



The Academy of Management
and Administration in Opole

Volodymyr Saienko

**RELATIONSHIP
PROCESSES
IN BUSINESS**

monograph

Opole 2019

VOLODYMYR SAIENKO

RELATIONSHIP PROCESSES
IN BUSINESS

monograph



**The Academy of Management
and Administration in Opole**

VOLODYMYR SAIENKO

**RELATIONSHIP
PROCESSES
IN BUSINESS**
monograph

Opole 2019

Reviewers

*Igor Britchenko – Doctor of Science in Economic, Professor,
Professor of the State Higher Vocational School
Memorial of Prof. Stanislaw Tarnowski
in Tarnobrzeg (Poland)*

*Tatyana Cherniavska – Doctor of Science in Organization
and Management, Professor,
Professor of the State University of Applied Sciences
in Konin (Poland)*

*Maria Krelowska-Kulas – Doctor of Science in Economic, Professor,
– Rector of the University of Social and Economic Sciences
in Przeworsk (Poland)*

Cover design and book composition

Janina Drozdowska

Editing

Maria Szwed

ISBN 978-83-62683-55-0

The monograph describes the organic basis, the phenomena of lexical reflection and the logistics of the formation of new entities in business on the general theoretical positions of the development of activities in transition economies. Using the principles of the market economy and on the tools of political economy, the monograph clarifies the interaction functions, the genesis and the structural-analytical model communication of movement, which arises in business and approximates the reproduction complex to the post-industrial economy. Based on the logistics of stratification and structuration, the monograph develops classification signs and situational provisions of filling business with quality, a conceptual principle of accelerating the transition of relations into business, and a method of forming the sphere of service business.

The monograph is intended for researchers, teachers and professionals who are engaged in the processes of the formation of the organic structure of activity, in the development of the entrepreneurial function of a human and in the management of business processes in a non-equilibrium changing economic space.

WYDAWNICTWA: PUBLISHING HOUSE
OF THE ACADEMY OF MANAGEMENT
AND ADMINISTRATION IN OPOLE

Print

Wydawnictwo i Drukarnia Świętego Krzyża w Opolu
45-007 Opole, ul. Katedralna 8A
tel. 77/44 17 140
www.drukujunas.eu

Contents

Introduction	7
1. Organic base of business and service business	11
2. Logistics of business development	26
3. Expectations of transition societies and economies	34
4. Model of lexical basis of figurative connection in business	49
5. Functions of interaction in business	68
6. Genesis and structural-analytical model connection of movement	84
7. Classification signs and situational provisions of filling business with quality	101
8. Judgement on some moments of development processes	115
9. Conceptual principle of accelerating the transition of relations into business	125
Conclusions	142
References	144

Introduction

Modern processes observed in the economies, industries and business structures of European countries are subject to globalization, integration and transformation. These processes are followed by the indispensable restructuring of the foundations of life activity both in scale and structure and in content and linguistic meaning of perception. The dynamics of changes expands the organic structure of the national economy and retains in itself the properties of the perception of new elements of reproduction and exchange actions dictated by scientific and technological progress. The production and service spheres of human activities have particularly high rates of development, which requires evaluating the objectivity of introducing them into the environment of reproduction processes based on structure formation, pragmatic utility and resource to form their own environment and new forms of economic growth. The logical-mathematical toolkit for switching society and its functional systems to other, more efficient, ways of establishing effective life support contributes to the timely recognition, system support and the subsequent development of the scientific basis of the first-time declared activity. The basic sources for maintaining the current level of economic growth and life efficiency are both the material sphere of production, the development of which in modern interaction schemes increasingly falls under the control of the economy mode, and the non-productive services sector, the development of which depends on the general culture, demand and wealth of the population.

In economic classifications, the varieties of business and service business occupy a buffer position between the sphere of production and the non-productive sphere. They persistently declare their independence and successfully pass the stages of their formation on the terms of a tendentious increase in the pragmatic value of virtuality of labor and industry. The scientific and technological movement provides high rates of replacement of physically worn and outdated technologies, the transition to meet the needs of society for the change from the priority development of large-scale production of products and services to small-scale batches and groups, spatial and digital economy validation.

The understanding of the service business in the monograph is connected with the logic of the sequential concentration of certain types of auxiliary, support, maintenance and time-paid work in the economic structures of self-sufficiency. These types of labor are characterized by a ramified structure of operations, work and functions, the scale of which follows the demand for good and has a natural tendency to frequency replace production growth by maintaining the achieved

level or subsequent slow decay. It is quite natural to assume that for individual search structures and stages of development it is required to develop their own methods of reflecting the phenomenon, approaches to the organization of development, ways of evaluating effective reproduction and activity management. That is, there comes a moment of challenge, when it is required to begin consideration on a critical basis of those forms of activity that the study presents on a scientific basis as a “business” and “service business”. This beginning of the movement, which has its own essence of a new structural formation, a special matrix of differences, facts of manifestation and characteristics of the economic environment, requires the determination of an effective path of perception and development. Such a model, which is assessed as formal, is represented by informative sets of initial matrices and conditions that can be studied, systematized and should be offered to the public for use as a methodological basis for recognition and accounting in classifications. There is a need for the systematization, evaluation of autonomy and the development of guidelines for the actual movement of a number of labor operations and processes that have a dual assessment of their essence in the formation of value. We mean those processes that still continue to be attributed by researchers either to the sphere of material production or to the sphere of non-material services alternately because of the vagueness of their physical significance for economic theory. According to their perception characteristics, such labor operations and processes can be divided between the sphere, in which the means of production and consumer goods are produced, and the sphere, in which the provision of heterogeneous services is carried out. In addition, the methodological basis of their belonging to a particular area remains insufficiently clarified. This and some other intermediate positions, which are still little studied or unknown, are characterized by the parallel movement of two media: going out of circulation and affirming it. The complexity of the defining part of the study is related to the fact that the same type of terminology is used in both environments. Based on this, the research in the monograph is limited to the following tasks:

1) the interpretation of the phenomenological content of the service business and the relevant phenomena “Service” and “Business” in the new formations of individual production entities, where the “activity” is ontologically primary;

2) preparation of political economics basis and semantic information for creating a relational matrix of results connected to the “Attitude”, “Dependence” and “Relationship” processes;

3) synthesis of formal research links with the elements of “Interaction”, “Group Identity”, “Stratification Relationship”;

4) clarification of the economic distribution process and of the mechanisms of entry of citizens and groups of producers with different social attitudes of thinking and life support in a community;

5) establishment of a model representation of the service business and the formal-axiomatic form of its scientific and methodological support and monitoring.

The originality of the events and facts under study is confirmed by the specification of the development of the research subject depending on the selected list of methods for converting the sought information into target aggregates, its systematization, morphological analysis, synthesis of characteristic features and development of reasoning. The specification of the transition of knowledge to the scientific-theoretical level is enhanced by a combination of political economy method and the reduction method, which are applied to the formulation and description of the conditions for converting evidence, concepts and entities into simpler aggregates of the systemic perception of the terms of the language of the first-order logic. The monograph also uses as auxiliary means of analysis and model formalization many methods of recognizing and describing probabilistic, blurry and poorly distinguishable phenomena by the properties of their movement, accumulation and fractality. The semantic data model is connected to the structural and manipulative integrity as a structural unit reflecting the basic of the economic phenomenon, which is the service business. This methodical technique provides for the needs of the deductive construction of reality by combining the following three scientific functions: the function of refining data semantics, the function of reproducing sociological diagnostics of the movement of society to progress, and the function of searching for directions and methods of hierarchical co-organization of socially significant activities. The search and systematization of the qualities, properties, elements and features of the phenomenon under study, the origin of which is based on the characteristics of material production and labor, the non-production services sector, the business and the service business proper, result in the completed holistic semantic model. For recognizing the properties and features of the subject of research, systematization of its characteristics, as well as for the purpose of demonstrating patterns of movement in diverse environments, preference is given to the references to source material, the relevance of which is confirmed by the course of development of political economy, patterns of structure formation, sports business and the approval of physical and health movement culture.

1.

Organic base of business and service business

The key of movement to the hidden:
*In the state, every interest must have
its own respective organization
the action of which is determined by the degree of unlimited independence.*

The method (from Greek. “methodos” – the way of research) of political economy allows considering the object of the research, which is business and service business, in relation with the events of political agreement, economic interaction and effective movement of subjects in space. According to G.S. Vechkanov¹, the combination of the named interaction substances makes it possible to present and consider the deep foundations of the necessary set of questions and to extend them to the processes of the economic life of society.

Modernity expects to receive from analysts a theoretical apparatus that will allow describing the movement of goods in the current, post-industrial society, and therefore the analysis should include the search for the methodological basis for the development of those that are difficult to be defined in terms of business and virtual life support processes². Business has the advantage that it possesses a historical assessment, its own set of methods, procedures and classifications of recognition, and therefore the desired theoretical apparatus for it can be obtained by the method of breaking the whole into parts, which is the characteristic of political economy. The whole is represented as a business and its holistic varieties, the basics of which are discussed in sources^{3,4}.

The processes of developing the scientific and methodological foundations of system support of conditions are required by the spheres of social production and organization of production relations:

¹ Вечканов, Г.С. (2016). *Экономическая теория*. Санкт-Петербург, Питер.

² Щербаков, В.Н. (2018). Политическая экономия в контексте альтернатив развития. Москва, Дашков и К^о.

³ Назаров, А.А. (2013). Теоретические основы формирования и развития бизнеса. *Вестник ТГУПБП*, 3, 54–63.

⁴ Zikmund, W.G., Babin, B.J., Carr, J.C., & Griffin, M. (2013). *Business research methods*. Cengage Learning.

- accumulation of public goods and preservation of economic efficiency when using them in conditions of uncertainty of resource distribution;
- ensuring equity and social justice in the innovation movement;
- development of the social foundations of a market economy;
- distribution of the social product between the layers of the well-to-do and low-income population, taking into account new factors of materialization and appropriation of the good;
- observance of social harmony and social consensus on the conditions of labor conservation, received from previous generations;
- ecological conservation and productive use of minerals and natural resources.

There are also more fundamental problems for concentrating the efforts of science. These are a scientific substantiation of the paradigm of transitional or conglomeration states of economic substances, the formation of conceptual and ideological positions of the post-industrial society and the transformation of philosophical assessments of the general paths of the economic movement of society, which is subject to market regulation and management. These problems can be solved after realizing the modern value of labor.

The right to give a theoretical interpretation of the new facts of economic life in the field of regulation and management of the socio-political and production-economic environments is reinforced by the values of social and economic human development. Values are introduced by the dynamics and innovation of replacing events, and the processes of combining political, industrial, and purely economic ideas are becoming increasingly complex due to their adaptation to the mission of democratization. The complexity of the formations is easily explained because the subject field of social phenomena is replenished with events of probabilistic nature of manifestation, in which the boundaries and outlines of relationships remain blurred for some time. In economics, such complexity is associated with the conditions for the development of business and entrepreneurship, whose functions have permeated all spheres of social relations. Earlier, it was possible to keep silent about such phenomena, to leave them unattended because of the difficulty of describing uncertainty, and to ignore the study of the facts of their entry into the economic environment. Accounting for them in the analysis becomes a matter of scientific principle for various reasons. For example, due to the fact that they enter everyday life with full-fledged sources of well-being, they become factors of economic growth or sources of wealth accumulation in the state.

The processes and actions that accelerate the development of a business resource as of a full-fledged form of economic relations have a natural content for a political and economic analysis. Anticipating the questions that the entire social environment of a person is a business, because it is based on the classification criteria of the entrepreneurial promptness of a person, beyond which its produc-

tive component differs in groups, we should say the following. In these groups, the economic environment is indeed represented by large, medium or small businesses⁵. Their movement, concerning both relations in them and relations between them, retains the scientific value⁶, because it has a dialectic character. There is one disadvantage – it is unilaterally connected by the action “Business”, and this already indicates weaknesses that exist in substantiating the essence. The logic of the application of the general approach in the classifications given in the sources^{7,8,9}, already reaches the levels of production, branch of economy or national economy in general and is confirmed by their essence of coexistence. This essence includes material resources and ways to ensure a social and philosophical strategy for sustainable development. The overall assessment can be done with the following set of characteristics.

1. *Large business* takes the place of an unconditional system-forming factor in societies for all positions of individual and collective demands and needs, because it is a fundamental production-economic form of life support in the state. This form is based on economic interests, economic behavior of citizens, efficient production of goods and services, rational appropriation of social wealth, which is accumulated on a particularly large scale through the concentration of both living and materialized labor within limits that have no boundaries. This form has the necessary attributes of purpose, namely: the mission of developing the national economy environment, a strategic approach to doing business, a vision of the ideal picture of the future, the ideological basis of the movement, the modern methodology of the enterprise, a super-power set of possible measures. In methodological terms, this form allows us to outline the scientific foundations of the association of producers, to substantiate the organization’s hypotheses, to develop management principles and to highlight the peculiarities of the methodological support of the state’s business environment. It has significant potential for the solution of its own tasks of the service business environment; in its scientific presentation, it creates a methodological and general theoretical foundation for its development and in operational-performing level, it provides a material and technical basis for the development of relations.

⁵ Саєнко, Г.В., Саєнко, В.Г., & Нікітенко, Н.А. (2012). *Педагогічна система розвитку підприємницької здібності людини, монографія*. Луганськ, СПД Резніков В.С., С. 208.

⁶ Папаика, А.А., Саєнко, Г.В., Саєнко, В.Г., & Иванова, О.В. (2001). *Методические основы обеспечения эффективной производственной деятельности на начальной стадии развития предпринимательства в регионе*. Луганск, ЛГПУ им. Тараса Шевченко.

⁷ Масленников, В.В. (1997). *Предпринимательские сети в бизнесе*. Москва, ЦЭМ.

⁸ Глущенко, Е.В., Капцов, А.И., & Тихонравов, Ю.В. (1996). *Основы предпринимательства*. Москва, Вестник.

⁹ Власова, В.М. (1997). *Основы предпринимательской деятельности*. Москва, Финансы и статистика.

2. *Medium business* of a society occupies a strategic place for a smaller number of positions and freedoms than large business. In essence, it is a production-economic form of life support, which itself is subject to the integrity of ideas, policies, programs, plans and projects of national economic development. The toolkit for its movement and the method of establishment is the pragmatic need of the region for the production of products and services that can count on one-time financing for the arrangement of a limited number of jobs or on private capital. This business is based on the idea of mastering production, the sustainable development of which is subject to the economic feasibility of performing work with relatively small teams. Medium business can be directed to the productive stream according to the mood of the owner of the enterprise and in accordance with owner's mentality, everyday ideas and ideology. This company owner, who is also the manager of capital, has at his/her disposal knowledge and professional experience, a strong personal opinion about the production and competitive environment, small capital and the ability to interact with the authorities, also has executive abilities in the field of service provision for the population. In their actions and decisions, medium-sized businesses need to focus on the service business resource, which depends on the material mobility of the environment, which is ready to consume the product, and on the vigor of a businessperson who is willing to risk capital.

3. *Small business* is a production-economic form of life support, which is concentrated on the resolution of the philosophical momentary and current consumer interests of the population, which is located a certain area. This business adjusts to the situation and is focused on the execution of orders coming from any economic sector or population, and, therefore, there are all the conditions to attribute small business according to the operations, work and functions to the environment of a developed service business.

These characteristics describe the essence of the business, but remain rather disclosed until the business receives the starting point for movement. Such a starting point is coordinated with the terms of the connection of the power-political, socio-economic and technical-technological potential of the state. There are also many other facts that have a theoretical value for this analysis, because "in one way or another" they also act for the formation of the service business. Auxiliary material for the realization of knowledge in this area are the conclusions of researchers^{10,11}. The generalization of this knowledge allows us to express the author's opinion about the form, which may be suitable for the development of busi-

¹⁰ Ведин, Н.В., & Газизуллин, Н.Ф. (2012). Философия экономических ценностей: проблемы самоопределения современной политической экономики в странах СНГ и Балтии. *Проблемы современной экономики*, 2(42), 55–58.

¹¹ Воейков, М.И., & Колганов, А.И. (2011). Проблемы политической экономики (к постановке проблемы исследовательской программы), URL: <http://www.econorus.org/sub.phtml?id=156/Problemy.doc> (дата обращения 06.02.2011).

ness and service business. Its content is based on historical facts of the movement of society, public relations and social production. The materials of the analysis are reduced to the activation of a number of social conditions and include the following features of the embodiment of business.

A. *For large business*, which it would be more correct to consider behind the lines of “branches of large or heavy industry”, there is a series of fundamental characteristics. This series of characteristics is composed of a total (all-round and comprehensive) ideology:

1) historical formation of economic relations. Economic relations have such a form for the following reasons:

a) formation of schemes of mass production and mass consumption of the necessary material conditions of existence. Factors: change in the social and economic structure; changes in the structure of social production; scientific and technical progress; the evolution of a market economy; new forms of social and economic differentiation and equality, social justice and economic efficiency; changing approaches to designing civil society, urban planning, management institutions, mixed economy and medium-sized businesses; non-personal communication channels; management of integrated marketing communications;

b) replacement of large social classes by subjects of relations of social formations and groups. Factors: establishment of the institute of owners; globalization and internationalization of the economy; corporations and inter-territorial associations; factors of economic development; new markets;

c) preservation of the general tendency of the reduction of bourgeois society. Factors: globalization of the economy and economic relations; qualitative changes in the economic role of the state;

2) perspective formation of the multiple basis for the material embodiment of labor. Economic relations are established on conditions of:

a) evolution of the nature of value. Factors: intellectualization of labor; undermining of the isolation of commodity producers; introduction of the regulatory production method and transition to transfer prices; reduction of competition based on the centralization of planned decisions within the corporation;

b) mixed economies in interacting organizational environments. Factors: undermining of the commodity nature of capitalist production on the basis of replacing isolated production with a socially coordinated production; the development of the redistributive function of the state based on the formation of the proportions of production and the preservation of the level of costs for a conglomerate of business decisions and national policy; support of enthusiasm;

c) introduction of new forms of exchange activities. Factors: state budget and direct investment; social and income policy; market and government procurement; integration of communication channels; large customer relationship management; lengthening the product life cycle; generating advertising ideas;

d) functional management. Factors: permissible limits of environmental pollution; product quality and standardization norms; mandatory capital reserve ratio; procedure for depreciation of equipment; interest rates and parameters of credit resources; sanitary standards; refinancing rate;

e) current survival. Factors: the organization of electronic marketing tracking of markets; the introduction of programs of subsidies and subventions; provisions on bonuses for regular customers, benefits and guarantees for retirement, social insurance and education; restrictions on wage levels, social benefits for unemployment and payments to the poor; systems of preferential taxation and tax holidays;

f) emergency regulation of relations in transitional periods. Factors: total or partial capital management – quotas, tariffs and production prices; nationalization of enterprises;

3) everyday changes in the nature of human activity. Economic relations are established on conditions of:

a) replacement of “real wealth” by “intangible wealth”. Factors: priority increase in the value of technological development of science and technology; monitoring the quantitative certainty of the cost of modern production, the avalanche-like growth of “cultural” products; transition of capital to the “total” control over the expenditure of time resources of workers;

b) evolution of the nature of money. Factors: replacement of money based on gold equivalent by credit; capital advance;

c) evolution of the nature of capital. Factors: separation of independent functional forms of commodity and money (“industrial”, “commercial”, “loan” and “fictitious”) capital; change and fragmentation of the functions of personification of capital; transformation of the qualitative composition of all phases of reproductive capital; the formation of consciousness and stereotypes of employee behavior; merging functions of fictitious capital (stocks, bonds, certificate agreements) and interest-bearing capital;

d) changes in the status of labor. Factors: implementation of the “human capital” doctrine; the rejection of manual and machine production and its transfer to “post-machine technologies”; labor complexity; a combination of cognitive and professional knowledge base with business and entrepreneurship skills; maintaining industries, works and functions with new operations and techniques; generation of high-performance labor on creative principles and knowledge; replacement of the dictation of direct labor control with variants of trust and compromise solutions;

e) maintaining forms of “non-market” production and turnover of goods. Factors: obligations to the society; motives for the employee to fail to develop own abilities, conditions for self-realization and sufficient microclimate in the team; products of the “shadow” economy; natural forms of exchange of goods and services; options to meet the needs of the non-equivalent or gratuitous exchange of

benefits; options for duty-free exchange of goods and services and smuggling; appeal to sales promotion of products through the introduction of free samples, coupons, gifts, expositions and contests in public places.

B. *For medium business*, which would be more correct to consider beyond the lines of “the production of real products and services”, there is a narrower (regionally oriented) spectrum of implementation options. The formation facts are as follows:

1) commodity form of circulation of knowledge and information in the environment. Factors: change in the orientation of workers to the new structure of the service sector; machine exchange forms; organization of an electronic forum for exchange of experience; reorientation of organizations to new qualities of the markets for goods and services; staff retraining; support for new activities; improved ways of bringing production results to the consumer;

2) orientation to product, the nature and content of which impede the acquisition of value properties. Factors: access to the product is governed by the ability of the consumer; machine exchange forms; focus on the fact that knowledge is required to be reproduced in a new interpretation; to be guided by the fact that the product is not alienated from the owner at the time of sale, and only its copy is alienated; taking into account the new property that the product is not reproduced, but is replicated, that the product is materialized as a product or service for many times – until its obsolescence or until the consumer value is lost;

3) free form of transfer to circulation of knowledge and services. Factors: barter relations; the dependence of the product on the complementary conditions of subordination of relations and subsequent movement; appeal to mental models; development of the economic system “Business, power and society” as a product, resource and relationships; transition to cluster relations; way to establish exchange through the announcement of “know-how” on intangible assets;

C. *For small business*, which would be more correct to consider behind the lines of “the production of small batches and single orders of real goods and non-material products and services”, there is a fractional (spontaneous consumption oriented) spectrum of implementation options. The formation facts are as follows:

1) commodity form of selling knowledge, information and products in the environment of related forms of their circulation. Factors: implementation of the principle of conformity; social network connection alerts; expanding consumer search marketing; appeal to oral sources of information for the consumers;

2) non-tradable forms of production of goods and services. Factors: transition to methods of information calls or transformational appeals;

3) forms of realization of benefits of public origin. Factors: mastering the transformation of a message into an effective communication form; forms of charity, guardianship and sponsorship; transition to logistic methods of production and movement of goods and services to the consumer; appeal to viral marketing.

