через створення формальних інститутів та за допомогою широкого спектру методів (законодавчій дозвіл та заборона, планування, нормування, ліцензування, державне замовлення, квотування, координація, державний контроль) і механізмів (дисципліна, норми, правила, інструкції, штрафи, санкції, покарання, квоти, плани, ліцензії) системи примусу. Економічні методи (матеріальне заохочення та обмеження) використовується для здійснення економічного примусу до певних бажаних дій методами матеріального стимулювання та заохочення, фінансування, кредитування через інструменти попиту й пропозиції, конкуренції, грошових доходів, відсоткових ставок, пільг, платежів, допомоги, компенсацій, субсидій, дотацій, податків, трансфертів, фондів фінансових ресурсів. Система цінностей (переконання) сприяє формуванню правил поведінки у вигляді головним чином неформальних інститутів, що еволюціонують під впливом зміни ідеології, свідомості, моралі, релігії тощо. Вплив на систему цінностей відбувається за допомогою виховання, освіти, мотивації, переконання, заохочення, спонукання, морального стимулювання та обмеження за допомогою таких інструментів, як ідеологія, етика, спонукальні мотиви, стимули, норми, правила, звички, звичаї, мораль, знання, інформація, громадська думка, суспільний статус. Зазначено, що, незважаючи на важливість правових та економічних методів регулювання, найбільший потенціал з точки зору забезпечення прогресивного соціально-економічного розвитку мають механізми формування цінностей, адже вони сприяють усвідомленню індивідом позитивних та негативних наслідків власних дій. Відповідно, головним завданням в сфері регулювання процесу соціально-економічного розвитку виступає розбудова адекватного культурного середовища

Ключові слова: соціально-економічний розвиток, право (система примусу), економічні методи (матеріальне заохочення та обмеження), система цінностей (переконання).

Аннотация. В статье анализируются элементы механизма воздействия на процесс социально-экономического развития общества с целью придания ему желаемой прогрессивной тенденции. Выявлены основные группы акторов, влияющих на развитие социально-экономических систем: рынки, бюрократия и ассоциации. Доказано, что каждая подсистема социальной системы сформировала свои собственные институты, которые действуют как координаторы поведения субъектов внутри нее. Подчеркивается, что корректирующее воздействие на социальную систему с целью придания ей прогрессивного вектора развития происходит через трансформацию этих институтов с использованием трех операционных систем: принуждения (права), материальных стимулов (ограничений) и убеждения. Отмечено, что, несмотря на важность правовых и экономических методов регулирования, наибольший потенциал с точки зрения прогрессивного социально-экономического развития имеют механизмы формирования ценностей, поскольку они способствуют осознанию индивидом положительных и отрицательных последствий своих собственных действий. Соответственно, главной задачей в регулировании процесса социально-экономического развития общества является создание адекватной культурной среды.

Ключевые слова: социально-экономическое развитие, право (система принуждения), экономические методы (материальные стимулы и ограничения), система ценностей (убеждений).