



HARMONY OF ECONOMIC CULTURE AND ECONOMIC BEHAVIOR

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Article history:	Abstract:
Received: February 11 th 2023 Accepted: March 11 th 2023 Published: April 17 th 2023	The article effectively highlights the production culture of economic culture as an integral whole system. Its integrative and functional connections as a system of economic culture are singled out. Behavioural problems are singled out, which are one of the functional relationships, and the views and definitions of a number of specialists on this issue are described.
Keywords: empirical research, competitive, integrative, functional, structure, economic behaviour, work, ethics.	

INTRODUCTION

The realization of the essential potential of a person is an objective criterion and measure of economic culture. This is an important methodological conclusion of social philosophy.

Empirical, theoretical studies and world economic practice have proven that economic culture is one of the important factors in increasing productivity and labour quality. This is one of the main tools of the modern economy in the production and sale of high-quality, competitive and perfect goods. At present, the economic culture of any country or enterprise is high. However, the economic culture, the culture of production, which is considered as its core, is an integral whole system that will be effective only if its use is carried out in a complex manner. Economic culture as a system has integrative and functional connections. Integrative relations are relations that support system integrity, qualitative stability, homeostasis (balance) of elements in the structure of economic culture, and if they are violated, the phenomenon of fluctuation occurs, that is, the elements of the system are destroyed and experience a crisis.

MATERIALS

One of the functional relations of economic culture is economic behavior. The topic of economic behaviour excites many economists and psychologists. They not only provide the homeostasis of the system, but also determine the dynamics of the system. Behaviour is a set of human actions. "Behaviour determines the personality, character, needs and tastes of a person; reveals his attitude to real things and events around him" [1]. Behaviour describes the aspects of activity in which individual qualities and value orientations are freely manifested. The criterion concept of activity includes a system and interrelated subsystems, the totality of which determines the integrity of the social structure necessary for the general cooperation of people's efforts to meet their needs and interests.

The concept of activity combines two types of actions: 1) subject to strict necessity, due to the nature or system of economic power; 2) reason, connected only to a certain extent with objective circumstances, cultural and legal norms of society, but giving the subject greater personal freedom in choosing the goals and means of satisfying his own and public interests. Accordingly, in this area of activity, a person has more opportunities for free choice, and at the same time, he is more responsible for his actions. If they have a certain general direction in a person or social group, then they form a relative integrity of behaviour that allows others to navigate in social relations with them.

Since different interests, models, types of behaviour prevail in different spheres of life, they can be divided into economic, family, deontological (professional) and others. V. I. Verkhovin, T. I. Zaslavskaya, V. G. Zalevsky, V.S. Lyubchenko, I. V. Rozmainsky made a great contribution to the development of general theoretical and philosophical provisions on the main aspects of the economic behaviour of the population.

METHODS

Economic behaviour is based on a person's subjective idea of the ratio of benefits and costs to achieve wealth or achieve a higher public or private status. In addition to economic and social interests, taking into account the relative presence of certain life preferences, taking into account the personal abilities of each person and the influence of social institutions, customs, ethnic and local mentality, it participates in the formation of individual and group models of economic behaviour.

RESULTS

As T. Veblen stated in his work "Theory of Leisure Classes", "the structure of society changes, develops, adapts to a changing environment only as a result of a change in the way of thinking of some social groups or, ultimately, due to a change in the usual way of thinking of the people who make up the community" [2, 200-201]. Therefore, an important feature of economic behaviour is not the sphere of use (production and distribution of material goods), but the defining principle of relations between people - the ratio of costs and the calculation of the desired results.

Depending on the individual characteristics of ecological thinking and the perception of reality, its practical application receives a different subjective assessment - it is recognized as the strongest material incentive for active actions and creativity on the part of moral judgment. Based on the analysis of the classical methodology presented in the theory of social movements by M. Weber, social coordination by A. Smith, consumer behaviour by T. Veblen and the "economic spirit" by W. Zombrat, the formation of economic interest is determined in accordance with the goal.