From the above-described way of the formation, it follows that modern society has created the conditions for independent movement of a creative-minded person, oriented towards both the realization of business conditions and the development of the entrepreneurial function of thinking. These conditions are laid down in:

- ways of materializing labor, regardless of its participation in the production process, public relations or the environment for creating a good, where it is provided with a monetary equivalent;
- a much greater degree of freedom in the activity and more qualitative variants of its choice;
- transitions in relations from total to relative dependence on capital;
- recognition of the increasing importance of innovation and the role of labor in social production;
- greater employee's independence in the performance of the labor process;
- growth of employee's satisfaction at the transitional stage of movement from the saturation of basic needs to a developed creative function.

The extensive set of social conditions, which is presented here, indicates a significant potential of the studied economic phenomenon. This multiplicity suggests that there is enough evidence in the analysis by which it will be possible to create general aggregates and matrices of event data in order to carry out the research plan. Therefore, it is necessary to proceed to the consideration of business, which is a socially recognized form of economic relations in the state. It is a system of relations between its citizens and organizations, which provides for the exchange of benefits.

The study is divided into three components, which fix the stages of manifestation, formation and development of the service business to a socially justified scale. The platform for its movement is provided by the mechanisms of mastering and transforming the natural gifts of nature and the products introduced by human labor. On this platform, two substances are considered: the substance of business and the substance of the service business, which complement one another and unite the basics of origin. Their importance for science and practice is confirmed by the following position in the system of social interaction: *the substance of business is exposed as a functional part of the economy*, obeying economic development programs, and *the substance of the service business – as a part of business that obeys public demand for its intended utility*. Activity in this system of relations is based on the fusion of two fundamental conditions:

- a) the will of the society. There is an interest in the power structure, to which people delegate the rights and conditions to be the “guarantor” resource for opening a business, for mining a mineral, for activity, etc.;
- b) objective needs for human self-sufficiency. There is an interest of the individual who wants to mobilize efforts to extract the life-important product.

When we know the positions of the occurrence of these conditions, it remains to find the common feature that will be perceived as the political and economic basis for the development of the subject matter.

The search for the political and economic basis of the service business deals with a number of postulates that are known to the society, are valid and should be paid attention to. They acquire new features.

1. There are similarities and differences in the areas of human activity, i.e. there are extremes that converge at a single point, but along different trajectories of utility. These functions are the following:

a) **economy** is *the area of management* where this management is carried out according to the rules of housekeeping *or*, which is the same thing, *it is the economic activity of the society*, made up of a set of relations by connecting the phases of production, distribution, exchange and consumption;

b) **business** is *an activity at your own risk*, which unites specialists to achieve a financial goal on the basis of starting their own business or enterprise. The similarity between them is that both of them are activities united by a technological process; the difference is that the economy is a system of relations, and business is a structural form of entering the economy.

2. A multidirectional communication movement of the interaction participants is observed. Since the communication movement of interaction participants is introduced into circulation as a *term* that designates a socially determined process of ensuring the unity and continuity of human activity in the field of state planning and regulation of relations, it is necessary to revise the functions. These functions are the following:

a) in the **economy** – the state and its power structures on the basis of general and targeted programs for the development of the national economy and infrastructure of the territory directs production relations, the production of means of production, goods and services to the self-sufficiency environment, guided simultaneously by data on the forecast of consumption rates and economic growth;

b) in a **business** – a businessman and his/her ideas in a spontaneously developed business plan replenish employment with the intention of making profit, income or super income, by their actions and deeds adding to the wealth of the state and the welfare of the people.

3. The fundamentals of the choice of methods and ways to ensure the goal are changing. These fundamentals are the following:

a) the **state** carefully monitors the rhythms of the movement of scientific and technological development of the society and the reorientation of societies and individuals to new knowledge, skills and abilities;

b) **business** acts as a consumer of innovations.

In such a situation, political and economic analysis suggests that it is necessary to adhere to the following opinion: *the service business is a certain form of economic relations, which differs in its characteristics, and is the structural com-*

ponent of business and the economy. This business, or rather, its structural form of the economy, regardless of whether the initial idea is completed with the result or not, is set by the manufacturer as a human activity. *The main purpose of this human activity is the search for value and the provision of a service or a set of services to an announced consumer, based on the identified value and the mutual consent of the involved parties.* After studying a number of semantic statements put forward by the authors in the sources^{12,13,14}, such a definition of business is offered here just for review. It is used as a starting point, which forms the basis for the presentation of subsequent reasoning, allowing not only to clarify its meaning, but also to get evidence of the establishment of service activities. This methodical technique is consistent with the recommendations set forth in the sources^{15,16,17}, where the beginning, the fixation of a new phenomenon, is always connected with the coordinates of occurrence, the limits of propagation and the equilibrium structure inherent in the phenomenon. As far as the activity is concerned, we should state the following: The term “activity”¹⁸ in this study reflects the process (processes) of the active interaction of the subject with the object, during which the subject purposefully influences the object, satisfying certain needs or achieving the goal. From this, it follows that the provisions of economics analysts^{19,20} and theoreticians of political economy^{21,22} also apply to the service business. The logical method of political economy has a clear outline. For example, in the source²³ the author combined spiritual and material premises, the logical course

¹² Gassmann, O., Frankenberger, K., & Csik, M. (2013). *Geschäftsmodelle entwickeln: 55 innovative Konzepte mit dem St. Galler business model navigator*, München.

¹³ Бусыгин, А.В. (1997). *Предпринимательство*. Москва, ИНФРА-М.

¹⁴ Виноградська, А.М. (2006). *Технологія комерційного підприємництва*. Київ, Центр навч. Літ-ри.

¹⁵ Егоров, А.Д., & Егоров, И.Д. (2007). *Возникновение (Опыт построения парадигмы)*. Москва, Изд-во физ.-мат. Лит-ры.

¹⁶ Егоров, А.Д., & Егоров, И.Д. (2009). *Границы цивилизации*. Москва, Изд-во физ.-мат. лит-ры.

¹⁷ Егоров, А.Д., & Егоров, И.Д. (2008). *Структура равновесия*. Москва, Изд-во физ.-мат. лит-ры.

¹⁸ Мещеряков, Б., & Зинченко, В. (2004). *Большой психологический словарь*. Санкт-Петербург, Прайм-ЕВРОЗНАК.

¹⁹ Bell, D. (1973). *The Coming of Post-Industrial Society: A Venture in Social Forecasting*. New York, Basic Books.

²⁰ Гринберг, Р.С., & Рубинштейн, А.Я. (2008). *Основания смешанной экономики. Экономическая социодинамика*. Москва, ИЭ РАН.

²¹ Jones, R. (1852). *Text-book of lectures on the political economy of nations*, delivered at the East India College, Haileybury. Stephen Austin.

²² Pareto, V. (1964). *Cours d'économie politique*, Vol. 1. Librairie Droz.

²³ Cairnes, J.E. (1938). *Character and logical method of political economy*, Edn. 2.

of the structure formation of the teachings and the logical nature of the resolution of economic tasks.

Moving away from the classical tasks posed by political economy, further attention is paid to the coordinates of the beginning of the movement, which, in fact, allow us to begin the search. They are bound by a number of provisions on the forms of movement, complex knowledge and mechanisms of activity.

1. The organic basis of activity is made up of movement forms. They are:

- a) constructions of action and interaction;
- b) globalization and disintegration spheres;
- c) ways of division and consolidation of functions, improvement and complication of relations, division and cooperation of labor.

The motives of the movement, which are fulfilled with complete changes of objects embodied by the environment, are taken into account for public self-sufficiency, for the resource extracted from the natural environment, and for the pragmatic embodiment of the utility of ideal thought. In the study, such a basis is reflected through the *organizational processes of economic self-maintenance of a business unit*.

2. The scientific basis of the activity is complex knowledge. It includes:

- a) knowledge about wealth, good, exchange, value or farming;
- b) knowledge about substance of good, money, income, credit, interest, rent, goods or price;
- c) knowledge about categories of state, wages, market, labor and determination of their relationship;
- d) development patterns of problems of choice.

The conditions for meeting the needs of citizens, optimizing the state superstructure and economic activity in the society, production, distribution, exchange and consumption of products, goods and services are taken into account. In the study, such a basis is reflected *through single functional processes of economic self-maintenance of an economic unit*.

3. The methodological basis of the activities are mechanisms. They are:

- a) public relations connected with the authoritative or material position of citizens;
- b) economic functions performed by individuals in the society.

It should be taken into account that both types of mechanisms are formalized in the social interrelationships of the pairs “personality and society”, “society and personality”, “society and society”, “personality and personality”, “market and state”, “reproduction phases and economic phenomena”, “formation schemes and processes of population stratification”, “models of connection and the motives of materialization of the phenomena of human culture”. In the study, such a basis is reflected *through the processes of structure formation and separation of the subjects of interaction in the environment of a single economic independent provision of an economic unit*.

This research relies on the provisions of the organic and scientific basis of activity as on a matrix to define constants and identify the mobility of the organizational environment, and the methodological basis of the activity is subjected to research in order to recognize and discover the formal state of the environment. *The method of research is the combination of the provisions of the macroeconomic level of the establishment of management and the methods of purposeful interaction of the subjects of individual production.* Separate conclusions of a number of researchers are used as samples explaining the scientific and methodological advances of related developing sciences. We take as models for developing own research approach such sources of economic knowledge as^{24,25}, which have auxiliary role of introduction to the science of service business. In order not to return to the explanation of the subject of the research in general terms, we can say that the *introduction to the science of service business is a set of human actions personified in a single economic independent provision of an economic unit.*

Therefore, ***without exception, all organizational processes in economies, which also include the service business, are a product of human mental activity defined by previous events in the development of something bigger.*** In order to make clear the course of the following reasoning, it is required to present the following general relation:

“Sphere → branch → kind → production → work → operation → substance”. (1)

It follows from this connection that the society, moving along the chain from the “sphere” to the “substance” (1), i.e. from the general to the particular, achieves the goal – produces a substance. This substance acquires meaning in the environment of expedient interaction, in which a person acquires the status of a producer, consumer or distributor of the extracted good, produced product or generated energy. The production, consumption, distribution and exchange of the latter is accompanied by efforts to create an artificial environment in the state, subject to the interaction framework, which appears to be a set of laws, rules and requirements. The framework of interaction through the interests of executors is materialized in projects, industries, system decision-making schemes, relationship management plans, motion control programs, actions or a variety of heterogeneous processes. *The goal in this interaction does not change – it requires the mobilization of the efforts of the collective production teams to extract the healing substance – a product that satisfies a human need.* Such a substance must satisfy the needs of both the manufacturer and the members of the society who contribute to this production being involved in the movement by two laws, namely:

²⁴ Бочаров, С.А., Иванов, А.А., & Олейников С.Я. (2008). *Основы бизнеса*. Москва, Изд. центр ЕАОИ.

²⁵ McConnell, C.R., & Brue, S.L. (1990). *Macroeconomics: Principles, Problems and Policies*. McGraw-Hill.

- a) saving mode;
- b) division and cooperation of labor.

A healing substance can be a structured item, product, energy, goods, service, or value that ensures the material or spiritual well-being of citizens. The above-mentioned gradually brings the idea that the society must consist of segments of the population in which members possess skills, mastery and material wealth, and become a part of a solidary society. By introducing into circulation the signs of a “solidarity society”, we focus attention on the property that a solidarity society has a social ideal, preserves mutual aid and cooperation relations, advocates an understanding of the idea of morality, and develops a careful attitude to genuine values and historical experience of the people.

Such layers are valuable for the state because they have a “communicative situation”, a “competence” and a “degree of unlimited independence”. By introducing into circulation the signs of a “communicative situation and competence”, we state the position of a system of interacting factors encouraging participants to communicate and determine their speech behavior, capability and ability to solve communication tasks as a common part of cultural utility. The communicative situation of the cultural utility of the economy is subject to the model revealed in connection with “the times of the past, present and future”, which carries in itself “*the degree of unlimited independence*”. Both in economic phenomena and in social and economic processes, this connection has a clearly expressed physical meaning. It is present in the following assumption: “*Multiplying the heritage of the past in the present, save and transfer it to the future*”. The desired process of “multiplication” determines:

1) economic policy of the state, which governs the consumption of the natural resources and benefits. Its mission, besides other missions that occupy a central position, is to help citizens master the foundations of independence;

2) the behavior of every citizen of a state who is obliged to necessarily study “that time perspective that corresponds to the values and needs of the society in which he is located”²⁶. His mission, besides other missions that occupy a central position, is to be useful at the right moment and to enter into public relations as a full-fledged person, subject to the criterion of separation.

It should be said here that, while maintaining the proportions of the population stratification, the state solves many economic and administrative problems. Let us name three of them, which are the most important:

- it achieves the versatile development of its state-economic structure of organization in the integrity;
- it ensures the effectiveness of social relations and structures of independent economic support;

²⁶ Guerrero, L.K., Devito, J.A., & Hecht, M.L. (1999). *The Nonverbal Communication Reader: Classic and contemporary readings*. Long Grove, IL: Waveland Press, Inc.

– it governs the movement of all strata and communities towards progress and well-being.

Attention should be paid to the following circumstance. The stratification of the population, which is the method of conscious regulation of relations, brings benefits to the state because the performing work is placed, distributed and tied to workplaces with their inherent complexity of knowledge, skills and abilities required to perform operations, works and functions. Then such *complex, branched and complementary dependent work* becomes part of the social cultural system – the system of production and economy. The concept of “complementary” in the study emphasizes the idea that objects that mutually complement each other and constitute unity from an economic point of view are consumed simultaneously. This automatically generates a stratification network of the state, and includes a saving mode in a single relationship. The basis for the formation of such a network is the criterion of inter-level appropriation of material goods. In order to ensure the stable well-being of citizens and their own advancement towards wealth, the state is obliged to build economic policy in such a way that it is based on the position of stratification. This provision is methodological, and it does not change under any other circumstances. Different authors addressed this issue in different years, for example^{27,28,29,30}. The state should provide citizens with “access to various benefits”³¹ or at least provide the harmonization of the positions of power, education, prestige and income³².

The *concept of stratification* is introduced into the study to describe the desired economic meaning of the interaction, which is formed in the state. This concept makes it possible to perceive in a dual way the economic meaning of interaction – both as a *process of implementing a plan* and as a *way of distributing and consolidating material goods, power functions and social prestige among groups of the population*. Hence, the *stratum* (from Latin Stratum – layer) in the analysis of relations, events and social and economic phenomena is an *element of the forma-*

²⁷ Сушкова-Ирина, Я.И. (2010). Динамика социальной стратификации и ее представленность в картинах мира. *Информационный гуманитарный портал «Знание. Понимание. Умение»*, 4, URL: <http://www.zpu-journal.ru/e-zpu/2010/4/Sushkova-Irina> (дата обращения 30.04.2010).

²⁸ Erikson, R., & Goldthorpe, J.H. (1992). *The Constant Flux*. Oxford, Clarendon Press, 1–27.

²⁹ Vogt, E.Z. (1967). Social Stratification in the Rural Middle West: A Structural Analysis. *Rural Sociology*, 12, 364–375.

³⁰ Barber, B. (1957). *Social stratification: a comparative analysis of structure and process*. Harcourt, Brace.

³¹ Усова, А.Н. (2013). Роль социальной стратификации в социально-экономическом конфликте в современной России, *Конфликтология*, 3, 221.

³² Кулешова, Г.П., & Кильдюшева, О.А. (2018). Проблемы стратификации населения в современной России, *Гуманитарные, социально-экономические и общественные науки*, 6, 45–48.

tion of status groups of the population that meet the different levels of complexity of labor, business and entrepreneurship. If we say this briefly, then wages and the position of the person in the society depend on such complexity.

In the explanations of modern scientists, such as^{33,34,35,36} strata manifest themselves in the form of a cluster, community, social stratum or society. In each of these forms, both signs of internal integrity and signs of external diversity are recorded. For example, for societies such signs are formulated in the sources^{37,38,39,40}. The sets of such features are numerous, and therefore they are further refined as one or another economic phenomenon is included in the consideration. Laws and substantial motives of interaction of status groups are formed depending on the factors of production and the political superstructure of the state. This allows assigning performers to *identity groups in a society with any social and economic structure*.

Further, two provisions, which always remain interdependent, are taken into account. These provisions are:

- 1) equilibrium distribution of labor between industries;
- 2) equivalence of assignment of income and material wealth to separate groups, associations or segments of the population.

³³ Ласточкина, М.А. (2014). Социокультурная стратификация современного российского общества. *Гуманитарные научные исследования*, 5, URL: <http://human.snauka.ru/2014/05/6756> (дата обращения 23.09.2018).

³⁴ Ковалиско, Н., & Савчинский, Р. (2007). Многомерный анализ социальной стратификации современного украинского общества (региональный аспект). *Социология: теория, методы, маркетинг*, 3, 5–37.

³⁵ Кириченко, И. (2016). О социально-политической стратификации (неравенстве) в Украине, URL: <http://vybor.ua/authors/6363.html> (дата обращения 31.10.2016).

³⁶ Duczmal, M., & Pokusa, T. (2015). *Ekonomiczno-spoeczne uwarunkowania rozwoju gospodarczego – zarzadzanie informacja i nowymi technologiami*. Opole, WSZiA.

³⁷ Саєнко, Г.В., Саєнко, В.Г., & Саєнко, В.Г. (2014). *Формування мислення і розвинення енергії викладача з економіки: поглиблення накопичення, монографія*. Бердянськ-Луганськ, БДПУ; СПД Резніков В. С.

³⁸ Кириченко, О. & Кавас, І. (2000). *Менеджмент зовнішньоекономічної діяльності*. Київ, Фінансист.

³⁹ Корольков, А.А. (2001). *Антропологический синтез : религия, философия, образование*. Санкт-Петербург, РХГИ.

⁴⁰ Саєнко, В.Г. (2012). *Спортивно-педагогічне вдосконалювання зі східних єдиноборств*. Луганськ, Вид-во ДЗ „ЛНУ імені Тараса Шевченка”.

2. Logistics of business development

The key of movement to the hidden:
*Adoption of an individual strategy to achieve the goal
determines the movement of business ...*

The harmonious combination of economic provisions of stratification in the state should create a balanced life-support environment under several conditions. These are the conditions for consistency, calmness and satisfaction of the population. As a result of their harmony, there appear the welfare, power or dynamic flowering of the state. To achieve at the beginning at least a desired state of well-being, it is imperative to preserve the proportions of the stratification of producers, which are mandatory. They:

1) obey the law of consolidation and dispersal of performers by areas and activities;

2) adhere to expediency in actions, deeds and decisions;

3) comply with the conditions for maintaining a socially justified ratio of social and economic capital.

These three conditions are enough to create integrity, which has been defined as “Organizational system of state regulation of relations”. Such integrity means the *stratification structure of a) the organization of production relations and b) maintaining their movement at a socially justified level of efficiency and management of economic growth rates*. From the standpoint of simple reproduction, this integrity acts “at the reached” level, and from the standpoint of expanded reproduction – acts as movement “in a spiral”.

A number of researchers^{41,42,43} are, in fact, interested in the tendency of the environment to preserve stability in all spheres of life, and at transitional stages such

⁴¹ Тавадян, А.А. (2016). *Полосы неопределенности и вариантность экономики. Как прогнозировать и регулировать экономические процессы в условиях неопределенности*. Москва, Флинта.

⁴² Быков, А.Ю. (2016). *Цифровая экономика в лоббистике. Очерки по истории мировой цифровой экономики*. Москва, Проспект.

⁴³ Wheelan, C. (2019). *Naked economics: Undressing the dismal science*. WW Norton & Company.

interest is transferred to individual political, social or economic structures of the state. Such an interest is natural, because these structures are almost continuously amenable to the reverse direction of the influence of factors. This impact manifests itself through the processes of globalization and disintegration of spheres of activity, integration and transformation of production, fragmentation and integration of functions, improvement and complication of relations that arise for various reasons. Changes in the stratification structure of the state bear particular information.

The circumstances, which lead to certain changes, manifest themselves in several logical structures of the economic movement that can be traced. In the economies of different states, there are four of them, and they are as follows.

1. The economies of states, especially those that have excess capital, tend to transfer production to territories saturated with a multitude of labor, raw materials and energy resources. This, as it is known, allows cheap labor to be involved in the reproduction process and to produce life-giving substances, energy, goods and services, achieving optimal cost, organizational and technological conditions for resource consumption. However, every time when production approaches the expected (optimal) state, then there appears one factor or even group, which certainly violates the equilibrium of the circulating medium. After such a violation, the search for cheap super innovative production technologies based on the special properties of ingredients, components, physical nuances, formulas and fractions actively starts. This means that capital efforts are transferred:

a) either from the organizational environment to the scientific environment, where the raw material usually receives a substitute;

b) or from the exhausted environment to the other, poorly explored and developed areas, where production is re-created and continues based on cheaper resources.

Destructive processes are especially active in transition economies, in which the relationship between the macro- and microstructural environments in a state is lost mainly due to political motives of uncertainty. This means that in such an environment, the subjects of unit production have little control over the predicted onset of product overproduction, they hope for the installation of higher levels of management and their solutions, which often aggravates the disorder even more. In addition, the destructive processes are accelerated by the factors of competition that await the product of an industrial enterprise behind its walls. In this environment, the participants in the natural process of interaction receive at their disposal conditions for the slow transformation of technological processes, because the production-exchange sphere is slowed down, the circulation of capital slows down, and working capital is washed out of circulation. That is, the natural basis for maintaining the turnover of economic capital in equilibrium disappears. Most of the labor, however, remains unclaimed, which sets it in motion and starts

the social and political activity of the unemployed population. As the mass of the unemployed grows, the quality of the social capital resource is formed, and production capital is depreciated and lost. In addition, there is a rapid transfer of skilled labor from industries to government and business, service sphere, and private entrepreneurship. In such conditions of vital activity, which resemble critical moments of change, the state is obliged, as before, to control the actual stabilization processes and ensure a measured flow of income in all layers of strata of the population without exception. In this regard, the state *is required to guarantee social protection to the population in the form of jobs and demonstrate aspirations for the effective use of p Business and logistics of service business rofessional skill and productive power.*

2. The economies of the countries in which the processes of a transitive economy prevail, are almost continuously amenable to transplantation under the pressure of hybrid life support systems. Their effective (or at least break-even) coexistence is not due to the coherence of state regulation of relations, but to a stable position in the exchange processes of synchronous and consistent acting (exchanging information) of subjects of unit production. These subjects (or their creative associations) are endowed with vectors of independence for some time, while the state maintains the function of supporting their cumulative interaction. The movement is associated with a new requirement – to organize processes for a balanced production of a product according to other, absent before, interconnection and distribution functions. For example, administrative distribution, payoff, or market exchange functions may prevail. It is also desirable to carry out such processes on unchanged organizational, technological or price conditions of consumption and living, and materialized labor for as long as possible. The persistence of the process of labor consumption attracts a person, because wages are frozen, and therefore the potential of its adequacy can be more easily determined. However, a human, being a person by social affiliation in a stratum, cannot in advance assess from his own position the usefulness of factors that are filled with macro-social, macroeconomic, microeconomic, managerial and other ways of movement, and how long they will last. In addition, one assumes that most of them will remain useless or inactivated for the rest of the time of labor demand. In this regard, *a significant part of the functions of state regulation is transferred to the social sphere of the organization of viability.*

3. In the economies of states, in which a sufficiently high level of independence of production units is maintained, there is a grow in the concentration of labor in giant associations and monopolies, clusters or megalopolises. However, the reproductive process, as before, is the most significant transformer that has an objective impact on the behavior of a large mass of workers and their families. It is represented by the structural unity of the target production and technological process, from which a part of the simplest auxiliary, servicing and supporting operations,

work and functions, goes from sphere to sphere. Usually, it goes to the sphere of service and business. However, it is still difficult for a person without professional knowledge to navigate in this environment in probabilistic, inaccessible, poorly expressed, and insufficiently mastered forms of self-sufficiency. Here, the conditions of circulation of resources, filled with production, exchange, distribution and consumer actions, are violated more often in both outcomes, namely:

- a) because of their acceleration;
- b) because of their slowdown.

This undermines the system, and leads to disruption of stable relationships and interaction conditions in the production and service environment, to the indispensable loss of labor, to a decrease in its effectiveness. Losses are aggravated by a multitude of managerial decisions emanating from outside, for they are also destructive because of the lag of delay. Then, in the production-exchange sphere, which is the basis for the formation of economic capital, and in the sociopolitical sphere, which is the basis for the formation of social capital, a reboot of the economic system, a change in the quality and structure of managerial labor, a rapid outflow of skilled labor from industries and its retraining are recorded. A large mass of labor does not disappear, but settles in the authorities, business, provision bodies, services, and politics; a smaller one is lost and goes away from circulation due to obsolescence, physical insolvency or loss of utility. Yet, such a movement of labor in the state ends with utility as it leads to its renewal, which leaves only those professionals and workers who possess the techniques and skills of complex labor as active and demanded. In this regard, *the functions of state regulation are strengthened in the fields of education, health care and organization of the service business.*

4. States with unstable economies, which also have many problems of fundamental nature, cannot cope with the problem of the outflow of skilled labor, and, consequently, to return the population to the environment of domestic productive labor. The development unsuccessfully includes previously unclaimed activities, outdated production technologies and services. Such an environment can be reanimated if we are armed with innovative technological equipment of production processes, tools for recognizing and reflecting probabilistic processes and phenomena, the fundamentals and provisions of the stratification structure of establishing, maintaining and regulating relations. This unenviable legacy retains a single function for the state – to be a consolidator of efforts in all areas of scientific, organizational and innovative research. This preserves hope for a transition over time to the implementation of a multi-factor model of human development and sustenance. There is no other way, because the pace of movement has been lost in the medium of relations. In this regard, *the requirements generated by the logic of human development are pushing to action.*

Therefore, the state should focus its own efforts on preparing a person for work *with awareness of the relevance of time and the conditions for subsequent entry*

into a successful exchange of activities. According to such an approach, a person should be creatively minded and physically healthy and possess the qualities of a professionally motivated producer. After a calculated period of preparation, a person must begin to increase the wealth of the state, for he/she will inevitably enter the market with the ability to work under conditions of fruitful interaction. Obtaining such a person for each type of activity is possible if the state carries out systematic preparatory work aimed at developing the professional, physical and mental capacity of citizens in all groups and strata of the population. To reach this goal, the state has to include an organizational mechanism of movement adapted to the processes of variability of the surrounding environment.

This mechanism includes:

- a) processes of innovation movement and of scientific and technological progress;
- b) selected forms and priorities of the behavior of the authorities;
- c) the activity of natural disasters and mastered ways of neutralizing such activity;
- d) strategic mistakes made in managing.

It is not credible, at the same time, to assert that such a combination creates the successful development of the state. Moreover, on the contrary, this multidimensionality does not maintain proper conditions for caring for social and natural resources, for accumulating and using wealth, etc. A person needs to remember that even in a “relatively stable” state environment, persistent and unstable periods of management alternate, and a person who creates the family unit should be prepared to accumulate, replenish and throw out energy into the channel that the society needs during the period of change. That is, a person needs to obtain qualifications in order to turn oneself into a disciplined and law-abiding citizen in order to fit in the time lag of homogeneous activity and be ready for changes. This means that *entering into reproductive and metabolic processes with his/her skills, experience and ideas ensures his/her success and the means to provide own family with autonomous support for a certain period.* Moreover, after that, all other things being equal, the processes of scientific and technical progress always have a destructive effect on a person, the innovations of which repeatedly require acquiring new knowledge, excellent and more thorough skills. Such is the dialectic of relationships that a person creates for him/herself. The resulting effort of the state ends with the fact that the person is given the opportunity to enter into the exchange process, while rarely going beyond the strata. A person, becoming a carrier of relationships, in 80% of cases enters into relations with the same other applicants, maintaining equal conditions of life activity. Using the employment opportunity provided to him/her, he/she automatically replenishes a certain stratum of the population, for whom the resource and the maximum possible extraction of wealth, and the maximum allowable consumption, have been known for

a long time. There, operating within his/her workplace, a person is subject to systematically grounded regulatory requirements, which are necessarily highlighted in a number of restrictive documents, such as contracts and agreements, instructions and regulations, codes and rules, norms and standards, recommendations and requirements, characteristics and standards, statutes and regulations. The authorities, controllers and employers, develop such a set of regulations and they burden the executor with the duties, rights, prestige, privileges and social status of the owners of living capital. The failure of the person to use the standard conventions due to weakness in the preparation of the psyche or for other reasons for the deviation of his behavior exposes him beyond the limits of social interaction.

The study of standard chains of social interaction reveals the following: *external factors of socio-political and production-economic interaction influence the environment of population stratification, but the owner of capital receives the advantages from such a process, artificially imposing restrictions on the freedom of action not to himself, but to the owners of labor power.* This is reinforced by a number of heterogeneous processes of natural origin. Among them there are the processes of substituting obsolete machinery and equipment with new models, replacing the authoritarian regime of wealth distribution with democratic methods and values, transition to innovative approaches and ways of doing business, using new conditions for saving and increasing property, choosing the sphere of labor, saturating the market with products, etc. This is confirmed in studies^{44,45}.

Such a movement introduces its own distinctions and systemic changes into the activity; which have to be studied according to newly formulated criteria and introduced indicators concerning their trajectories of vital activity and viability. However, the mechanism of movement in the environment of life remains the same. *It combines:*

1) *personal ability of a person to work with the factors of the reproductive process.* Then the possibility of turning the subject of the movement into economic capital appears. This is the first chain of building relationships;

2) *the same ability of a person to work with the factors of political arrangement, service provision and regulatory management.* Then it becomes possible to transform the subject of movement into social capital. This is the second chain of building relationships.

Such content of the transformation of human ability into capital acts in all social and economic structures, only the conditions of movement and the forms of development of social and economic processes and phenomena change. If we compare, for example, the conclusions of economists who study the processes of

⁴⁴ Irkhina, Yu.V., & Zinkovska, D.V. (2015). The main problems of modern Ukrainian economy. *Socio-economic Research Bulletin*, 4(59), 48–52.

⁴⁵ Ukraine Economic Forecasts: 2014–2050 Outlook. Trading economics. (2015), URL: <http://www.tradingeconomics.com/Ukraine/forecast>.

economic development in Ukraine^{46,47,48}, then doubts about attributing the state's economy to a stable, and, therefore, equilibrium, or unstable, and, therefore, non-equilibrium, are excluded. The conclusion is unambiguous: in all respects, it relates to the transitional, and, therefore, unstable, phase of the reset of relations. The same conclusion is typical for all other republics of the former Soviet Union. This means that in all these territories, which are recognized as large-scale, both the classification criteria and the composition of indicators for assessing the utility of labor and, in fact, the ratio of consumption of economic and social capital change. That is, the diversity of movement and the development of social and economic processes and phenomena, *changes in the ratio of consumption of economic and social capital correct the mechanisms of interaction between management and service business*. This point is significant and requires the identification and study of the accumulative factors of well-being of a person and of the state as a whole in conjunction with the stratification processes of political, social and economic origin. Both in transition economies and at the stages of spontaneous development of events, these processes turn a physically and mentally developed, critical and sensible person into capital.

The study of the materials of such a transformation of man into capital is based on:

- formalized methods of systematization of the movement of signs of a social, economic and managerial phenomenon, the basis for the occurrence of which are the susceptibility indicators of innovation diffusion;
- descriptive ways of recognizing the components of motion and result, which are based on the characteristic manifestations of the very phenomenon that is taken to be processed;
- structural approaches to the evaluation of the utility of innovation in the delineated macro-spatial territory, perceived by the properties of truth and authenticity.

The applied content of the study is limited to the systems for the development of a person's physical and mental ability. The scientific development algorithm is associated with a logical sequence of motion, which includes four mechanisms. These mechanisms are:

- 1) integral mapping of public relations;

⁴⁶ Бритченко, И.Г., & Саенко, В.Г. (2016). Бизнес в Украине: социально-экономические процессы ориентирования на внешнеэкономические связи. *Науковий вісник Ужгородського національного університету*, 10(1), 64–70.

⁴⁷ Kozyreva, O., Sahaidak-Nikitiuk, R., Yevtushenko, V., Derenskaya Y., & Ievtushenko, G. (2017). Research of the level of socio-economic development of Ukrainian regions. *Technology audit and production reserves*, 4/5(36), 4–15.

⁴⁸ Zabarnaya, E. (2017). Regional constituent of integration process of Ukraine in the European space. *Marketing and Management of Innovations*, 4, 241–249.

- 2) formation of the society needs for its individuals;
- 3) physical and mental development, health promotion and readiness of a person to the perception of a new environment;
- 4) establishment of a disciplinary interaction scheme.

The desired balanced organizational business development system is achievable based on the compliance of the following conditions:

- a) concretization of the *integral mapping of social relations*;
- b) monitoring of the *needs of the society and its individuals*;
- c) choice of the *type, system or method of physical and mental development, health promotion and readiness of a person to the perception of something new*;
- d) justification of the *disciplinary interaction scheme*.

Thus, the process of ensuring spiritual and physical development and human existence is based on a balanced use of the totality of natural, social, economic, and institutional sources of well-being. The ratio of their active use allows us to save some socially verified potential of material resources to meet human needs and aspirations. The quality of life and the structure of the pleasures of citizens in any society, in any state, in any social and economic structure depend on the power, consistency, resilience and effectiveness of such a process, which is called “reproductive-consumer”. Along with this number of sources generated by the “reproductive-consumer” cycle, there are also many other processes, factors and phenomena in their environment, which remain very useful, but differ in the probabilistic nature of their manifestation, short duration of utility, seasonality or cyclical nature of their maturation, improvement, evolution and consumption. One of these phenomena, which has a commercial-industrial character and without which no production, no household or family estate can do, is service, which occupies one of the leading positions both in the industrial support environment and in the household interaction environment. Historically, it occupied such a position by maintaining a pragmatic utility, shaped by human needs both in everyday life and in a long-term perspective. This circumstance forces us to analyze the course of events in the formation of the surrounding environment, so that the process of identifying the possibilities of transition economies and adjusting the efforts was achievable.

3.

Expectations of transition societies and economies

The key of movement to the hidden:
*Rational expectations
are slowed down by prolonging the event ...*

It is believed that transitional societies and economies in such societies are temporary environmental conditions that are shaped by the exchange of activity. This relationship is characterized by the loss of a large mass of unclaimed labor, freezing of materialized labor and reduction in the consumer value of products, goods and services. This leads to a direct loss of labor in all industries. In order to achieve positive changes in the state, one should pay attention to activating the *mechanisms of viability of the environment*.

There are four of these mechanisms, namely:

1. The mechanism of adjustment of the space of viability under the warranty conditions of stability.
2. The mechanism of the mass of labor that exists in areas of activity, which is activated by the movement of innovations.
3. The mechanism of education, training and pedagogical development of personality.
4. The mechanism of bringing into a state of demand for the physical and mental ability of a person.

The **first mechanism** of the viability of the environment is as follows.

The concretization of the integral mapping of social relations, *which is the mechanism of arranging the viability space under the guarantee conditions for stability*, is expected in transitional societies both by labor and civil unorganized population, and, in fact, by the administrative structures of the state. The state conducts a number of such processes of transformation and regulation, which begin their movement fully from the moment of completion of the next transitional stage of debugging of economic relations. For example:

- a) the transformation of the market, the replacement of the consumer product, or a change in the power structure of management come to the end;
- b) more effective systems of recovery, spiritual, physical and mental development of a person are established.

In a post-industrial society, substitution processes develop rapidly, because the society is entering a period of accelerated development in the areas of service la-

bor and service activity. Achievements, their effectiveness or targeted success are ensured when the social stratum of civil society is able to:

- 1) perceive the socio-economic phenomenon properly;
- 2) consistently embark on the development of newly formed and aggressively proposed cultural norms and pragmatic values;
- 3) to assimilate and adopt new social roles, methods and schemes for extracting benefits and wealth.

Those researchers, who perceive its essence, are able to determine the content of the production tasks and cope with the criteria-based assessment of the conditions for the formalization of a process or phenomenon, pay attention to this problem. For example^{49,50,51}. The formation of the management environment is based on the ratio of consumption of economic capital and social capital. The advantage of these capitals is the fact that they are formed objectively, regardless of the will of the person. In addition, their effective coexistence is due to their own stable position in the exchange processes of synchronously and consistently acting subjects of a single production. The combined interaction of organizations and enterprises of the national economy is required to be organized by external intervention in order to ensure a balanced production of life-giving substances and energy in the form of products, goods and services, and their consumption. It is desirable to carry out such processes on unchanged organizational, technological and price conditions of consumption and living, and materialized labor for as long as possible. It reassures performers, manufacturers, and consumers. Special attention should be paid to the processes of the movement of artificial intelligence and digital economy.

At the same time, a person is more attracted by the persistence of the process of labor consumption, but from the position of social affiliation, a person cannot deal with the usefulness of factors that fill the macro-social, macroeconomic, microeconomic, managerial and other aggregates. People are of the opinion that many of these factors will remain to them useless or inactivated throughout the entire period of their labor activity. The following statement is added to this viewpoint: *it is difficult for a person to understand why a number of macro-social factors* 1) activate the development of crisis conditions in the population in which this person exists, and 2) for several generations ahead create a constant level of consumption, mentality of perception of reality, moral ethical attitudes, ideals and behavior.

⁴⁹ Russell, S.J., & Norvig, P. (2016). *Artificial intelligence: a modern approach*. Malaysia; Pearson Education Limited.

⁵⁰ Лисницин, Е. (2018). *Modus vivendi = Цифровая экономика*. Google Commerce Ltd.

⁵¹ Duczmal, M. (2014). *Metody optymalizacji w zarządzaniu*. Opole, WSZiA.

We should remind here that the experience of theoretical generalization of the moment from a scientific position belongs to the category of the extreme complexity of perceiving matrices of organizational, production and entrepreneurial foundations. Mathematically, it is reflected by the multitude in which the dual connection takes its place:

- a) systematization of stratification terms and conditions of life support;
- b) use of an effective apparatus for recognizing the cumulative factors of human well-being.

In the general case, this process is subject to the model filling of the phenomenon under study, which depends on the function:

$$U = u [x (t)], \quad (2)$$

where U – the functional of the target consumption function, which includes the set $x(t)$ of vector utility functions.

In relation to human cumulative factors, function (2) is significant when $x = \{x\}$ represents a set of possible consumption structures, and $u(x)$ is a function of preference for a stratification position or a life support condition chosen as a stem or a core from a number of other functions manifesting themselves. In any of the actually existing ways of recording the activity of factors, terms and conditions, the preference function is subject to the condition $u(x) \rightarrow \max$. However, a general dependence is presented here, while reality requires the extraction of pragmatic utility.

A pragmatic utility is assessed according to some function $Q(t)$ described in the source⁵², and this function is endowed with the following physical meaning: *how much the consumption of the benefit of interest at a given moment is preferable to its consumption in subsequent periods*. This preserves at the same time the management toolkit, after which the *process of “supply” and “management” ends with “impact”*. Appeal to the management toolkit allows us to get the most effective result in an environment where the limits of variation of processes are probabilistic, insufficiently distinguishable and weakly expressed, and to the toolkit of an orderly goal-setting in an environment where the activity is subject to a strict technological sequence of the onset of action. This means that during the transitional stages of economic restructuring, it is required to monitor the dynamics of the flow of labor from one activity to another. The dynamics of this process can be traced by the magnitude of the relationship (ξ) of the mass of economic capital (M e.c.) to the mass of social capital (M s.c.), and vice versa. The formal reflection of the studied process is as follows:

⁵² Майминас, Е.З. (1971). *Процессы планирования в экономике: информационный аспект*. Москва, Экономика.

$$\xi = M e.c. / M s.c. \quad (3)$$

That is, by gaining knowledge, experience and skills in the field of service activities today, it is expected that the individual will eventually fulfill the mission of the productive forces of society, either in production, exchange, distribution, or in the field of provision, maintenance, and management. This ensures the life support movement along a clearly defined trajectory: *according to the movement of the reproductive process, which has an objective impact on the behavior of a larger mass of workers and their families.*

The **second mechanism** of the viability of the environment is as follows.

Monitoring of *the needs of society and its individuals, which is the mechanism existing in the spheres of activity of the mass of labor activated by the movement of innovations*, involves all segments of the population, because it is based on the rate of reproduction, filling and replacement of labor in branches and industries. For example, in Ukraine, since 1991, the entire mass of labor has set in motion due to the gaining of independence. However, transitional processes, so far, have hid the benefits of this movement, because the transformation of quantity into quality is still subject to the processes of planning and administrative management, of substituting low-skilled labor and replacement of outdated technology. This means that the economy remains uncoordinated, has lost the pace of development, but at the same time, with the balanced use of the resource, it has a significant potential resource of life support. We should remind here the following provision:

– *the innovation movement, which in economics theory reflects both technological (meaning some supposed short period of extremely rapid technological progress), and institutional (meaning systemic reliance on distinguishable interaction uncertainties) forms of replacing simple labor with complex, receives priority development.*

The mechanism under study is always correlated with the resources of the material and technical base and the way the socioeconomic state system functions, in which the vital activity of citizens and the viability of the state remain unchanged. The sought provision is subject to the dynamics of equivalent production and consumption in a separate territory. This content allows us to explore social phenomena, taking into account the factors of population stratification by their aggregates both from the position of social significance and from the position of economic development. For example, the following points are included in general aggregates:

- the distribution of citizens between groups according to the natural characteristics of age, nationality, gender, attractiveness, strength, etc.;
- social mobility according to the functions of division and cooperation of labor;
- duties and rights;

- groups of power-state hierarchies with their privileges and special conditions for the distribution of resources;
- standards of certification of the conditions and structure of labor, putting forward to the contractor the requirements for mastering the reference level of qualification;
- differences regarding the size and nature of the property;
- cultural and natural wealth of the region, geopolitical and territorial location, etc.

In this process, one caution must be remembered: innovation naturally (physically) can play both a positive and a negative role in the life of society. However, it is possible to realize this only after the transformation becomes known (obvious) and covers the extensive (large-scale) social zone or the entire system under study. It is natural for this reason that the definition of the role of innovation for the future remains an empty assumption. During the transitional stages, the factors that activate the diffusion of innovations, which is the process of saturating both the social and economic environment, are necessarily violent, which means excluding the subordination of progress to the desires of any particular members of social associations or their homogeneous groups. The latter provision has a methodological content and gives this reasoning objectivity. In the chain of actions, the *elements of a particular economy, methodological support and registration of the operational possibilities of the restructuring of actions and the change of innovations* **subordinated to diffusion**, this process of mutual penetration of substances, are mandatory.

As the diffusion process, the study considers the multiplicity of unidirectional measures and steps and their values, for which the *diffusion of innovations* is perceived as:

- a) a way to spread innovations through communication channels between the elements of a socio-economic system;
- b) form of movement of the social and economic space, which is dependent on the time of manifestation of its own relevance and mentality of the population;
- c) method of transition to the practice of diffusion of innovation on a more efficient basis on a national scale;
- d) factor of combining a variety of technological, social, cultural and informational activities, the characteristics of which are the culture of the population, their individual groups, associations, strata, and personifiers of existing relationships;
- e) plan for spreading of innovations in the form of the transfer of new ideas, knowledge and ways to apply them;
- f) process of managing the final set of factors and influences that falls on a person as “something unknown”, and which a person must be ready to comprehend, realize, weigh utility and update through an individual or collective systemic strategy of activity.

Speaking generally, the *diffusion process is a movement of innovation based on the replacement of outdated control or production technology*. An exemplary motion representation is illustrated by the following model multidimensionality of the phenomenon under study, in which the interaction is mirrored in the learning process:

“in 1) organization process U 2) of mastering, competition, confrontation, cooperation, creation U 3) of two or several U 4) *pecially trained, spiritually, physically and mentally prepared* individuals or groups U 5) on a specially prepared arena, technically equipped ground or enclosed territory (4) intended U 6) for the development of physical, mental, moral, professional, target properties and advantages U with the participation 7) of pedagogical or training personnel”.