According to M. Weber, "the type of economic behaviour, national culture, rationality of behaviour, social stereotypes influence the emergence of the traditional type of economic behaviour. The world of human emotions predetermines the affective type of human economic behaviour" [3, 602]. Undoubtedly, the subject of economic behaviour is a person, that is, the interests and motives of people whose activities are not limited to making a profit, but affect many aspects of spiritual life, culture, education and social psychology (personal self-consciousness, reputation in society), not to contradict the main economic goal and ultimately contribute to its achievement, behaviour is a form of activity determined by the individual [4, 6-7].

When economic behaviour is seen as one of the types of social-personal behaviour, this model can be understood not only from the rational side, but also due to lack of information and personal subjective judgments. This allows us to highlight the diversity of behaviours such as production, distribution, exchange and consumption. The economic behaviour of various socio-demographic groups of the population shows that the diversity of opportunities for each person reflects the level of his participation in economic processes and "determines his position in economic processes, ensures his participation in the economy and other spheres of public life" [6, 4-6].

The concept of behaviour in a generalized form is the behaviour of a person's perception of his environment. It allows not only to draw conclusions about the definition of a person's life position at the moment, but also to predict reasonable expectations from his actions in the future. In our opinion, economic behaviour is a relative set of positively directed actions aimed at satisfying one's various interests and making a profit, characteristic of a certain person or group.

Economic culture is a manifestation of values, norms and needs that operate in the economic sphere and guide its subjects as the driving force of economic behaviour. The general basis of economic and non-economic behaviour is manifested in three components of economic culture: 1) work ethic; 2) scientific and professional knowledge; 3) norms and values that guide human behaviour. At present, along with the knowledge of the economic life of a person, the role of self-reflection and self-organization is increasing, the tendencies of liberation and individualization of the mind are intensifying.

DISCUSSION

The process of adaptation of young people to society and economic socialization is full of drastic changes, characterized by living in a different environment and space, the acquisition of property. The Russian researcher N.K. Dzhamshueva in her scientific work connects the processes of intellectual socialization with the following aspects:

- adaptation (adaptation not only to the processes of the external environment, but also to active and inactive experiences that form the inner spiritual world of a person);
- feeling (when mastering the system of knowledge existing in society, the connection between the individual and society through cross-functioning is a communicative aspect of the object of socialization);
- influence (the assimilation of value and normative norms in a state of unconsciousness as a result of the purposeful influence of society and reference groups);
- facilitation (softening of behaviour, in which reference groups give the individual a certain degree of freedom and allow him to express his experience on the basis of a creative approach);
- inhibition (decrease in mobility, inhibition of the behaviour of the individual, which is formed on the basis of the social experience accumulated in his life experience);
- empathy (the ability of a person to put himself in the place of others or the willingness to do this, trying to look at reality through the eyes of another person);
- expectation (individuals conduct their activities with the realities expected by other people);
- identification (the process of feeling, understanding a person with signs present in other [7, 23-24]).

The economic behaviour of young people is changing under the influence of the reform of the market economy, the acceleration of reforms in the construction of a new Uzbekistan, and through self-organization, it is socialized in an environment of new economic values.

CONCLUSION

It is concluded that the nature of the change in economic behaviour consists of the following properties:

- ✓ firstly, the specific characteristics of the variable elements include goals, interests, values, motives, beliefs;

- ✓ secondly, it follows from the nature of the relations between them, which determine the structure of economic behaviour;
- ✓ thirdly, an attempt at a conceptual analysis of economic behaviour means, first of all, a methodological analysis of its features. Its general meaning is associated with economic thinking, expresses the desire for rationalism in assessing the combination of costs and results;
- ✓ fourthly, the structure of the economic value orientations of young people differs from the real values of market culture: ability to work, diligence, personal responsibility, profit, savings, wealth (consumerism), social success (achievements, prestige, status). based on a market economy - determines the entrepreneurial strategy;
- ✓ fifth, the preferred strategies of economic behaviour differ significantly between people.

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