The demonstration model multidimensionality (4) is the simplest, because it describes a homogeneous phenomenon, but its reflection is represented by seven matrices of mutual actions, intersections, and connections. The attention is drawn to this moment, which is the moment of matrix multiplicity.

It should be borne in mind that each of them can manifest through a separate set of functional characteristics. However, this multitude as a whole cannot be considered suitable for perception, because a person is aware, as a rule, of one or two operational characteristics. For this reason, any set at the calculation stage should be preserved, and at the perception stage, it should be reduced to one or two characteristics. For example, the following notions can become clear and informative: “*benefit*”, “*profit*”, “*income*”, “*super income*”, “*effect*” will be received, “*development will be ensured*”, “*health will be preserved*”, “*progress in movement will be ensured*”, etc.

It is mentioned here so persistently and in detail also for the reason that in reality, which is reflected in the social and economic process, to achieve the result of management it is required to have a more comprehensive integral characteristic that absorbs physically, economically or socially formed images and properties. That is, at the disposal of the researcher, there should always be n-dimensional structures, in which an increase in the number of coordinates is nothing more than an enhancement of the process of increasing the qualitative complexity and quantitative sensitivity of the resulting model.

Therefore, it is assumed that any taken at random aggregate consists of a multitude of images and properties, and a management decision may be useless at a certain moment if it neglects them. In accordance with this, any studied medium can be conditionally assigned to the group of “macro-spatial variability”, in which, repeatedly and iteratively, it is required to repeat the search for a conglomerate (its special matrix) of gauges. In the study, this search process is simplified for

the following reason: the actual measurement of an economic phenomenon *follows two mechanisms – stability and equilibrium*, and, *in fact, consumption follows the pragmatic expediency of demand*. This happens regardless of the nature of the filling of the studied environment, whatever it may be: artificial, material, mental, psychological, social, physical, or some other. Even from this circle of names of the environment, it follows that the totality of factors in all the beginnings and performances has an initially heterogeneous basis, for it varies in terms of origin, quality, and quantity. Therefore, their systematization can be reduced to *an archetype-image, a nucleus, an analogue of a whole “cluster”, or some other method*. For example, to expand the field of concepts, we should say that a cluster obeys the ambiguous process of conjugating several interaction dynamics, and at the same time has features for free understanding of the phenomenon, which is also important for the author’s assessment of the mental weight of “something given”. It is possible to carry out “something given” according to the schemes of reflecting the reality of world globalization, external macrostructure or enclosing microenvironment. The attention should be drawn to three ordering options. They are the substances of:

1) *“transgressions”*, which is contextual dependence that fixes the phenomenon of impassable border transition, for example, the border between possible and impossible, or the transition of impassable border of the “nonexistent” according to Berdyaev;

2) *“thickening and compaction”*, which is accumulative contextual dependence that reduces the pattern of qualitative change to quantitative change, to intense saturation of the structure and dynamics of the image of the phenomenon under study, to overcome the difficulties of transition from the “multi-crony” of culture to the environment of plurality of social relations;

3) *“localization”*, which is cumulative contextual dependence that activates certain ethnic behavioral stereotypes to the perception of “innovation” of the culture of socially oriented space.

To carry out “something given” in the society is possible for the forms reflecting “subject-subject relations”, which are sufficiently covered by researchers in the humanities. For example, it can be done by analogies and methods presented in the sources^{53,54,55}. In their content, there is a combination of imaginative representations and digital assessments of socially oriented space, united by the phenomenon of production, which is physically reflected through the establishment

⁵³ Захаркин, Д.Д. (2015). Классификация современных теорий личности. Психолог, 5, 31–55, URL: http://e-notabene.ru/psp/article_16246.html.

⁵⁴ Саенко, Г.В. (1991). *Организация рабочих процессов угольных шахт*. Москва, ЦНИЭИуголь.

⁵⁵ Савицкая, Г.В. (2014). *Комплексный анализ хозяйственной деятельности предприятия*. Москва, ИНФА-М.

of the core (synthetic) characteristics or their matrix. The required matrix is concretized precisely in the cluster “Human production environment”. Currently, it is possible to distinguish three groups of delineated characteristics. These are the productive power of the instruments of labor (A), the economic power of the region (B) and the productive power of labor (C). *They remain priorities in shaping the needs of both the society and its individuals.* Among them, attention is drawn to a number of characteristics that occupy a leading position. Then:

A. The productive force of labor tools (PFlt) is a function of communication:

a) technical productivity of labor tools (safety factor, maintenance labor intensity, versatility, etc.) (Q);

b) the variable of the use of tools of labor caused by the conditions of economic development of the society (inflation, skill of labor, demand for products, etc.) (ψ);

c) the same variable, but determined by the natural features of the object of labor (range of demand, customer value, breadth of extracted good, etc.) (τ);

d) the same variable, but determined by the quality of the workforce (varying complexity of labor, interchangeability, expansion of the service area, physical stability, etc.) (φ).

B. The economic strength of a region (SR) is a function of connecting three motives in a developing relationship: the completeness, quality, and mobility of the functioning of the economic system of a region. It includes calculation factors of:

a) completeness (C_c), as the ratio of the number of enterprises that operate to the number of those that have a license, but in some circumstances did not actually start work;

b) quality (C_q), as the ratio of the gross income received in the region from the sale of products, works, services in the current and past compared periods, respectively;

c) mobility (C_m), as the ratio of the gross income received from outside the region from the sale of own products, works and services in the current and past comparable periods, respectively.

C. The productive force of labor (PFl), which focuses on the quality of time in the modern space for three reasons – a) extensiveness, b) intensity and c) integral use. Calculation formulas are well known, and therefore not considered.

For all three groups A, B and C, we can distinguish common properties because:

1) the integral perceiver (reflector, carrier) of the named and possible other characteristics is a person, the essence of whom is influenced by a number of processes developing many of his/her abilities;

2) movement of a person is activated by physical ability, rationalized spiritual value, a mentally conscious plan and readiness to perceive “something” new;

3) being involved in the reproductive process, a person is mechanically subjected to a process of rejection by the consumer environment of products manufactured by him/her.

In the list of reasons that reduce the efforts of a person to excluding achievements and end in losses, there are also a number of other features, such as inertia, inflation, competition, crisis, market, aging, labor intensity, efficiency, etc. In addition to the considered ones, attention should be drawn to the other indicators in this environment. So, by analogy to source⁵⁶, the coefficient of harm (non-perception) of the market (Ch) is introduced. In this study, such logic takes the place of the basis of methodological support, and is endowed with the property of the criterion for distinguishing the conditions for the development in a person of the properties of criticality and susceptibility of the variability of the surrounding environment.

The **third mechanism** of the viability of the environment is as follows.

The choice of the *type, system or method of physical and mental development, health promotion and formation of a person to perceive the new, which is the mechanism of education, training and pedagogical development of the individual*, is formed in transition economies by the habitat in harmony with the function of sensory disposition of the human psyche to movement and cognition. There are moments of cardinal rethinking of the processes of reorganization of the environment throughout the spectrum of problems of self-sufficiency. For example, in Ukraine, the mapping scheme of the discussed function is consistent on a variety of signs, the number of which at the present stage of the movement cannot be limited. However, three of them correlate with the applied properties of this study. They are:

- a) conditions of expedient human activity (CEA), the derivative of which is the automatism of the formation of human capital;
- b) the logic of human development (LHD), the derivative of which is the accumulation of energy, skills, abilities and accuracy of movements in the macro space;
- c) mobility of nerve processes (MNP), the derivative of which is orientation to the pragmatic value of action.

The search for informative indicators, such as the characteristics of the preparatory and generalizing indicators of production and distribution of the product, allows us to offer a formal model of reflection of the phenomenon (FM), which includes the utility (wealth) of the environment. It contains the function of filling the interaction, namely:

$$FM = f \{CEA; LHD; MNP\}. \quad (5)$$

⁵⁶ Папаїка, О.О., & Пристюк, В.М. (2004). *Розвиток середовища підприємства: господарський механізм стабілізації*. Луганськ, Альма-матер.

In physical terms, the function of filling the interaction environment (5) brings the researcher closer to the discovery of a generalized assessment of the *conditions of expedient human activity*. Signs of the search combine the following motives:

1) there must be a connection with the content and structure of the surrounding environment, which, *according to the criterion of the utility of the environment*, in large scale consists of the types, industries and fields of activity. Above, we paid attention to this property of the environment of man. Many of these varieties make it difficult for humans to make a choice;

2) the persistence of the process of labor consumption, which attracts the attention of a person emotionally, must manifest itself. A person, who *belongs to a certain stratum according to the criterion of social affiliation*, must decide on the usefulness of a certain majority of combinations of factors that, in addition to item 1 of the search, fill in macro-social, macroeconomic, microeconomic, managerial and other aggregates.

The person assumes that many of them will remain useless to him/her or not activated during the entire period of labor demand. For example, it is difficult for a person to understand why a number of macro social factors a) activate the development of crisis conditions in the population in which a person exists, b) for several generations ahead, form a constant level of consumption, the mentality of interpreting reality, moral and ethical attitudes, ideals and behavior or c) create difficulties in person's transition to a higher level of self-sufficiency.

This requires some clarification. To do this, we should refer to the most significant cluster of relationship formation – the reproductive process. It is the content of this process that shows an objective impact on the behavior of a greater mass of workers and their families, not only in the industrially undeveloped, but also in any other state. For example, the work mainly in the agricultural sector even structurally differs from industrial production, the essence of each of them speaks for itself. *It is during the execution of the stages of such processes that the imbalance in the circulation of the return process of turnover of resources is most often recorded*. Then a person is forced to focus on the weakly expressed, insufficiently mastered and ineffective forms of self-sufficiency. In short, a person should change the occupation, guided by the alternative basis of its education. This reorientation takes place objectively, because a change in the conditions of circulation of resources correlates with many elements of production, exchange, distribution and consumer areas of activity, which are brought into circulation by their own regulatory mechanisms. The study is interested in the following point: these areas are characterized by both accelerated and delayed development. Both of them, in a balanced system for the exchange of activities, necessarily lead to the disruption of stable bonds, conditions of interaction and energy overspending. This is registered both in the production sphere and in the service environment of activity, as well as in the power structures of distribution, regulation and manage-

ment. Ultimately, both acceleration and inhibition of processes are inevitably accompanied by losses of labor and its efficiency.

It is possible to concretize the described environment, if we have the outlines of a multifactor model of human development and its potential possibilities. The *logic of human development* leads to such a conclusion. According to this logic, one should be guided by the following set of indicators. A human is:

a) a product of the impact of the environment of domestic and industrial environment, scientific and technological progress and the movement of the economy;

b) a brick in civil society design;

c) a bearer of social and economic achievements;

d) productive power of the sphere of productive relations;

e) resource of wealth and welfare of the state.

In his time, K. Marx paid attention to these properties of a human. He connected all the problems of development that are observed in society together with the term “anatomy of the civil society”⁵⁷. This term provides the skeleton, the organic basis of the movement and filling of the constructive relations inherent to the territorial entities, associations and structures, where a person acts as the creator of ideas and their performer. These ideas should be taken into consideration. Such a position is supported by modern studies. For example^{58,59}.

A sufficient condition for the movement of a person to wealth is some possibility of accumulating biological energy^{60,61}, which is an important condition for maintaining all the properties listed above. It is realized by a person thanks to the matrix of the thinking mechanism, which reacts to physical movement, operations, relocation, work, functions, and exercises. For their implementation, there are anthropometric devices of the body and psychomotor mechanisms of recurrent replacement. This is enough to master, consolidate and repeat several times a certain outlined series of actions. Without disclosing all the methodological details of mastering such an action, we pay attention here only to the condition that this

⁵⁷ Marx, K., & Engels, F. (1978). *Manuscripts*, 39 vol. Moscow, Politizdat., vol. 13, 6.

⁵⁸ Dekker, P., & Feenstra, R.A. (2015). Activism and civil society: Broadening participation and deepening democracy. *Recerca, Revista de Pensament i Anàlisi*, 17, 7–13.

⁵⁹ Seelos, C., & Mair, J. (2017). *Innovation and scaling for impact: How effective social enterprises do it*. Stanford, Stanford University Press.

⁶⁰ Саєнко, В.Г. (2010). *Система кюкюшинкай каратэ: основы научного познания спортивного мастерства, воинского ремесла, воинского искусства, монография*. Луганск, СПД Резников В.С.

⁶¹ Шаповалова, Т.В., Саєнко В.Г., & Толчєва, Г.В. (2007). Людина як суб’єкт соціального розвитку і головний чинник моделі самоздатності. *Організація самоздатності промислового регіону : проблеми ринку, економіки і бізнесу : Зб. наук. праць Міжрегіон. наук.-практ. конф. Луганськ, ЛІПСТ*, 211–214.

is a complex and multifactorial process. *For this research, it is not this complexity that is important, but the fact that it (the process) is amenable to change.* Even for the most difficult variant of mastering physical exercise, this assumption of changes is confirmed. Then, a person's striving for wealth is combined with the indicator "Accuracy of spatial assessment of movement". The physical meaning of its development and use in everyday life makes it clear:

1) that the objectivity of an abrupt change in the value of the indicator is the reality of the likelihood of an event;

2) that periods of a gradual increase in the magnitude of its durability is a tendency of the event development;

3) that the turnover of periods of gradual increase of resistance and periods of slow development depending on the age interval is a regularity of the event development.

Since the execution of a movement, instructions, commands, programs, orders, exercises, etc., is the final point of any event's development, it would be logical to say that the following dependence has a right to exist: *the higher the accuracy of movement (exercise) performance, the higher is individual's susceptibility of the essence of the environment phenomena.* Among them, there are skills, mastery, professionalism, productive and social values, which lead to the relevance of an individual in the society.

The named motives and values are united in the theory of public relations^{62,63}. Then, the research combines in the dialectical unity of the perception of social relations:

1) *a person with diverse professional abilities* who can be mobilized in the process of transforming nature, ensuring social progress, well-being, wealth and social order;

2) *integral expression of social relations* that focuses, again, in the person and in the order of the environment;

3) *a phenomenon (event) having an effective and orderly mechanism for moving* out of the state of chaos and entering the state of order, which is certainly noticed and perceived by a person.

The search engine includes a set of actions that combines the processes of education, training and coaching abilities and superpowers⁶⁴ to the movement and mobilization of energy, both for an experienced person and a person who

⁶² Schneider, A.K., & Lewicki, R.J. (2016). The Past and Future Challenges of Negotiation Theory. *Ohio St. Journal of Dispute Resolution*, 31, 1.

⁶³ Zeffass, A., Verčič, D., & Volk, S.C. (2017). Communication evaluation and measurement: Skills, practices and utilization in European organizations. *Corporate Communications: An International Journal*, 22(1), 2–18.

⁶⁴ Chaabène, H., Franchini, E., Sterkowicz, S., Tabben, M., Hachana, Y., & Chamari, K. (2015). Physiological responses to karate specific activities. *Science & Sports*, 30(4), 179–187.

is just starting to gain experience^{65,66}, and a person who is just starting to gain experience^{67,68}. This mechanism connects various technologies of development of the body and its organs, and then, ways to strengthen the neuro-mental functional and mental systems of a human.

Technological reflection of the action lies in the fact that constant efforts of the individual are completed with the destruction of the uncontrolled “I” and advancement of thought along the trajectory of strengthening spiritual development. It should be remembered that within the integral framework of the organization of movement, the following circumstance takes effect: regardless of the level of fitness – whether it is a *venerable adept or novice pupil – the logic of their progress through the stages of knowledge is marked by steps 1) physical fitness, 2) skill, 3) mastery, 4) ingenuity, 5) spiritual maturity*. This movement continues as long as the mobility of the nervous processes is recorded. By analogy with this, *the organic basis of professional training of a person for expedient activity, the structure and its content should be made dependent on a certain functional evaluative ratio*. According to the authors, this ratio includes the parameters of the summary characteristics (R_{i,j}), reflecting the i-th resource (“interaction”, “complementarity”, “cumulativeness”, “synergy”, “system”, “fractality”, “efficiency”, “manageability”, etc.) of the ownership (θ) of the scalar set of the j-th accumulative factor of human well-being and wealth of the state (profit, income, super-profit, etc.). The matrix model is reflected in the integral resultant (G(x)) of the simplest form, namely:

$$G(x) = \max R_{i,j}, \{ \prod (R_i < \theta > R_j) [i = 1,2,3, \dots n; j = 1,2,3, \dots m] \}. \quad (6)$$

Model (6) is included in the action from the moment when a person confirms the fact of interest in a phenomenon, an event, an action. Such a human, who has turned into a personality and who is approaching to the subsequent harmoniously developed individual, succeeds in taking an active position in any environment.

⁶⁵ Saienko, V.G., & Britchenko, I.G. (2016). Physical ability of the individual as a needed market factor in the European Union. *Economy and Education of Ukraine: on the road to EU, monograph*. Nowy Sącz, Wyzsza Szkola Biznesu – National Luis University, 43–59.

⁶⁶ Saienko, V. (2016). Improvement and control of the development level of special endurance in athletes of high qualification in kyokushin kaikan karate. *International Journal of Pharmacy & Technology*, 8(3), 18026–18042.

⁶⁷ Butenko, H., Goncharova, N., Saienko, V., & Tolchieva, H. (2017). Use of health tourism as a basis for improving physical condition of primary school age children. *Journal of Physical Education and Sport*, Vol. 17(1), Art. 6, 34–39.

⁶⁸ Butenko, H., Goncharova, N., Saienko, V., Tolchieva, H., & Vako, I. (2017). Physical condition of primary school children in school year dynamics. *Journal of Physical Education and Sport*, Vol. 17(2), Art. 82, 543–549.

It happens regardless of what a person has to deal with – production, exchange of activities or consumption of the product. Actually, there comes a decisive moment, *when a person needs to exercise self-reliance on the principles of self-sufficiency*, remaining, at the same time, “a product of social and historical development, on the one hand, and a public executor, on the other”. With such a combination of these conditions, it can be argued that the personality has become a *carrier of the integral expression of social relations*.

Developing physical and mental abilities of own organism, a person achieves comprehensive and harmonious perfection, extracts more of the necessary substance to meet the needs. Turning into a person who consciously chooses a profession and type of activity, adapts to these ways and means of preparation for the implementation of socially useful professions, functions and jobs, this person becomes an individual, a master, a manufacturer. Developing, a person accumulates in him/herself energy, mastery and skills, and on this basis, a person turns into a social utility, being a personality and individuality, and under a combination of circumstances – turns into a productive force of the society in a disciplinary scheme of interaction and expanded reproduction.

The ***fourth mechanism*** of the viability of the environment is as follows.

The search for a disciplinary interaction scheme, which is *the mechanism of bringing physical and mental abilities of a person into a state of demand*, is employed in transition economies in a single production and in organizations that provide for the interconnection of activity sharing structures. For example, in Ukraine, such a scheme is the extraction of momentary pragmatic value, which provides a chance for aging technological systems of product extraction, and on this basis, the basis of obsolescence and physical deterioration of living and materialized labor. Based on this, an attempt is made to organize the continuation of the state movement. This value is personified in all spheres of seasonal labor: in business, service, entrepreneurship, production, and gathering. These actions and efforts are mostly fragmented.

We have to explain why we think so. According to the classification⁶⁹, the *pragmatic value* of the phenomenon under study is conceptually perceived mainly in the form of a *business process that promotes a student to a higher level of skill, mastery and professionalism, no matter in which field of activity he or she finds is*. It is this form – the form of execution of the intention, plan or forecast – that gives a person the basis of meaningfulness, organization and expediency in his/her purposeful activity. This form of action is implemented following the logical scheme, which has a functional purpose. The subject of the research is demonstrated by the

⁶⁹ Hammer, M., & Champy, J. (1993). *Reengineering corporation*. New York, Harper Collins Inc.

model of the realization of relations in the sports business^{70,71}. The connection is subject to the following form:

“Business → “service business” U “sports business” → “development of physical, mental and spiritual ability of a person to work U production sports business” → “production of related items, products, goods and services U related sports business” → “innovative process and condition management U organizational sports business”.” (7)

Then, the pragmatic model, which confirms the fact of the transformation of a human into capital, can be represented as follows:

Income = Function, which brings income when used {Matrices of physical and mental abilities of a person} U {Matrices of events aimed at providing active recreation to citizens} U {Matrices for the production and sale of related sports products, food, goods and services} U {Matrix of related income source} – Cost function {Matrix of expenses}. (8)

The same model forms the basis for achieving a multitude of related goals. Among them:

- 1) assessment of the businessperson’s income,
- 2) prognosis calculation of the potential of a business in the area of interest,
- 3) monitoring the current economic situation in the partnership environment.

⁷⁰ Matuszek, G. (2014). Sport für Manager: Was Manager vom Sport lernen können.

⁷¹ Бритченко, И.Г., & Саенко, В.Г. (2016). Организационные основы взаимодействия спортивного бизнеса: постановка и последовательное движение к инновационному управлению в Украине. e-Journal VFU, 9, 1–32.

4. Model of lexical basis of figurative connection in business

The key of movement to the hidden:
*A word, as a primary unmotivated nomination unit,
retains its sensual, tangible, direct connection with the object,
reflecting its essence ...*

In everyday life, business, service business and routine servicing are associated with the provision of a service, solution to a customer's problem, or human activity that absorbs the meaning of the term "Service". Such a meaning is realized in different forms, the diversity of which is shown in the sources^{72,73,74}. Since the sought variety is different already at the initial stage of the lexical perception of the expedient movement or action of a person, it is of interest to analysts and its foundations have been sufficiently studied^{75,76,77}. This study is tied to the reflection of the content of the service business, meaning such conditions of public life, which were formed in the economic integrity^{78,79}. According to the authors⁸⁰, the

⁷² Голубева, Т.Б. (2017). *Основы моделирования и оптимизации процессов и систем сервиса*. Екатеринбург, Изд-во Уральского ун-та.

⁷³ Даниленко, Н.Н., & Рубцова, Н.В. (2019). *Сервисология*. Москва, КноРус.

⁷⁴ Романович, Ж.А., & Калачев, С.Л. (2006). *Сервисная деятельность*. Москва, Дашков и К°.

⁷⁵ Королева, Н.И. (2012). Психология сервисной деятельности как теоретико-методологическая и практическая основа подготовки профессионалов сервисной сферы, *Теория и практика сервиса: экономика, социальная сфера технологии*, 1(11), 4–14.

⁷⁶ Багдасарян, В.Э., Орлов, И.Б., & Катагощина, М.В. и др. (2018). *История сервиса*. Москва, Инфра-М.

⁷⁷ Гукова, О.Н. (2012). *Организация и планирование деятельности предприятий сферы сервиса*. Москва, ИНФРА-М.

⁷⁸ Кондратович, С.В. (2018). *Психологические аспекты коммуникации в сервисной деятельности: техники и технологии*. Екатеринбург, Изд-во Уральского университета.

⁷⁹ Пашковская, И.Н., Королева, Н.И., & Шемякина, Е.Ю. (2013). Теоретико-методологические основы подготовки менеджера сервисной сферы. *Теория и практика сервиса: экономика, социальная сфера, технологии*, 4(18), 5–12.

⁸⁰ Саблин, В.С., & Слаква, С.П. (2004). *Психология человека*. Москва, Экзамен, с. 205–206.

scientific approach to the structuring of the studied activity corresponds to the following connection of the general content:

$$A: S - O - P - M - W - Me - R, \quad (9)$$

where A – activity, S – subject of activity, O – object of activity, P – purpose of the activity, M – motive, W – way of implementing activity, Me – means, P – result.

This integrity is perceived as a subject of research, to which a certain method of cognition of a phenomenon is applicable, which is subject to subsequent analysis and synthesis of elements and word formations. The restriction of the subject of the study to the sphere of service business leads to the fact that the canonical stages of the movement of matter, which is a change in human activity in terms of quality and quantity, extend to this sphere. They should be mentioned here, because they show the structure of the reflection of the economic phenomenon. These are stages of a) generation, b) development, c) stabilization, d) stable movement, e) attenuation, and g) disappearance of the phenomenon. Consequently, these stages act as a logical sequence of the multi-link activity of a certain structure, which in the first lines of the analysis was referred to as *“The process of ensuring the spiritual and physical existence of a human”*. The nature of the reasons for such a transition from one stage to another may be different: from substituting operations, works and functions to replacing their quality, design and complexity structure.

In order to execute the task of the initial filling of any business structure and service business, the identification, systematization and selection of elements for establishing their meaning should be reflected in a structural semantic model that is tied to the content of production and labor according to the newly formed schemes in modern, post-industrial society. In this regard, the transition to the analysis of the desired states of the phenomenon requires the choice of a methodological approach to establishing its outlines. This requires adhering to a number of conditions that are addressed in the analysis as such a need arises.

Thus, relations in a postindustrial society suggest the following condition of global importance, namely: *the search model follows the signs of the development of a market strategy for the efficiency of the human movement and the exchange of activities*. These indicators in the economic space, in turn, are united by the *“Human movement”*, *“Exchange of activities”* and *“Interaction”*. For this reason, the *“Human movement”*, the *“Exchange of activities”* and the *“Interaction”* take the place of the key concepts of cognition, of the study of the structure and perception of the essence of the *“Service business”* phenomenon. In the author’s view, this is the same as the model link presented in the form *“Service U Business”*. In order to reveal their link-to-link connection, it is assumed that the term *“Business”* in the phrase *“Service U Business”* takes a subordinate place and replaces the terms of the pair *“Activity = Interaction”* in this initial phase of learning.

The historical method of cognition shows that at different stages of the human relations they support ways of developing a person's ability to think and work, to live and to support own needs. This statement follows the development spiral of the increasingly complicated reproductive-consumer cycle. The development and adaptation of a person's ability to environment is always possible, for the reason that "Human movement" reflects a conglomeration of destinations, properties and functions, reflected through the broad semantic content of the philosophical "unity of variability and stability, discontinuity and continuity of matter", focused in the individual "I"⁸¹. The latter provision has a methodological meaning, because it indicates the inevitable movement of a person (producer) dialectically to the intersection point of the "Exchange of activities" and "Interaction". This intersection point is supported by the following two groups of conditions, namely:

1) conditions of a pragmatic choice of the most important way of contact of the person with the environment and effective influence on it;

2) conditions of personality formation in a wide range of perception from the basic philosophical category, reflecting a) processes of influence of objects on each other, b) occurring adequate changes, c) mutual conditionality and d) forms of generating one object of others with bringing them to the functional process of everyday influence of objects on one another.

This set of features supports their mutual conditionality and connection. Along with this provision, which is introduced into circulation without evidence, and only in order to talk about service activities endowed with scientific and methodological content, it is required to determine the essence and subject of the application of labor.

Then, labor in all variants of the obtained result is aimed at the exchange of activities, which contains and opens a multitude of matrices of action and interaction. Usually *the action is filled with a cumulative list of homogeneous operations, works and functions, and the interaction, all other things considered, adds the number of matrices with informative groups of movement development factors to the relationship, the discovery of the essence of the relationship, personification of the relationship and the preservation of the relationship in the author's presentation*. In order for a person to be able to recognize outlines, to describe characteristics and to concretize the features of interaction, it is required to become familiar with groups of information. There are three of them and they include information about:

a) homogeneous operations, works and functions of expedient human activity, reduced to unity, integrity or united by the criterion of usefulness or consumption;

b) the mechanisms of motion of expedient human activity in an interaction environment that obeys the criterion of the scale of the new formation;

c) methods of classifying signs of movement and interaction of phenomena concerning the criterion of homogeneity.

⁸¹ Крапивенский, С.Э. (1996). *Социальная философия*. Волгоград, Комитет по печати.

To such distribution of information into groups, lead connecting conclusions provided by the study of phenomena⁸², the science of phenomenology, the application of which to the description of the essence of relations in the service activity of a person should also open the main points of the description of the service business.

Representing service business as an economic phenomenon that has the form and state of integrity, which manifests itself in the environment of the economic space, the question of choosing the method of cognition is also resolved positively. There is such a method – this is the method of “free from preconditions description of the experience of the cognizing consciousness and the selection of essential features in it”. Then, *as the main method of research, we choose the method of internal reconstruction, which is a complex comparative-historical methodology that has the resource to recreate linguistic states of various orders*. The term “Reconstruction”, as it is known, derived from the Latin word combination, namely: prefix “re-”, which is endowed with the meaning “renewal” and term “constructio”, meaning “construction”. For this reason, “Reconstruction”, from a remote perspective of its perception, recreates those phenomena, states or forms that have centuries-old dynamics, using the properties of which the knowledge framework is formed taking into account past stages of language development. That is, the patterns of such dynamics are transferred to modernity, where they are amenable to rethinking and modifying the lexical meanings of a phenomenon. In this case, it is required to present that set of features, the elements of which are included in the terminological model of the description of the economic phenomenon – the phenomenon “Service Business”.

Turning to the discussion of the structural bases of the service business, it is required from the very beginning to make sure that *the accommodating space of vital activity gives the meaning of separate content, a finally formed event or a discernible phenomenon to this business*. Such a motive of reasoning allows us to decide on the frame of the event. The desired frame of the event, if presented through a chain of model connection, is the following:

“The indicator of the content embodies a certain economic process and the effect of development on the resource of useful activity. U The sought-after space appears before the manufacturer whenever it is necessary to decide the question of opening a new intended activity. U Such space has the variability of choice of alternative movement, the relative emptiness of the environment, a stable guarantee structure, a weak severity of the processes of plan realization or the probabilistic nature of the manifestation of the prospects for the development of the event”. (10)

The coincidence of these conditions, which fill the frame (10), indicates that the space is related to the economic, because it includes a number of prerequisites for

⁸² Ямпольская, А.В. (2018). *Искусство феноменологии*. Москва, Рипол Классик.

the transformation of an event into an economic process, an economic phenomenon. These prerequisites have a peculiarity, namely: they are always connected by the organic expediency of designing various sets of labor, new formations or structure formations consisting of operations, work and functions. In this way, the phenomenon, which facilitates further recognition of the essential features and elements of the semantic model of its perception and description, is concretized.

The only problem is that the causal basis for the development of service activity into a business, i.e. presumably into a relatively independent model, sector, industry or sphere of production relations, depends on the correctness of the reflection of the semantic content, consisting of two concepts. Again, they include the concept of “Service” and the concept of “Business”. This indicates the existence of signs of functional dependence, which from this moment requires a deeper study of both its meaning and its connection. To achieve such a goal, one should turn to the discovery of the foundations of the real and the ideal in these concepts.

So, these concepts can initially play the role of both the noun and the adjective, which is so far dependent on their position. This foundation was laid in the time of S.I. Ozhegov⁸³, who distinguished the concept of “Service” by its two primary purposes – both as a way of reflecting the processes or options of serving the population, and as a form of maintaining or preserving its own structure of movement of a person, tied to a certain system of activities for serving a person’s life. As a result, without any special changes, and in almost the same way, this concept has been perceived by the public to the present. During this period, only the applied part of the formation of the activity has considerably expanded, but with a small amplitude, while the specialists paid insufficient attention to it. The sought expansion was most often associated with the introduction into circulation of a new product, with a change in the structure or technological sequence of operations, work and functions. This leads to a change in the customer value of the product, the period of use of the product by the consumer, or the scale of demand for it. Changes began to manifest themselves in the days of industrial society, when mass and serial production declared itself. A number of sources are devoted to this, for example^{84,85,86,87}. They also show the formation of the consciousness of workers by the beginning of the twenty-first century.

⁸³ Ожегов, С.И., & Шведова, Н.Ю. (2006). *Толковой словарь русского языка, 80000 слов и фразеологических выражений*. Москва, ООО «А ТЕМП».

⁸⁴ Герасимчука, В.Г., & Розенплентер, А.Е. (2007). *Економіка та організація виробництва*. Київ, Знання.

⁸⁵ Базилевич, В.Д., & Ільїн, В.В. (2007). *Метафізика економіки*. Київ, Знання.

⁸⁶ Хомяков, В.Г., & Бакум, І.В. (2007). *Управління потенціалом підприємства*. Київ, Кондор.

⁸⁷ Саєнко, Г.В., & Папаїка, О.О. (2005). *На шляху до стійкого розвитку економіки, монографія*. Донецьк, ДонДУЕТ.

Since the content, the purpose, and logical-mental connections with the phenomena of the environment of the concepts “Service” and “Business” will be constantly refined, we should pay some attention to their content in a brief form. Historically, the term “Service” was paid attention to earlier than the term “Business”, because business was identified for a long time only with the essence of the activity, but poorly based on relationships. For this reason, the content of the term “Service” is first considered, and after that – the term “Business”.

1. The *variability of the perception of the term “Service” is defined as significant*. However, in most cases this is mainly due to the ambiguity of its translation. Thus, the concept of “service” in Latin “service” reflects one notion – “service”, and if the term ‘servio’ is analyzed, then it includes not one, but two meanings “serve (as in the army)” and “serve (to provide services)”. However, this is not the complete phonological aspect of the term “Service”. If the text contains the “servus” sound formation, then its semantic designation is transferred to the personifiers of the action, among which there may be “a servant who is in complete submission and at the same time dependent, burdened with duties”. That is, its initial narrow historical interpretation still has its influence on the content of the term, even in the modern environment. According to our assessment, it would be more logical to deviate from the meaning of its original purpose, which is aimed at reflecting exclusively the executive function of the activity that completes the movement, action, suggestion, and solution of the problem from the everyday angle. If we take into account a number of other functions, then its content needs to be replenished with functions characteristic of production, in which auxiliary, supporting maintenance, repair and restoration, and other operations and works take their place. What has been said acquires an even greater scientific value if it is associated with changes in industries that follow the processes of globalization, concentration, cooperation and specialization. For this reason, the methodological basis for the study of the term “Service” is expanding, since the methodological basis for the formalization of events, facts and phenomena related to the production and exchange of activities is becoming common. However, this does not end the list of influencing factors.

The meaning of the term under study is filled with an even greater number of interpretations in post-industrial societies, in which the spheres of production of goods and services have already been formed on a full scale, on a massive basis, and improvements in security are subject to the impacts of knowledge intensity, scientific and technical progress, resource saving, technological interchangeability and time saving. This happens due to the fact that all without exception spheres of political, social and economic life support have switched to the use of high-performance mechanized and automated lines, to aggregated and machine technologies, to the development of a sufficiently large assortment and volume of product and energy. Such a concentration of production capacity and productive forces necessarily happens in a limited area, which, in turn, allows continu-

ing the creation of super-powerful management services and the development of organizational technologies in business and entrepreneurship phenomena, engineering and logistics, marketing and management. In addition, this allows us to focus engineering and scientific labor potential in mobile associations, in order to recognize a wide range of many natural, economic and technical phenomena, successfully describe them and fix target outlines in projects. That is, for each option of expedient human activity, it is possible to develop a mechanism for the technological interaction of factors of organization, production and management already in multifunctional corporations, associations and farms. *The main thing in this mechanism, which is very important for this study, is that the scale of production grows to such a level of efficiency that the production environment is now needs service maintenance, environmental monitoring and management.* In this analysis, the following circumstance is not considered important for a period of time – whether such an environment will be transferred by specialists to a small or medium-sized business environment or will it remain, as it is currently practiced in most cases, among the main production activities of an enterprise. In order to clarify in more detail the situation that is being discussed here, let us say that in the post-industrial society still, but on a smaller scale than it was in the industrial world, priority is given to the development of material production and labor tools, while the non-material sphere of services is enhanced by a quality foundation – it is becoming increasingly independent, new activities are being connected to it. These activities are becoming more and more stable in statistical reports, because they turn into full-fledged factors economic growth. Objectivity of such a turn of events is evidenced by a number of proofs and generalizations by researchers who presented their conclusions to the discussion at different times. Among them, we can name^{88,89,90,91}.

It should be noted that a number of studies conclude with a discussion character. Confusion among analysts is caused, for example, by the ambiguity of their judgments regarding the classification and assignment to the groups of a number of instrumental, preparatory, auxiliary, and serving production-technological functions – they are classified as primary, auxiliary, or facilitating operations. Under the guise of attributing them to the service activity group, they acquire a new and sufficient resource to be included in interaction as a full-fledged form of activity, which is hidden behind the plans of business structures and business processes. This is facilitated by their subsequent affirmation as an independent artificial enti-

⁸⁸ Кондратьев, Н.Д., Яковец, Ю.В., & Абалкин, Л.И. (2002). *Большие циклы конъюнктуры и теория предвидения. Избранные труды.* Москва, Экономика.

⁸⁹ Леонтьев, А.Н. (1975). *Деятельность. Сознание. Личность.* Москва, Политиздат.

⁹⁰ Миропольский, Д.Ю., Максимцев, И.А., & Тарасевич, Л.С. (2013). *Основы теоретической экономики.* Санкт-Петербург, Питер.

⁹¹ Galbraith, J.K. (1967). The new industrial state. *Antitrust L. & Econ. Rev.*, 1, 11.

ty possessing the productive power of society, and, consequently, their separation after the development stage. In addition, both in the manufacturing and economic sectors, services continue to expand dynamically on a different, large-scale basis, namely: due to the separation of diverse functional offices, services, lines, workshops and sites, technological operations, complexes of services and processes, which happens because of the proliferation of conditions of scale, self-sufficiency and independence. The scale of the movement of production and the processes of its structure formation transform the territory of the state into a single productive source filled with unfamiliar life-support spheres. Over time, such a movement can occupy its niche and get the name “Service activities”. In favor of this movement, there is evidence in the work⁹², where the phenomenon gets its shape in the form of “Service Economy”, “Service Activity”, and “Servicing”. Such a movement deserves the attention of specialists for the reason that it also, in itself, generates independent forms of business, occupations and activities that have excellent and productive ways of creating value and generating income.

Summarizing the above-mentioned, it can be assumed that both the (production) and other (non-productive) economies can alternately provide the analyst with more and more new facts for recognizing economic processes, events, factors and phenomena that manifest themselves through *production and organizational activity as “Service”*. Such an activity on the totality of signs *can be transformed from the service environment into the productive force of the society*.

2. *The variability of the perception of the term “Business” is not as significant as in the previous case with the term “Service”*. The historical view of business reveals the possibility of recognizing it by the properties of labor use, by manipulating capital, by the scale of actions, by the diversity of activities, behavioral and business structures. For example, there are variants of commercial business, intermediary cooperation, production entrepreneurship, financial representation, etc. Generally, one can classify a business by any attribute or property of interest to the researcher. To facilitate familiarization with the types of business, we may refer to the catalogs and encyclopedias. For example^{93,94,95,96}. That is, determined by the peculiarity of the relationship that fills the business, it is possible to develop

⁹² Антощенко, В. (2016). *Ух ты! Сервис*. Москва, Альпина Паблишер.

⁹³ Chaganti, R., Chaganti, R., & Mahajan, V. (1989). Profitable small business strategies under different types of competition. *Entrepreneurship Theory and Practice*, 13(3), 21–36.

⁹⁴ Osterwalder, A., & Pigneur, Y. (2010). *Business model generation: a handbook for visionaries, game changers, and challengers*. John Wiley & Sons.

⁹⁵ Pokusa, T. (2018). Business and humanitarian supply chain-comparison. *Problems and prospects of territories socio-economic development*, 50–52.

⁹⁶ *Энциклопедия малого бизнеса, или Как вести свое дело* (1994). Под ред. Т.А. Слука. Киев, Одиссей.

an appropriate type for it, and this is required to be taken as the right approach if the distinctive sign of the direction of organizational actions is indicated.

Here, however, the following circumstance, which has a clarifying meaning, deserves attention: the content of the concept “Business” has been for a long time, both in the times of S.I. Ozhegov⁹⁷ and after that, remained blurred and did not lend itself to concretization on many interesting grounds. It was subjected to studying by science a little later, in the industrial society, in which the assortment positions of goods and services were expanding avalanche-like in the sphere of production. *For reasons connected with mass and assembly production, which forced out the quality of a single product and replaced it with another quality, the notion of “Business” was perceived as an ordinary action to provide a service for a consumer’s reimbursable equivalent or to carry out search and gathering for equity contributions.* A founder of a business has always been entrusted with the unconditional and full recovery of capital losses from possible risks. Subsequently, this perception turned out to be inappropriate to the true purpose of the business, because it often did not intend to explore natural resources, and sometimes the content, structure, and goals of the chosen activity. The barbaric reference point to the “entrepreneur’s striving to acquire super-profit” also played its role as a brake: with the “super-profit” – this is a business, but without the “super-profit” – this is an ordinary “activity”.

The clarification of the truth of the business origin can be performed with the combination of the studied terms – the term “Service”, which means the formation of the types of human activity, and the term “Business”, which reflects the thoughts of a person within the legislative guidelines of the state. *This combination of terms allows us to revise options for combining the efforts of a person in previously unknown areas of action on his initiative and to use them.* This technique allows us to identify and justify the modern mechanisms of movement of both material and artificial constructions of organizational, industrial and public environments of the formation of life. Since these constructions have a utility and managerial effect, because it is thanks to them that the interaction is completed, the chains of exposed phenomena of sequential interaction are subjected to the analysis of their semantic meaning. The framework is as follows:

“Service” phenomenon + “Business” phenomenon = “The mechanism of the relationship of the phenomena of “Service” and “Business” + “Men- 11) tal construction of the movement of the service business”.

Then, the first two formal connection components from the framework (11) are included in the analysis structure, which can always be known on the basis of the phenomenological conditions for describing their meaning. Among them, there are:

⁹⁷ Ожегов, С.И., & Шведова, Н.Ю. (2006). *Толковой словарь русского языка, 80000 слов и фразеологических выражений.* Москва, ООО «А ТЕМП».

- A. Meaning of the term “Service” as a phenomenon of interaction;
- B. Meaning of the term “Business” as a phenomenon of interaction.

The importance of the communication mechanisms of “Service” and “Business”, which have turned into the interaction phenomena in the life-supporting environment, and the mental constructions of the “Service Business” movement, activating the thought of a person, allows us to continue the study. It is based on the identification of the value of their pragmatic value, established from the standpoint of the phenomenon of interaction, first for position A, and then for position B.

Position A. *The semantic meaning of the term “Service” as an interaction phenomenon is the following.* The physical moment of the interaction phenomenon is reflected in the postulate: **service is a complex of servicing actions, it is a support system.**

By linking observation with the historical course of events in production and maintenance environments, a number of values of the phenomenon under study can be singled out. If we consider this series for the meaningful purpose from the general to the particular, then the general list of symbols looks as follows. It includes:

- a) *an organizational support structure* that dictates to the technological reproduction process specific 1) occupation, 2) organization, 3) enterprise, 4) service or 5) public assistance fund;
- b) *the process of completing* the execution of the order received from the public 1) delivery, 2) information, 3) adjustment, 4) maintenance, 5) bringing in, 6) repair, 7) transportation, etc.;
- c) *the structure of development and provision of the service*, which assumes the fulfillment of the function of implementing 1) consumer services procedures, 2) satisfying everyday needs and requirements, 3) organizational services, 4) information and advertising support, 5) urgent repair of things, 6) repair of household and broadcasting equipment.

If we connect a higher erudition, we can continue the begun enumeration of positions for evaluating the forms of manifestation of the service. However, the above list is enough to form a basic service environment, which is updated with new activities and takes place in a number of economic processes. The condition is known if the movement of the service is subject to growth criteria. This perception of the economic process as the concept of “Service” has heterogeneous organizational foundations. They are:

- 1) function of occupation, operation, work to meet the individual-consumer or socially necessary human needs;
- 2) a network of organically complementary organizations and institutions, which serves the population, and, again, responds to the list of everyday household needs and amenities;

3) form of mass public service in current areas of everyday life.

The list of concepts can be continued again, but this does not alter its overall content – in all explanations the term “Service” is eventually identified, a) with the general concept of “consumer services” or b) with a conditionally refined type of activity, occupation, operation, work, function, services or combinations of their complexes. That is, having such information, one can further imagine that a service is a set of human actions, the distribution zone of which is a domestic living environment and human life support. However, there is a reservation that service, both in the production sphere and in the private reproductive process of life activity, and in any other productive function carried out in the society, plays the role of the servicing and often the auxiliary, process. In addition, we should say that it is present when there is a need to set in motion processes to ensure, maintain or monitor the use of a product in pursuance of its warranty period.

It seems that the meaning of the term “Service” cannot for a long time overcome its primary designation connected with the consumption of products by the mass of the population. Despite the fact that besides consumer services, the service has long been involved in the reproduction processes of most technologies, where factors of obsolescence of funds, physical deterioration of the means of production and extinction of the usefulness of the product produced manifest themselves. There are substantial grounds for mentioning these factors here. Thus, the demand for a product, when the initial stage and the period of stable consumption finish, falls, the equipment physically wears out, the technology becomes morally obsolescent, and making changes in the reproductive process puts forward different demands on the ability of the service personnel. The activity of the extinction of utility is smoothed by the processes of scientific and technical progress, by the substitution of obsolete industries and productive power of the society, and by updating of the tools of management and marketing. This development is complex and in itself requires the transfer of a number of functions to the service, maintenance and business environments. In addition, the transfer of a complex of operations, functions and work from one organizational environment to another and separation of production groups ensure the formation of “something new” in the society. “Something new” creates its own economic environment, which is open for calculations, because it also becomes homogeneous according to the flow and structure just like any other environment of material production. This is the first part of the problem of a new formation – the side of linking the movement of a phenomenon to a more powerful and already formed object, industry, and sphere according to some of their common features.

The second part of the problem of forming “something new” in the service environment removes from the agenda such items as recognition and belonging of probabilistic and unstable characteristics of production services. This actually serves as the basis to perceive service from the consumer position of its

value in favorable colors and manifestations. In such a perception, “something new”, for example, until the moment of accumulation of quality and quantity, unfortunately, is not able to occupy its own niche in the matrix of social and economic relations without outside help. The announced moment of weakness makes it possible to consider at the initial stage of development a limited list of methodological tasks, and to associate the development of recommendations with very laborious substantiations of a scientific search and organizational and applied nature. It worth reminding here that this analysis, in order to finish with a conclusion on the usefulness of the action, requires at least two additional concepts. This are 1) “the utility of human activity”, which conditionally plays the role of quality of the function of service actions, and 2) “super profitability of program-economic actions of a human”, which acts in the same environment as a quantitative argument for developing the business plan, roadmap and ideological platform for implementing them. The process of fulfilling the latter condition requires the research to be transferred into the course of model reflection of actions, deeds, and ways of providing designs and connecting artificial intelligence to the calculations.

In modern analysts’ appeals to the “Service” phenomenon, their interest is associated not with designs and ideas, but with organizational development processes of business and entrepreneurship, with the achievement of sustainability of individual economic processes and events that ensure production growth. For example, this position is addressed in the following studies^{98,99,100,101}. These appeals, again, have a heterogeneous, diverse character. Their can become useful only at the moment when the totality of the research includes ways of knowing their meaningful actions, deeds and creations, the conditions for the strict observance of their own methodological and organizational guidelines. They can be used in scientific development, because they are amenable to processing and systematization, but they are almost impossible to be repeated.

Position B. *The meaning of the term “Business” as a phenomenon of interaction is as follows.* The physical moment of the interaction phenomenon is reflected in the postulate: **business is a business enterprise, it is a type of activity on a commercial basis.**

The content of business, the conditions for the formation and development of the service business in all the main criteria and informative features correlate with

⁹⁸ *Энциклопедия малого бизнеса, или Как вести свое дело* (1994). Под ред. Т.А. Слуга. Киев, Одиссей.

⁹⁹ Bragg, A., & Bragg, M. (2005). *Developing new business ideas: A step-by-step guide to creating new business ideas worth backing*. Pearson Education.

¹⁰⁰ Pinson, L. (2008). *Anatomy of a Business Plan: A Step-by-step Guide to Building the Business and Securing Your Company's Future*. aka associates.

¹⁰¹ Розин, М. (2015). *Стратегия чистого листа*. Москва, Альпина Паблишер.

the signs of a post-industrial society, which absorbed the advantages of the historical development of the society. If no attention is paid to a number of technical aspects and formal schemes of organic filling, ensuring and supporting the processes of human activity, then business or entrepreneurship means:

a) person's activities for profit, income or super-profit – in the narrow sense of perception;

b) any kind of human activity that brings benefits regardless of whether it is an entrepreneurial business or self-sustainment activity – in the broad sense of perception.

The objectivity of this view on business is confirmed by a number of studies that include interpretations^{102,103,104,105}. For example, 1) V.I. Dal introduced into his dictionary the concept of “start”, which he represents as a synonym for the words “start what”, “decide, do something new”, “start the improvement of something significant”¹⁰⁶. That is, after the introduction of such a notion into circulation, then we should talk about “business” as about the movement of a person in an activity, and the process of movement requires mobilizing not only muscular efforts, but also the brain's mental centers; 2) S.I. Ozhegov introduces the term “business-like” into his dictionary, endowing it with the concept “who knows how to take up something at the right moment, smart and practical”¹⁰⁷. Again, this concept is explained in the sense of “desire”, which impels a person to work in an environment that is likely to end with significant incomes; 3) in the encyclopedic dictionary¹⁰⁸, term “business” is explained as an entrepreneurial activity, as an “occupation” that can turn into a source of income. Naturally, there is the position that the uncertainty of “business”, “entrepreneurship”, “occupation” is present and it must be overcome on the basis of the mobilization of volitional efforts; 4) dictionary¹⁰⁹

¹⁰² Даль, В. (1998). *Толковый словарь живого великорусского языка*. В 4-х т. Москва, Рус. язык.

¹⁰³ Ожегов, С.И., & Шведова, Н.Ю. (2006). *Толковой словарь русского языка, 80000 слов и фразеологических выражений*. Москва, ООО «А ТЕМП».

¹⁰⁴ *Большой энциклопедический словарь* (1993). Гл. ред. А.М. Прохоров. Москва, Большая Российская энциклопедия, Фонд «Ленинградская галерея»; Санкт-Петербург, Норинт.

¹⁰⁵ Ермошенко, Н.Н., & Скворцов, Н.Н. (1993). *Словарь-справочник предпринимателя, словарь-справочник*. Киев, УкрИНТЭИ.

¹⁰⁶ Даль, В. (1998). *Толковый словарь живого великорусского языка*. В 4-х тт. Москва, Рус. язык, Т. 3, 388.

¹⁰⁷ Ожегов, С.И., & Шведова, Н.Ю. (2006). *Толковой словарь русского языка, 80000 слов и фразеологических выражений*. Москва, ООО «А ТЕМП», 518.

¹⁰⁸ *Большой энциклопедический словарь* (1993). Гл. ред. А.М. Прохоров. Москва, Большая Российская энциклопедия, Фонд «Ленинградская галерея»; Санкт-Петербург, Норинт.

¹⁰⁹ Ермошенко, Н.Н., & Скворцов, Н.Н. (1993). *Словарь-справочник предпринимателя, словарь-справочник*. Киев, УкрИНТЭИ, 167.

defines the following: Business is “any economic (productive, industrial, intermediary, etc.) activity ... that brings profit (income) to the owner”¹¹⁰.

The formal philological meaning of definitions reveals a strong connection between “business” and “activity”, which is actually required for the formation of the structure of a semantic model. On the basis of this connection, an objective economic and organizational process of human interaction with nature and the organization of the subsequent exchange of the product is formed. Not less than two parties take part in the exchange, namely: the artificial environment of the producer – the owner of capital, and the natural environment of the consumer – the owner of labor. The organic combination of the named media indicates the existence of some general mechanism of movement, which is established by the sequences of movement of a person from the previous function (operation, work) to the subsequent function (operation, work), i.e. movements from one set of actions to another set of actions. For example, the energy of the function of the operational work of a businessperson, which is carrying out of a plan, the formulation of an idea, the development of an action plan, coordination of a project with the authorities, detection, extraction and production of a substance, efforts for implementation, etc. changes for energy, which turns into income (super income) after the completion of the exchange cycle. In such an interpretation of the semantic content that has developed historically, processes will be perceived further as an attitude developing in business and in corresponding areas of interaction that accompany the advancement of a person to the goal of his/her own concept. These relationships are many. Their origin is as follows.

Business relationships are institutionalized on the basis of contractual and legal standard terms. The necessary number of reservations is established between a citizen of a state who possesses a) an action plan, b) starting means, c) physical and mental energy for the implementation of the plan, and the executive power of the state^{111,112,113}. Both of these sides are entitled to initiative and licensing activities. In business, the first side usually offers a program of action, and the second side includes the regulatory powers transferred to it by the people, acts on behalf of the people and allows access to the use of natural wealth and state monetary assets. Natural resources and minerals, materialized ideas, objects of equipped infrastructure, unfulfilled projects of previous generations, and living labor are often in the field of view of business. On such a substantive basis, in the state, the idea

¹¹⁰ Ibid., P. 17.

¹¹¹ Ильин, В.В. (2009). *Управление бизнесом: системная модель : Моделирование. Управление проектами. Система менеджмента качества. Управление персоналом. Типовые проекты оптимизации бизнеса*. Москва, Альфа-Пресс.

¹¹² Могилевская, О.Ю. (2013). Стратегические аспекты эффективного функционирования современной бизнес-структуры. *Економіка & держава*, 3, 41–44.

¹¹³ Нецадин, А.А. (2006). *Бизнес и общество. Выгодное партнерство*. Москва, Вершина.

gets movement, which gives rise to new forms of organizational and production interaction and exchange of activities. Forms of business primarily occupy their place. The environments of interaction differ in their stability, and then the idea is divided between the level-based use of small, medium and large capital. Capital surplus allows: a) when the relationship is large-scale and has the persistent characteristics of an enterprise, to talk about the productive, and even industrial, way of managing, and b) when the relationship is short-term, seasonal or spontaneous, to talk only about the processes of “business”. Ignoring the fact that the latter provision does not have absolute recognition, business methodology determines its conceptual and legal recognition in the state, the pragmatic-emotional perception of the population and the methodological and functional development of the entity, which is recognized by the business in several areas of interaction. These positions represent business in the following areas of action, namely

1) *as a scientific process* for the formation of an objective economic category, because it has received the recognition of the scientific community;

2) *as an organizational process* for strengthening a more advanced way of legal, industrial, social and economic relations, because it has received recognition of an individual endowed with special and professional abilities;

3) *as a reproduction process* of an autonomous environment for the formation of more stable economic relations, because it has received recognition as a life-support environment.

Since it is needed to identify the positions of business interaction in heterogeneous environments of states, societies, stable and transitional economies, this perception of its meaning requires the formulation of a task that meets general economic requirements that are not yet in business. For this reason, “Business” can formally be represented as a subject or carrier of general scientific, methodological and organizational provisions borrowed from other theories, in particular, from the theory of organizational interaction. From this theory, the method of organizational interaction of the economic and organizational process is useful for the development of methodological positions of business and service business. This method sets in motion common elements of human activity through some complication of both the basic and applied systems. Such an opinion on complexity is upheld unanimously – both in the writings of the apologists of economic thought, such as K. Marx, A. Smith and F. Engels and in modern theories of M. Albert, P. Drucker, D. Mac-Gregory and others. Conclusions of these scholars can be reduced to the following general position: *in order to ensure productive, economic or commercial results in the society, it is necessary to activate the main condition – the condition for the manifestation of a person’s interest in activities, in business, in entrepreneurship*. The content of the promotion of such interest awaits further clarification for modern societies and processes occurring in them. Until such a clarification is done, it is necessary to adhere to the generally accepted opinion, which is: *the more stable and large-scale connections in the state are, the larger conglomerations*

of business are created; business is distributed between groups, again, as large, medium and small. Then, the initial organizational interaction should presumably be based on: a) the attractiveness of the business, primarily associated with the accumulative processes of wealth, and b) the driving force, determined in the calculations for extracting “super income” by the individual target ability of the personality and the entrepreneurial function contained in it.

Consequently, business can be perceived both as a way of seasonal capital accumulation and as a means of fragmentary (cyclic) provision of a person. On this basis, human activity in the form of business can take the place of the factor of economic well-being, which also has its methodological significance as it develops. For example, such scholars as^{114,115,116,117} consider business in this way – either as a productive way of extracting and accumulating capital, or as a potential pathway to the sources of wealth, to develop the capacity of the individual, to organize the extraction of funds for the physiological support of life. This discloses the quality of the pragmatic purpose of the business, because it is a type of activity intertwined with the emotional, substantive essence of the person, who lives in accordance with own ideas, intentions and motivations of the mind to accomplish the act. In order to get closer to the perception of more specific forms of business, it should be assumed that in it, in business, “work”, “enterprise”, “entrepreneurship” or “craft” are linked by the goal of production. Furthermore, “demand” and “supply”, i.e. social production relations of the realization of the action, concretize the form. These relations unite and finally modify the general labor process, the conditions for the development of the individual’s interests. This introduces changes to concrete relations, which necessarily requires clarifying the function of the following trend: “Depending on the social conditions, in which a particular type of activity and production of certain goods take place, the indicators of their attribution to the economy are formed”¹¹⁸. Because of this connection, theoreticians, for example¹¹⁹, for a long time without making any changes in their methodologies and models, have been reflecting productive labor, resulting in surplus value. For a long time, such a theory of vital activity allows:

¹¹⁴ Ильин, В.В. (2009). *Управление бизнесом: системная модель : Моделирование. Управление проектами. Система менеджмента качества. Управление персоналом. Типовые проекты оптимизации бизнеса*. Москва, Альфа-Пресс.

¹¹⁵ Казакова, Н.А. (2011). *Экономический анализ в оценке бизнеса*. Москва, Дело и Сервис.

¹¹⁶ Ленский, Е.В. (2001). *Корпоративный бизнес*. Минск, Армита-Маркетинг, Менеджмент.

¹¹⁷ Osterwalder, A., & Pigneur, Y. (2010). *Business model generation: a handbook for visionaries, game changers, and challengers*. John Wiley & Sons.

¹¹⁸ Майминас, Е.З. (1974). К истории и перспективам развития экономико-математических исследований в СССР. *Проблемы планирования и прогнозирования*. Москва, Наука, С. 55.

¹¹⁹ Marx, K., & Engels, F. (1978). *Manuscripts*, 39 vol. Moscow, Politizdat., vol. 26.

a) to recognize and generate in a single process of movement the materialized basis and the regulating “power” of the state system;

b) to demonstrate to the nation the “justice” of the distribution process, forms of government, methods of forming groups of producers and consumers;

c) to “stir up” on this basis the motive force and biological energy that impels a person towards organization, establishing and maintaining interaction in the slightly changing conditions of self-sufficiency.

The above-mentioned is manifested in various interaction schemes, in which the condition of equilibrium processes occurring in economies is upheld. Since relations differ in their scale, a limitation is introduced in this presentation, namely: *the structural business system means the totality of connections between the elements and the methods of their vector-oriented ordering*. The functional scheme of interaction adapts to the kind of utility. This is the only condition.

To establish the evidence, characteristic features and connections inherent in such a structural scheme of economic relations, which is the business, it is required to have a number of clarifying information. Such information is extracted empirically from:

1) *conditions of social production*, among which business is recognized as an integral part;

2) *social and economic environment of the society*, in which the idea, the physical and mental abilities of a person to act are developed;

3) *current mentality of business perception by people* who ready for action;

4) *current legislative acts of the state*, which determine the degree of freedom of action.

The named sources of information determine both the design of the interaction environment and the approach to its study.

Consequently, the initial environment here and hereafter is business, regarded as an economic phenomenon, and the informative approach to research is the economic and organizational process of interaction. For this process, the historical method of reflecting changes in private capital, in business, in the reproduction scheme of relationships, in the medium of exchange of activities is an effective method. This is a thesis, which is reflected through the processes occurring in a number of social and economic structures and transitional economic societies, which replace each other. The model of movement is well known: *to replace the simplest production relations of a collective economy, which remains very laborious, with the sphere of service activity of a post-industrial society, which is endowed with an extraordinary mobility of reaction to market changes in the environment of supply and demand*. For this reason, this research examines the conditions for the formation of the modern economic environment of business, which is subject to the scheme of initial distribution of human activity by gender, area, industry and type.

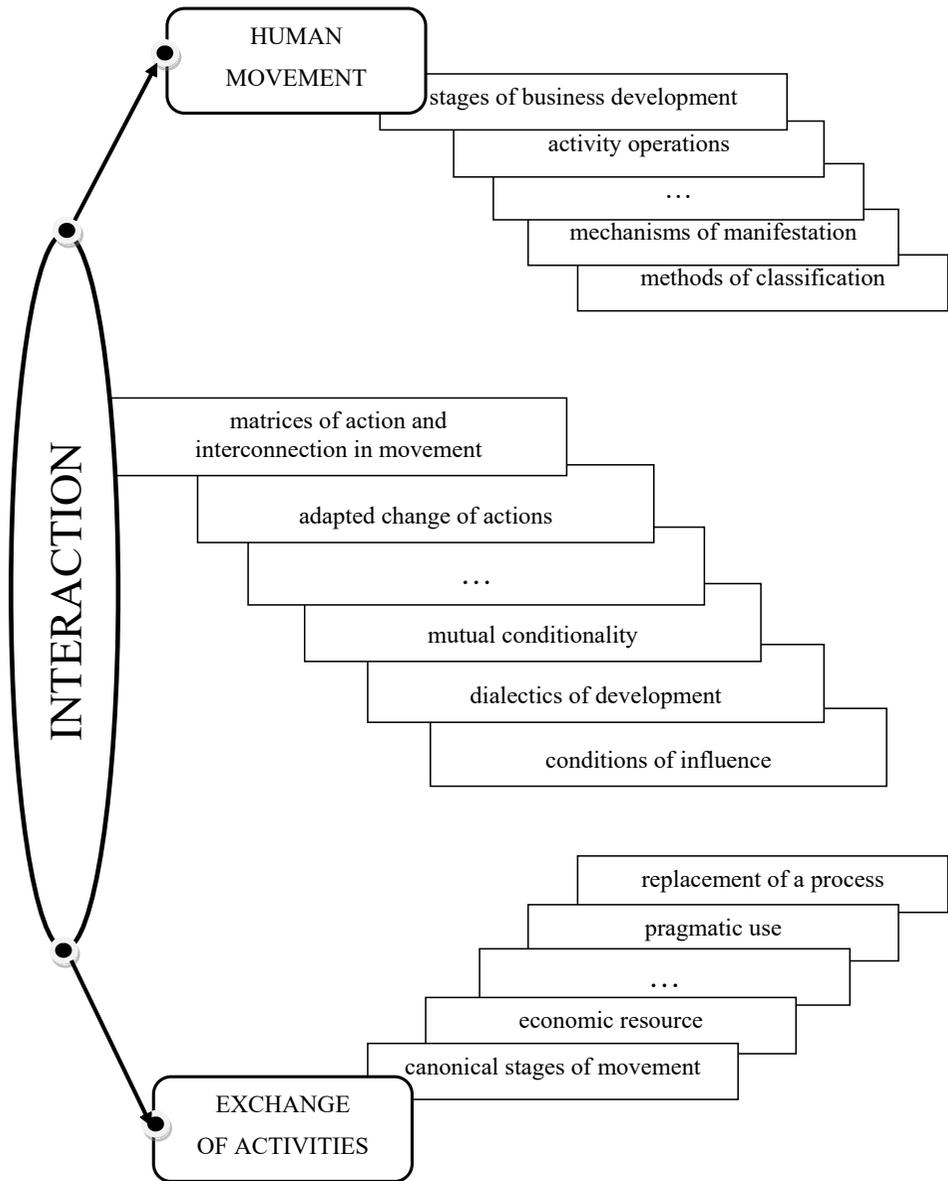


Fig. 1. Semantic configuration of the service business:
phenomenological conditions of origin

Summarizing the above-mentioned provisions, we can be state that the service business has an objective platform for its development and establishment. The structural semantic model presented in Fig. 1 evidences this. This model is proposed to be taken in further research as the basis of the imaginative mapping scheme of the service and business.

5.

Functions of interaction in business

The key of movement to the hidden:
*Time cannot do anything to great thoughts, but ...
requires thought and refines thought.*

The economic reality of cognition of different phenomena preserves the priority of a materialistic approach to the production of a product in economies, which narrows the innovative movement of the organizational environment of business and service business. According to the source¹²⁰, the efficiency of vital activity is linked with the system of division of labor for four reasons, namely:

1) extensive – according to the number of equipped workplaces with a uniform content of a complex of operations, works and functions;

2) intensive – based on the scientific organization of highly specialized production and monotonous labor;

3) integral – based on the system management of labor and functions of a highly skilled universal worker;

4) synthesized – harmonious combining of knowledge, means and efforts of the reproduction phases on the basis of “scientific business”.

In the first three of the four universally implemented areas of interaction, scientific and technical progress is the main driving force of development and labor, and of its social and economic environment. On its laws, automation and mechanization of technological processes of production is provided, which frees the contractor from manual and heavy physical labor, and accelerates movement. Evidence of this is in the source¹²¹, but it does not speak about the processes of the separation of activities, of the uncertainty of labor and complication of functions. This provision is important for this analysis, because such a moment of reorientation of labor is fixed throughout the post-industrial society. The conclusions of this source emphasize the idea of *developing labor for certain production aggregates, situations and conditions* in such a way that, in the form of an employee, it ensures

¹²⁰ Ермакова, А.В. (1988). *Человек и организация труда в условиях современного капитализма, философско-социологический анализ*. Москва, Изд-во МГУ, С. 51–74.

¹²¹ *Ibid.*, pp. 75–90.

the movement of product development flows and satisfies the vital needs of the society, family, individual member or personality.

This study does not deny these provisions, but they play a minor role in it. At the same time, we share the opinion of individual researchers, practical businesspersons, entrepreneurs, managers and administrators, who point to the need to connect all possible thinking and movement abilities. These abilities, in their actions, are based on the quality that ensures the satisfaction of the need of the initiator or executor of the action in such a way that “the support of the workforce of the required quality”¹²² is carried out. Any of their actions necessarily relies on the calculated and even above-standard compensation of effort costs. This cornerstone is based on the entrepreneurial philosophy that was first developed by H. Ford¹²³. Its essence is in the fact that the entrepreneurial function of a person should be continuously encouraged by some stimulus, while scientific and technological progress should act “not as a means to maintain the ability to work, but as a means to actively develop this ability”¹²⁴. This means that aspirations for the development of an entrepreneurial function and ability determine “human needs and expectations”¹²⁵. This motive, in fact, should be the basis of the general model for a businessperson as the power, which drives or “accelerates” movement.

The subject of this study is consistent with the ideas of H. Ford, because it is associated with the quality of creating an environment for innovation based on the search for a new and more effective systemic action. Having found such an action, after checking its usefulness, it is required to begin streamlining the management process. Any business, in which the function is entrepreneurship, and the activators of the action are the entrepreneurial ability of a person and the driving force of innovation activity, is already perceived as a “scientific business”. Since all the creators of their own systems, concepts, and theories of the studied interaction do not burden themselves with the mathematical apparatus of formalizing a phenomenon or process, the propositions are reduced to the establishment and formalization of a logical relationship and interdependence of thought-driven movement.

To clarify the methodological positions of the study, we should say that a number of positions of methodological content were originally introduced in the term “scientific business”. They are as follows¹²⁶:

- a) to continuously study the needs and tastes of the consumer;
- b) production is subject to consumption;

¹²² Ibid., 70.

¹²³ Ford, H. (1919). *My Life and Work*.

¹²⁴ Ермакова, А.В. (1998). *Человек и организация труда в условиях современного капитализма, философско-социологический анализ*. Москва, Изд-во МГУ, 90.

¹²⁵ Ibid., 91.

¹²⁶ Ford, H. (1919). *My Life and Work*.

- c) to offer a good-quality product at a lower price, which will inevitably provide greater and universal demand;
- d) to strive for standardization and unification of products, which will not only facilitate production methods, but will also intensify it;
- e) the profit is formed by the labor of the entrepreneur in conjunction with a specialized performer.

There are other positions in the list of recommendations, but these have a predominant influence on this study. It should be noted that a number of business advantages, supplementing the above, are also described in the works^{127,128,129,130} and others. The feature that unites their value when using and the value of consumption is “*Pragmatic value*”. Not considering the whole set of values embodied in the concept of “pragmatism”, we use further in the analysis its *system property to reflect the idea of a business to extract a useful result. The personification of actions is in a businessperson, entrepreneur or owner of capital who regulates the course of events.*

Mechanisms of mutual communication and mental constructions in the service business have a special meaning and purpose, which is dictated by the pragmatic value. For this reason, we further examine the meaning of:

- a) mechanisms of connection of the phenomena “Service” and “Business” as a function of interaction;
- b) thinking constructs of the movement of the service business as the basis for interaction.

Then, further two positions are considered: position A and position B.

A. *The significance of the connection mechanisms of the phenomena “Service” and “Business” as a function of interaction is the following.* The physical moment of the interaction function is reflected in the postulate: **connection mechanisms are the establishment of the structure and program of a person’s actions with respect to the indicated goals and results.**

Modern economic science retains interest to studying the forms of evolution and of the replacement of structures that provide the usefulness of activity in model forms that are proposed by capitalist social and economic progress. This form encourages the state to move to a post-industrial environment. Its main features are *movement towards a socially-oriented economy, orientation towards self-gov-*

¹²⁷ VanGundy, A.B. (1995). *Brain boosters for business advantage: Ticklers, grab bags, blue skies, and other bionic ideas.* San Diego.

¹²⁸ Глущенко, Е.В., Капцов, А.И., & Тихонравов, Ю.В. (1996). *Основы предпринимательства.* Москва, Вестник.

¹²⁹ Нещадин, А.А. (2006). *Бизнес и общество. Выгодное партнерство.* Москва, Вершина, 256.

¹³⁰ Osterwalder, A., & Pigneur, Y. (2010). *Business model generation: a handbook for visionaries, game changers, and challengers.* John Wiley & Sons.

ernment and raising the well-being of the masses and strata of the people, expanding forms of ownership, turning an employee into a co-owner; differentiating the distribution of the means of production and appropriating the results of labor through public consumption funds. Being outdated, all other forms and ways are not taken into account, even despite the fact that they are preserved in some countries and continue to bring benefits to the society.

An autonomous “large-scale sector of the economy, with an extensive and complex structure with moving borders”¹³¹ is on the designated path of the development of economic relations through the knowledge of the phenomenon of interaction between “Service” and “Business”. According to our assessment, the author is arguing about the service business sector with its diverse forms of service activities, which is separating from the service industry and has its own marketing and management tools. Since the relevance of the provisions of the cited researcher is exhausted by time, attention should be paid to the provisions supplemented and interpreted by the achievements of science^{132,133,134}. The following is stated:

– the perception of the concept of “service industry” allows us to automatically develop the organizational space for the implementation of *service activities* in the forms that are offered by state regulators, business conditions and private entrepreneurship. This is achieved by varying commercial and non-commercial, legal and socio-economic conditions of establishing and maintaining interaction in the state;

– the introduction of the concept of “services sphere”, which here and below is perceived as an intangible sphere of services, allows us to suggest the adjusted approach to the establishment of the boundaries of *service activities*. This also allows us to simultaneously take into account its mobility, its elasticity, and its relevance in the national economy;

– semantic clarification of the concept of “service sphere” facilitates the processes of establishing fixed properties, which allows us to simultaneously separate *service types of activity from non-service*. It concerns auxiliary operations environments that facilitate work and service functions.

These provisions are covered here for the reason that they can be useful in both cases: 1) when looking for the evidence of the consistency of the service business, the concept of its development, 2) when clarifying the conditions for classifying

¹³¹ Рочева, О.А. (2011). Экономическое исследование понятия сервисного сектора экономики. *Вестник казанского технологического университета*, 22, 189–194.

¹³² Быков, А.Ю. (2018). *Цифровая экономика и будущее золотого стандарта: очерки по истории мировой цифровой экономики*. Москва, Проспект.

¹³³ Ларнонов, И.К. (2018). *Интеллектуальный труд в многомерной экономике*. Москва, ООО «ИТК «Дашков и К».

¹³⁴ Щербаков, В.В., & Мерзляк, А.В. (2013). *Информационная логистика в теории и бизнес-практике, монография*. Санкт-Петербург, ИД «Петрополис».

the service industry according to the signs that have a criterion value for services, and for certain types of service activities. The mechanism of movement is as follows.

In a postindustrial society, most types of human activity appear, gain power and are formed in the integrity of interaction as a result of production and technological oversaturation of interaction processes. Such interaction based on the external signs first gains popularity among rare proponents who support the initiative and themselves become active participants in the events. Over time, events develop into a way to extract benefits, for the use of which it is needed to pay, because they are associated with the cost of services. There is a reason for such a transition: *measures become innovative, because they turn into an effective tool for globalization and transformation of the environment*. Such a thesis is confirmed, for example, by the algorithm of activity and development of a single sport or physical culture movement, which is used in this study as an applied form of demonstrating the usefulness of the service business. The proofs in favor of a particular chosen action are the following.

Usually, the type of activity, which is new and which is only emerging and is only being established as a kind of human activity, is initially developed and cultivated in a particular country or its region. Gradually evoking an unreasonably large interest of the public, it begins its movement to other regions and states, to continents and their separate territories accessible for distribution of information. Its movement in the territorial space has an objective basis of movement due to visual perception, attractiveness and usefulness. According to the designated scenario, events started movement of a number of sports games from one continent of the Earth to another. So, European football was known first to sports fans of England, and then was moved to the mainland of America, Canadian ice hockey on the contrary – first conquered the sports grounds of North America, and later the ice arenas of European states. Further, different types of oriental martial arts flooded the territory of the whole world, initially coming from China, Korea or Japan. In this process – the process of spreading the activity to other territories – an economic resource takes its place, forcing to recognize the starting point of movement in the following sequence a) first as a phenomenon, b) then as an economic phenomenon, and finally, c) as a social and economic phenomenon. There is a dependence that is little known to most experts, which is addressed here.

This dependence is as follows: *the resource of recognition of the phenomenon and the processes of its development into an economic resource are subject to the quality of management*. That is, it is amenable to progress and movement in the stages of formation, in which the condition for the replacement of the environment by more complex processes operates. In management, it is precisely such a substitution that operates, usually according to a two-stage model in which the resource substitution scheme is reduced:

a) to *simplified management* at the first stage of development (perceived first in small and medium business due to seasonality or short duration of the interaction period, incidental work or occasional occupation);

b) at the second stage of development, it is *replaced by innovative management* (perceived by corporate business associations, for it is based on knowledge, more or less complex business plans, verified ideas and tasks of a large-scale nature).

The general condition of action both in the first and second cases of management is the presence in a person of the ability to think critically, in a non-standard way and creatively. Following this, individual's own creativity and predisposition to developing an idea, making a decision, drawing up an action plan, a communication scheme and establishing tolerant connections should also manifest themselves. There is also another condition, which includes a businessperson in a group of personalities with a talent of innovation management – this is individual's ability to reduce fragmented and fragmentary ideas, experience, facts and parts of an event into a cognitive technology for the realization of a plan. This is confirmed by the global experience of business development in the works of^{135,136,137}. The analysis of the systems and recommendations starts with the developments that belong to scientist D. Carnegie¹³⁸ and his followers.

B. *The significance of the mental constructs of the movement of the service business as an interaction function is the following.* The physical moment of the interaction function is reflected in the postulate: **mental constructions are the mental activity of a person, successive switching of mental operations in the form of an idea, image, classification, system, concreteness of action.**

Four variants of relationships are included in the system analysis; they complement each other concerning both the idea and the design. Three of them are systems that belong to certain authors. They are: “Six hats” of an optimal solution by E. de Bono¹³⁹, “Ten rules of the phenomenal perception” by V. Netting¹⁴⁰, “The twelve principles of success” by K. Kelly¹⁴¹, and the fourth option is the Code of the Russian businessman of 1912. That is, those sources of information, which are related to the regulation of human behavior in business and the solution of functional problems, are involved in the analysis. This research has indifferent, neutral character concerning the nature of the comments and relationships to these materials. The reason is as follows: their individual provisions may contradict the moral

¹³⁵ Давлатов, К. (2016). *Бизнес. Законы, которые видны с высоты успеха*. Москва, АСТ.

¹³⁶ Hill, N. (2016). *Think and Grow Rich*. New York, The Ballantine Publishing Group.

¹³⁷ Кузнецов, С. (2017). *Не думай, а богатей*. Москва, Издательские решения.

¹³⁸ Carnegie, D. (1936). *How to win friends and influence people*.

¹³⁹ De Bono, E. (1986). *De Bono's thinking course*.

¹⁴⁰ Неттинг, В. (1998). 10 правил феноменального «нюхача». *Персонал*, 2, 104–105.

¹⁴¹ Семенов, А. (1998). Новые правила для новой экономики. *Дайджест статьи Кевина Келли в журнале «Wired»*. *Знание – сила*, 4, 20–29.

requirements of modernity, for they include the polar, alternative, thoughts of the entrepreneur, which are approved at certain stages in the development of public opinion. Their scientific perception is determined by the execution of the stability of the enterprise, aimed at producing a socially necessary good or product. Such stability, in turn, presupposes the existence of systemic relations in the state based on the law-abiding and mutual trust of the parties to the participants. This allows us to talk about business rules, principles and codes of interaction. Information from these sources is analyzed in the indicated sequence.

The first studied system – *the system of E. de Bono* – is perceived through the prism of the following reasoning. Initially, the thought arises that in order to develop the quality of a predisposition to creativity under the pressure of creative thinking, to learn to think creatively and in a non-standard way, the creator of the system developed his own concept of “six hats” for his own practice and to help develop such an ability. According to his plan, this system should help facilitate the process of perceiving a certain sequence of events and the transition to the implementation of actions from one event to another through an extensive network of its development and dependence on the situation. He invites the team to focus on one of the components of the thinking process. For such a concentration there can serve a fact, borrowed from the environment, emotion, negative or positive assessment, the search plan, checking the reliability of the achievement of the predicted result, monitoring of the course of actions, etc. In this way, a person is distracted from various other aspects of the thinking process, which, as it is well known, makes it difficult to make an optimal decision. “Playing mentally”¹⁴² the situation, the methodical approach smoothly brings the worker to the development of creative thinking, for it is built on the perception of the moment of changing the hat as of a crucial moment, which has one of the six shades of chromaticity. The color of the hat and the variants of the change imply a certain meaning. So, a white hat is worn on the head at the moment when it is necessary to look at a refined idea neutrally and check not only proven and verified facts, but also the data of the “second level” that has to be specified¹⁴³. Further:

- 1) when personal feelings are assessed in the current situation without their justification, the white hat is replaced with a red;
- 2) the thinking process in the yellow hat has to form an optimistic look and develop a dream;
- 3) black hat is meant to detect errors;
- 4) in a green hat, a person thinks alternatively and creatively in the rhythm of lateral thinking, which ensures the destruction of thought patterns and attitudes; and

¹⁴² De Bono, E. (1986). *De Bono's thinking course*, C. 78.

¹⁴³ *Ibid.*, 78.

5) a blue hat develops skills on the formulation of the problem, its refinement and formulation of conclusions.

Manipulation with hats should take place during collective discussion of the problem, during the moments of brainstorming, and at the stage of individual comprehension of information. The result is achieved if the participants' hats do not mix; they are in the process of constant thinking, without stopping at every stage. Preference is given to a green hat, dressing which the author of the concept focuses on the methods of speeding up the decision. In order to evade the patterns of perception of a phenomenon, several ways of extracting ideas are announced. They may include a "provocative" method that activates a method of transforming chaos into order, a way of standardizing work ordering, a way of distorting standards, a way of changing the sequence of relationships and actions, a way of presenting the desired for real or a way of a random word. Behind the external names of the listed options for activating thinking is the deep logic of the movement of thought in a chosen direction. This is valuable not only for the author of the system, but also for any sphere of innovative business management and effective organization of business processes that obey the principle of universality.

The second system under study – *the rules of V. Netting*¹⁴⁴ – perceived from the position of prevalence as follows. It extends to those who, in the environment, wish to be free, independent, not owing anything to anyone and at the same time generous. This person without undue reasoning, casting aside doubt, can turn to these life rules. The author developed these rules from the personal experience of combining high activity under the pressure of economy mode and developed intuition. There are ten rules and we are going to comment them here with the intention to feel the system utility of similar structures for the construction of human life principles. We would like to describe the following author's claims:

– *to set in oneself the main law of life activity*. The rule says that a person needs to maintain own independence and self-reliance. Comment: this law assumes the accumulation of a sufficient amount of capital in order to have the opportunity to do a favorite business;

– *to develop an emotional attitude*. The rule says that everything in life is for sale, both cameras and ideas. Comment: a person needs to do everything with pleasure and then this mood will influence a business partner;

– *to master the organizational moment for the movement*. The rule says that a person needs to systematically plan own life, realize own boundaries and stick to them later. Comment: the state of thought should be subordinated to the organic structure of order and organization;

– *to be critical with respect to the distribution of time*. The rule says that everything has its time in life, regardless of whether it is a matter of selling a company

¹⁴⁴ Неттинг, В. (1998). 10 правил феноменального «нюхача». *Персонал*, 2, 105.

or a career. Comment: the most important thing in any business is to choose the right moment;

– *to adhere to tolerance in the interaction*. The rule says that the ability to listen is more important than the ability to speak. Comment: only in this way of maintaining calmness and clarifying the completeness of information, a person can find a compromise and succeed in negotiations;

– *to be active in relationships*. The rule says to be hardworking, but not allow yourself to be buried alive in your work. Comment: life is too good not to enjoy it;

– *engage in physical activities*. The rule says that sport keeps people fit and healthy and, last but not least, in a good mood. Comment: who wants to deal with a gloomy unsociable person?;

– *to keep a balanced strategy*. The rule says that not always the one who is ahead of everyone is the strongest. Comment: truly powerful people are invisible;

– *to show generosity in relationships*. The rule says to enjoy own success, but not to forget to share it with others. Comment: create big and small good things, but with great love;

– *to be based on a tactical calculation*. The rule says that even political opponents can be good people. Comment: keep in touch with them, as it will help in the future.

The guidance of the rules brought the author not only to the group of the rich, but also to the cohort of social thinkers, businesspeople-patrons who take part in solving the social problems of the state.

The third studied system – *the system of K. Kelly*¹⁴⁵ – is perceived by the following series of signs, significantly different from the previous two. In terms of the content of the proposed system principles, the system goes beyond the ordinary emotional, entrepreneurial, and initiative development, which relates the author to the elite of innovative managers. In the period of the ubiquitous spreading of the network economy method, the use of which allowed the global restructuring of the consumer's life, the author of the system noticed unique opportunities to benefit from other sources and introduced completely new rules to improve interaction. In this organizational, in its functional essence, trading environment, distinguished by many its own methods and levels of interaction, plasticity and interactive nature, instead of optimizing labor structures and resources, it is required to search for inventions, innovations and breakthroughs in relationships. The impossibility of using traditional organization schemes is indicated by the following: a) the incredible flexibility and mobility of the network manifests it-

¹⁴⁵ Семенов, А. (1998). Новые правила для новой экономики. Дайджест статьи Кевина Келли в журнале «Wired». Знание – сила, 4, 20–29.

self, b) work under uncertainty leads inevitably to the approval of new methods of organizational content, c) large-scale expansion of the network economy speeds up the goods turnover cycle. Being aware of the cyclical regularity of innovation, the creator of the system expected from the taken actions that in return a new, more fundamental, innovation would emerge and it would actually supersede the existing one. Turning to the coverage of his principles, we would like to address the following peculiarity: they combine the art of the analyst on the scientific base and of the researcher of the business environment. Such a judgment follows from the fact that the principles are connected in a new construction – in the unity of the form of the law and the form of pragmatic recommendations. Communication in the arguments of K. Kelly is presented according to the scheme “law – recommendation”. For example:

– *the law of “communication” implies the recommendation to “Master the dumb power”*. The motives for the transition to such a law and the perception of recommendations are as follows. The required power is possessed by microcircuits filled with “non-voice” information, the use of which turns them into “small workers” in various schemes – cars, water tanks, banking systems, computers, microwave devices, mechanical robots, mobile phones, signal beacons, electronic devices and TVs. Transferring work to wireless communication networks of storage, transmission and use of information finally brings in the schemes of saving time, live labor, carrier materials and energy. But this is not the main thing, a new dependence is being established, based on a synergistic effect – such a large and unprecedented so far large-scale collective interaction binds together an innumerable set of objects and actors (producing and consuming, as it can be said);

– *the law of “completeness” implies the recommendation “The more means the more”*. The motives for the transition to such a law and the perception of recommendations are as follows. According to the “fax effect”, one fax has a significant cost, which does not allow finding a consumer who has sufficient funds. However, each separately included in the work fax turns into a node of consumption (server), creating on the basis of this a network to reduce the cost of use. Physical meaning: with the inclusion and connection to the demand profile functions, it reduces the value of equipment for the distribution network by its action, and thus becomes mechanically demanded and more profitable for the owner through the consumption network, and the service itself, due to the formation of many nodes, turns into profitable and efficient because of the development of a network of consumers. There are other examples, delving into the pattern of movement of which in the market reveals even more the essence of the discovery of the investigated author. Thus, the industrialization of the production of carpets, photocopies, receivers, etc., because of their redundancy and saturation of the consumer environment, makes the products themselves cheaper and more accessible to the general population. Along with this process, another effect is recorded: at the same time with

such a reduction in price, the predicted prevalence brings considerable income to the entrepreneur due to the expansion of the mass of consumers. Dependency is bound by a value that grows out of abundance and increases with the expansion of ubiquitous distribution;

– *the law of “exponential growth” implies the recommendation that “Success is not linear”*. The motives for the transition to such a law and the perception of recommendations are as follows. The avalanche development of consumption in the computer web environment has generated many new compounds that were not previously found in nature. For example, biological growth is observed, which is subject to the exponential law of distribution in the technological system of electronic connections. The dependence is known – the rapid growth of network connections, which occurs even with a slight increase in the number of nodes, is completed with success, which remains always nonlinear;

– *the law of “critical points” implies the recommendation “To notice the significance of changes in time”*. The motives for the transition to such a law and the perception of recommendations are as follows. Any phenomenon or entrepreneurial action expects support until a certain point in its development, at which the naturally emerging conditions of self-support appear. The challenge is to learn to recognize and fix the turning point, after which the system is filled with consumers in an avalanche-like way. The dependence is known – the process has entered a period that is stable in terms of the power of self-sufficiency and begins to support itself along the development trajectory;

– *“the increasing feedback” law implies the recommendation to “Create positive feedback”*. The motives for the transition to such a law and the perception of recommendations are as follows. The selected action must be completed by the collective efforts of all participants of interaction without exception, which will certainly end with the inclusion of the law of increasing feedback, which manifests itself under the collectively beneficial socially agreed terms of cooperation, production and consumption. It remains only to perceive the reality of the phenomenon and join the distribution system of accumulated funds. The dependence is well known – only that producer is rewarded who focuses on the network of suppliers, consumers and consumption standards, and the network itself creates closed production and exchange cycles that provide returnable funds;

– *the law of “generosity” implies the recommendation to “Move to the free of charge”*. The motives for the transition to such a law and the perception of recommendations are as follows. Here works the following logic diagram of the behavior trajectory – if the service becomes more valuable due to its prevalence, and it costs less, the more valuable it becomes, then the more valuable things should be donated or transferred by the businessperson for free. At the same time, mechanical devices and software included in the network also begin to obey the behavior trajectory. The dependence is known – the calculation of the required action is

focused on the purchase of a product of a new level of quality that many users and consumers previously included in the network need, but this product already has a different quality and it has a higher resolution;

– *the law of “loyalty” implies the recommendation “First feed the network”*. The motives for the transition to such a law and the perception of recommendations are as follows. Development, prosperity and success of most businesses are determined by the success and satisfaction of each user and each consumer of the service. In this case, the relevance of a product rotating in a business is important, when a business leaves the organizational increment environment and enters the environment of updating the existing network, market, node and other support new growths. The dependence is known – in order to extract the conditions of the maximum possible establishment of a business, a businessperson first needs to “feed” (demonstrate) the network with an updated product;

– *the law of the “temporary descent” implies the recommendation to “Move to the top”*. The motives for the transition to such a law and the perception of recommendations are as follows. In modern (post-industrial) society, the fate of each individual organization depends on the processes that affect friends, opponents, neighbors, rivals, and any other participants in the environment that overcome the lifespan in motion. By analogy, a commercial organization, with the proper expenditure of effort, moves to the upper point of satisfying consumer needs. In this situation, the ability to abandon the outdated approach to action and move to the timely development of a new idea becomes important. To achieve this goal, there are many methods, the most effective of which is the following: *a businessperson needs to go down for a while, look around, and start going up again*. The dependence of the result is known – the process of moving to the top is hampered by a temporary descent, which is accompanied by the natural disappearance of one participant and the appearance of another in his place – a new, more promising one;

– *the “replacement” law implies the recommendation “The network wins”*. The motives for the transition to such a law and the perception of recommendations are as follows. In all spheres and environments of production and public life, material values, metals, raw materials, fuels and mechanical devices are being squeezed out due to getting rid of bulky, expensive, unattractive, fragile, inefficient, perishable, heavy and fragile materials. In order to refuse to use them in this environment, one should be able to navigate in the mass of the new and in the mass of those things that have passed from the industrial age. The dependence is known – all actions and objects are subject to the movement of the network of services, and the network is subject to the concept of qualitative environmental acceleration;

– *the law of the “churn” implies the recommendation to “Look for stable disequilibrium”*. The motives for the transition to such a law and the perception of recommendations are as follows. When destroying the old and very stable system

due to the abandonment of it and the qualitative transition to a new organic environment, it is necessary to outline the conditions that allow changing the environment and creating an innovation platform. In this case, something new comes into effect through the expansion of power. Under such pressure, it is necessary to first break the stability, and then the resistance of the system, because its current state of equilibrium is associated with ossification in its own success. The dependence is known – in order to achieve long-term steadiness and stability, break the balance;

– *the law of “inefficiency” implies the recommendation “Do not settle the problems!”* The motives for the transition to such a law and the perception of recommendations are as follows. In a stable situation, the aspirations of the workforce are associated with high-quality work and the production of the largest possible mass of products. This is not the purpose of the business, so a businessperson should think about innovations and ways to improve. In this case, it should be remembered that the ability to create new items is limited by the weakness of imagination in terms of potential. The dependence is known – in addition to solving social and economic problems, one should turn to the search for new production possibilities.

This is the last provision and recommendation of the system by K. Kelly. We should note the following: it opens for business the usefulness of directing thought to the reality of the formation of an action in the form of patterns and a layer-by-layer series of actions.

The fourth studied system is *the Code developed by Russian entrepreneurs in 1912*¹⁴⁶. It contains a number of laconic provisions, which open their content and speak for themselves, and for this reason, we will not comment them. They are:

– *“respect the authorities”*. State power is a prerequisite for effective business management. There must be order in everything. In this regard, show respect for the officer in the legal state power;

– *“be honest and truthful”*. Honesty and truthfulness are the foundation of entrepreneurship, the prerequisite of healthy profits and harmonious relations in business. A Russian entrepreneur is obliged to work hard for the good of his homeland;

– *“love and respect a human”*. Love and respect for the person of labor on the part of the entrepreneur generate reciprocal love and respect. In such conditions, there is a harmony of interests, which creates an atmosphere for the development of people of the most diverse abilities, encourages them to manifest themselves in all their capabilities;

¹⁴⁶ Этика бизнеса. Двенадцать принципов ведения бизнеса в России URL: <http://www.buslergroup.com/management/etika-biznesa-dvenadcat-principov-vedeniya-del-v-rossii.html>.

– “*keep your word*”. A businessperson must keep his word. “If you lie once, nobody will believe you again”. Success in business depends largely on the degree to which others trust you;

– “*live within your means*”. Do not go to extremes. Choose to do what you can do. Always evaluate your capabilities. Act according to your means;

– “*be purposeful*”. Always have a clear goal in front of you. An entrepreneur needs such a goal as air. Do not be distracted by other goals. Serving the “two masters” is unnatural. In an effort to achieve the cherished goal, do not cross the line of what is permitted. No goal can overshadow moral values.

The studied code brings in the idea of a standard and preferably rigorous reference, which encourages entrepreneurs to use the presented provisions in the business environment. However, the compilation of author recommendations does not end the analysis. It is required to refer to a layer of scientific developments that combine the analysis and synthesis of design elements exclusively for monitoring and process control systems. We can cite these sources here^{147,148,149}, as they contain the basic recommendations.

The work done on the study of the elements of designing effective business schemes can be considered complete if we look at three more points of the innovative movement of the social and economic phenomenon in the emerging environment. They are:

1) when historical facts of the movement are taken into account, based on the concept of satisfying human needs. This partly reproduces, again, the material elements of social and economic phenomena and integrity. For this reason – the reason for the materiality of the world order – in the analysis they are perceived as auxiliary tools for the cognition of innovation. Separate elements still have scientific value, and therefore are transferred to the model of innovation in the post-industrial society. For example, the motives of probability, brokenness, fragmentation, and fractality are partly reflected in these models and theories of relations, because the dogmas of materialism had a great influence on them for a long time. The following provisions remain relevant for this study:

a) “*the theory of human relations*” developed by E. Mayo (1933)¹⁵⁰. In it, labor productivity is made dependent on the satisfaction with the working environment, which is shaped by common interests, informal connections and sympathies;

¹⁴⁷ Wornalkiewicz, W., & Duczmal, W. (2019). *Elementy inżynierii i analizy systemów zarządzania. Wybrane aspekty logistyczne*. Opole, Wyższa Szkoła Zarządzania i Administracji.

¹⁴⁸ Ярош, П. (2018). *Управление развитием территориально-хозяйственных зон в Польше: теория, методология, практика, монография*. Nowy Sącz, Wydawnictwo i Drukarnia Nova Sandec.

¹⁴⁹ Duczmal, M. (2014). *Metody optymalizacji w zarządzaniu*. Opole, WSZiA.

¹⁵⁰ Mayo, E. (1949). *The Social Problems Of Industrial Civilization*. London, Routledge.

b) “the concept of a hierarchical model of individual activity motivation” developed by A. Maslow (1954)¹⁵¹. In it, the five-level hierarchy of needs of the subject of activity is connected with a) physiological needs, b) the need for security, c) the need for sympathy, affection and love, d) the need for respect from others and self-esteem, e) a person’s aspiration for self-expression and self-actualization;

c) “motivational and hygienic conditions” developed by F. Herzberg (1959)¹⁵². According to them, the groups of the same motive force to work are formed; they concern the organization of labor and labor relations.

The organizational systems named here and a number of theories on enterprise management, for example¹⁵³, directed managerial innovations on the development of new ways to achieve results. A critical assessment of the provisions that made up a number of concepts, theories and individual systems of functional purpose of organizational installations includes the following:

- a person, working in a group, acquires such properties, beliefs and skills, which he/she cannot get being outside the group;

- the individual’s mind needs the help of the group for own manifestation, because it works for the group and invents what the group needs and what is helpful for the group;

- the group acts as a function of interaction, organization and management, the result of which is ubiquitous mutual assistance, an increase in the complexity of work and activity, an increase in the level of ideality of both the group and the development of its individual members;

2) when the conditions for the activation of the “super additive effect” are taken into account, which in the business environment brings the ideology for the masses to accomplish an act of impeccable success or super-profit. The *super additive effect* manifests itself in the midst of interpersonal and social relations, in the realization of the natural human right to choose. For example, as presented in the source¹⁵⁴, and is an indicator of the effectiveness of a culturally and professionally developed team. This team has the ability of a “united team”, i.e. such integrity, which is capable of achieving much better results in the work than the same number of employees working independently and not united by a system of target relations;

¹⁵¹ Maslow, A.H. (1943). A theory of human motivation. *Psychological review*, 50(4), 370.

¹⁵² Herzberg, F., Mausner, B., & Snyderman, B. (1959). *The motivation to work*. New York, Willy.

¹⁵³ Шелдрейк, Д. (2005). *Дуглас Мак-Грегор и человеческая сторона предприятия*. Москва, Изд-во Аспект Пресс.

¹⁵⁴ Сливка, С.С. (2015). Зреалізоване право: філософсько-математичне обґрунтування. *Вісник Національного університету «Львівська політехніка»*, 825, 231–236.

3) when improvements in the material system are taken into account based on the discovery or a separate improvement, which has a technological purpose, and the significance of the repetition of the application of the organizational system is ignored. The first foundations of organizational (or managerial) innovation were absorbed by the theory of entrepreneurship, which was justified by J. Schumpeter¹⁵⁵. In it, he defended the position of the movement and regular replacement of innovations. Employees that invent innovation and implement innovation, in his reflections, are speculatively endowed with special abilities and he calls them entrepreneurs. Making innovative decisions, entrepreneurs connect and create, based on a special quality of thinking, new, previously unknown, combinations of factors of production, and, consequently, own quality – “income”. It is through the action of this reason that he believes that entrepreneurship should be recognized as a factor of production, a function of interaction.

It seems that new trends in the development of business and services are becoming avalanche-like in nature, and they reveal new ways to the establishment of a modern economy¹⁵⁶, spatial economy¹⁵⁷ and digital economy¹⁵⁸.

¹⁵⁵ Schumpeter, J.A. (1908). *Das Wesen und der Hauptinhalt der theoretischen Nationalökonomie*. Duncker & Humblot.

¹⁵⁶ Britchenko, I., Machashchik, P., & Cherniavska, T. (2018). *New trends in development of services in the modern economy, monograph*. Tarnobrzeg, Wydawnictwo Państwowej Wyższej Szkoły Zawodowej im. prof. Stanisława Tarnowskiego w Tarnobrzegu.

¹⁵⁷ Saienko, G.V., & Saienko, V.G. (2019). Technological imperatives of spatial economics: positions for recognition and control. *Modern Technologies in Economy and Management, Collective Scientific Monograph. Opole*, The Academy of Management and Administration in Opole, 375–387.

¹⁵⁸ Saienko, G.V., & Saienko, V.G. (2019). The digital economy occupies the dominant heights in managing processes in a post-industrial economy. *Mechanisms of stimulation of socio-economic development of regions in conditions of transformation, Monograph*. Opole, The Academy of Management and Administration in Opole, 213–223.

6. Genesis and structural-analytical model connection of movement

The key of movement to the hidden:
*The internal communication that is identified in the action
has the property of a universal business mediator ...*

The knowledge of the essence of the processes of application of labor facilitates the search for a method of researching business and service business. We still need to justify the function of goal setting, which is associated with the processes of the development of the phenomenon, and we can proceed to the analysis using the truthfulness of the facts concerning the real event.

The processes of application of labor are recorded in the event of the development of a life-giving substance, a healing effect or pleasure. As a result, life activity is ensured, and a certain human need is satisfied. In the economic theory, the processes of application of labor are developed through the distribution of production, economic sectors and producers between two economic spheres – the sphere of material production and the intangible service sector. The scientific focus of reasoning is to ensure that the service business as a form of human activity is an integral part of a particular sphere of interaction. It is possible to make an assumption: *in the formation of the service business into an independent sphere of human activity, to which this study is devoted, both of them take part.* Both are productive, but they differ not only in the processes of application of labor, but also in the forms of distribution and consumption of a product, goods or service. In the service business, in addition to the above, differences are recorded following the transformations that may occur in the structural levels of the emergence of new activities. This suggests that the above processes have a genesis efficiency that allows a new type of activity to be included in the environment on terms of adaptation. Genesis efficiency is associated with overcoming of failures, breakdowns and economic losses that preceded the achievement of an event or the implementation of an action plan. For this reason, the study needs to pay attention to the genesis and identification of structural and analytical model connection with respect to the subject matter. The criterion for comparing positions is the indicator of adaptability. We choose it as a basis for comparison due to the fact that the

types of service business relate to each other on many grounds, but are not fully linked to the purpose of the service activity. Reason: *service activity is a necessary aspect of human life, the form and environment of social practice, but it does not coincide with the sphere of dreams.*

At the same time, at the heart of service activity, as well as in the process of carrying ideas of business and ideas about it, are directly intertwined:

- 1) practical activities,
- 2) labor relations,
- 3) creative forms of figurative thinking.

This conglomerate of elements of economic relations actually allows us to pose the problem of forming the sphere of service business and resolve it with the involvement of scientific methods of knowledge, forming our own composites. The term “composite” is borrowed from the construction business and is put into circulation here to reflect the skeleton of the matrix and its fillers in the service business. Composites allow meaningfully uncovering and presenting the specifics of service activity and reflecting its structural and analytical model connection. In it, composites are extracted from the structure of the labor process, in which:

“Subject of activity (P) with own purposeful activity, U means of fixing movement and action (P) in the structure of the appropriate labor expenditure, (12) U object of activity (P) and its productive result.”

According to its content, this is a classical structural model of activity, on the basis of the combination of elements of which (this is indicated by the sign “U”, meaning “transfer of action”, “extension of action”), the general specific features of the event of a person extracting the vital substance from the environment under the conditions of result multiplication are presented (this is indicated by “P”). For example, in the link that is constructed on the phrase “The subject of activity (P) with own purposeful activity”, the social value is created, the production and commodity potential of the national economy is formed, the nature of the activity is established, the natural resource is saved, etc. Term “Public Value” means the value and usefulness that an organization represents and passes on to society. However, in addition to the structural and analytical model link, it is also thought that the subject of activity (organization) with experience and professional knowledge of the staff can come to the result with different costs of capital and labor, time and effort. Such a ramification is natural, for “movements and actions” are fixed according to the variety of “subject of activity”.

The following set of evidence can be presented In the development of the thought laid in the structural-analytical model connection (12). For example, the driving factor of service activity is the subject of activity, its creator, possessing an active function of relation to the object of activity. From the analysis of

many sources on business, for example^{159,160,161,162}, it follows that recently nothing new has been introduced in the content of interaction between the subject and the object of activity, except for structural changes. However, for this study, it is important that *their content can capture the features of the structure formation of operations, works and functions, their combinations, which in the chain of events are subject to new forms of social communication*. For instance, such features can be registered according to the process of reassigning the activities of individual industries to business forms or the phases of fragmentation of business, entrepreneurship, business expansion and management. Objectivity and economic efficiency of such a process of reassignment is proved by the authors^{163,164}. The above emphasizes the following: reassignment pushes to the idea that with the exit of some part of the activity from under the control of material production and its transfer to the business, the groups of entrepreneurial and service activities intensify. There must be some condition for reassignment. According to the authors, *the prerequisite for the movement towards reassignment is the profitability and effectiveness of such a reassignment event, in which the status role of the subject of the activity is coordinated with life positions, participants' experiences, their lifestyle, understanding of life principles in the public and domestic environment, targeted coordination of interests, actions and deeds in comparison with reference restrictions*. In addition, if we turn to the psychophysiological basis of service activities, then more often the original emotional and figurative thinking takes a priority place in the development. The latter position actually allows us to talk about the genesis of transformations in activity. The “genesis of transformations” usually means several processes that operate in parallel relative to each other¹⁶⁵. Each of these processes can be a separate object of study, because Greek “Genesis” is perceived as “birth”, “origin”, i.e. it has a limited representation. In the economic environment, the movement of processes is connected and has a finite meaning – *the meaning of the transformation of one state into another*. That is, the method of

¹⁵⁹ Bezpartochnyi, M., Britchenko, I., & Jarosz, P. (2018). Reengineering business processes as a modern innovation of development wholesale enterprises region. *Management of innovative development the economic entities, collective monograph*. Nowy Sącz, Wydawnictwo i Drukarnia Nova Sandec, 10–25.

¹⁶⁰ Blank, S. (2011). Embrace failure to start up success. *Nature News*, 477(7363), 133–133.

¹⁶¹ Branson, R. (2007). *Screw it, let's do it*. London, Virgin Books.

¹⁶² Чернявская, Т. П. (2010). *Психология успешности личности в бизнесе, монография*. Одесса, Астропринт.

¹⁶³ Головчанская, Е.Э., Григорьев, М.Ф., & Кузубов, А.А. и др. (2015). *Современная модель эффективного бизнеса, монография*. Новосибирск, Изд-во ЦРНС.

¹⁶⁴ Templar, R. (2004). *Fast Thinking Manager's Manual*. Pearson Education UK.

¹⁶⁵ Klitschko, W., & Bilen, S. (2017). *Challenge Management: Was Sie als Manager vom Spitzensportler lernen können*. Frankfurt, Campus Verlag.

finding out the essence of the “Service Business” introduced into the analysis by establishing the *genesis of the transformations* is also interesting and can show its effectiveness at different stages of the development of the phenomenon. It *defines the approaches to the disclosure of the physical state of origin, the emergence and movement of the service business, and the initial points of its inception, registration and subsequent development*. The appeal to the phenomenon is completed by the recognition, the formation and the affirmation of a uniform outcome of the event, accompanied by certain states and branched sequences. The above-mentioned means that the study should not only examine several stages, levels or phases of development of the service business, but they, in turn, should also *have their own identification characteristics – the matrix and fillers*. The latter allows us to endow it with status characteristics that lead a person to a new structure of action at each point of the transformation of the environment. It is mentioned here with the intention that on each of the transformation procedures a qualitatively different matrix of characteristics and properties suitable for perceiving the results of the analysis is formed. The value of this analysis is as follows: *the mental activity of the person, who bears the idea of a business or initial plan of action with the figurative essence adjusts to a certain matrix of characteristics, which are new (or, more often, qualitatively adjusted)*.

The mechanism of action at the initial stage of the movement of the concept to business is the following: *switching the interest of the subject of activity from the expected result to the process of creating an image itself, critical comprehension and rethinking of options, advantages and barriers in the movement to the implementation of the idea*. Psychophysiological mechanisms that are associated with mental contemplation of the development process, the severity and depth of its sensory reflection, richness and diversity of imagination, *transfer the direct perception of the semantic space of service activity into the practical plane of legalizing the form of relationships*. It's natural here that the analysis includes any objects of reality accessible to direct sensory reflection, informative description and creative speech processing. A special feature of the subject description in the analysis is the fact that it combines two phenomena, namely, the *processing of an economic event* (in this case, the transition of a state of activity into a state of business functioning) and the *thinking process* of developing an image, idea, plan (in this case, regeneration and genesis). Such a combination of phenomena in one event means that, on the one hand, the thinking process processes information about an economic event. It has to be identified in the human brain 1) by the fact of motion description and 2) by phenomena a) by fragmentary manifestation of an event, b) by weakly expressed algorithms of the development of a chain of events, c) insufficiently reliable transition states of economic systems into each other, isolated from the environment. On the other hand, there is a thinking process in which the plan or idea undergoes multiple processing of images and patterns

based on regeneration – creating again and again nerve tissues and bridges – the connections between them, and genesis – the origin and subsequent development of the phenomenon, which are known to belong to the human psyche. In the scientific perception of what has been said, it is *this combination of mechanisms for the establishment and development of economic events that should objectively relate the provisions of economic theory and features of the theory of regeneration*. Other things being equal, this allows for a clearer understanding of reality, its morphological and semantic properties. It helps to more accurately eliminate one's own doubts, dictated by the pragmatic reaction of distrust, to more effectively manage progress towards the goal, to connect to the study the mechanisms of accelerating or slowing down the processes of neurogenesis, to encourage the carrier of the idea for action. The use of these approaches, methods and mechanisms to the recognition of the phenomenon in the field of organizational sciences, for example^{166,167,168} reduces the analysis to assessing the evolutionary environment of actions. In this *process, due to the accumulation of mass transformations*, there are no terminal qualitative and quantitative accumulations leading to an abrupt transformation of the medium. This simplifies the movement towards the recognition of truth. In the mass of transformations, its elements affecting the course of events represent:

a) *social evolution of the society* is the phenomenon of a gradual change in the existing system of social relations and relationships, predetermined by a variety of objective and subjective factors of interaction and the propensity to cumulate the ability of humanity;

b) *economic evolution of production relations* is the phenomenon of consistently stable transformation of an economic system on the basis of ensuring recurrence in its continuous development through the inclusion of permanent transformation processes with the aim of its quantum reloading;

c) *human psychophysiological evolution* is the phenomenon of the regeneration of biological evolution of factors and properties of the nervous system for the implementation of mental activity based on the characteristics of the psychophysiology of sensations and perceptions, speech and thinking, emotions and attention, illogical actions and behavior of participants in communication.

We do not pay much attention to the social and economic components of the genesis. It is only required to say the following about them: *they represent an add-on platform for developing human abilities*. For this reason, it is required

¹⁶⁶ Хлопкова, О.А. (2016). Сравнительный анализ нейроэволюционных методов поддержки принятия решений в условиях неопределенности. *Cloud of Science*, Т. 3, 2, 302–325.

¹⁶⁷ Корытцев, М.А. (2016). *Предмет современной экономической науки в контексте эволюции хозяйственных институтов*. Москва, Содействие – XXI век.

¹⁶⁸ Covey, S.R. (2004). *The 7 habits of highly effective people: Powerful lessons in personal change*. Simon and Schuster.

to carry out a targeted study of professional activity from the standpoint of the psychophysiological evolution of a human, i.e. to provide the reasoning from the level of the strategic superstructure; it is required to descend to the organizational-sensual level of perception of the action. The reason is the following: *the main factor inducing a person to action is the unsatisfied need*. It is the human need that determines the driving force of human activity, its synchronous behavior, which is stimulated by the need for products, benefits and pleasures necessary for the material support of spiritual, physical and mental development. This same need, all other things being equal, is also a source of employee activity in the social relations environment. This clarification is considered to be a truth, but awaits the author's comment.

The interaction of a person with the environment (relationships) in all its variants, again, has a targeted purpose and returns a person to the technological transformation of the objects of the environment with the intention of extracting healing substances and energy suitable to satisfy both the personal needs and the needs of society. To achieve the goal, a person must have a structural composition-al complex of knowledge, skills, and abilities, subordinate own movements and psyche to the order and rhythm of operations, work and functions. *All of the above is an environment embodied in the ability of a person to work*. The structure and frequency of appeals to the environment are subordinated to the organizational order, they change after the course of historical events and transformations, are made dependent on many features. Among these features as the main are the mode of production, social and economic structure, national traditions and the natural wealth of the territory. There remain unnamed many other factors, processes and phenomena inherent in life and socio-economic life, which will be sporadically addressed when describing specific issues of business development. Ultimately, both the interaction and the concrete action on the environment in business materialize in the costs of the biological and mental energy of a person (or, as defined in the labor economy, in "labor intensity"). This phenomenon – the phenomenon of "labor-intensiveness" – in combination with the intensity and extensiveness of labor manifests itself whenever it is necessary to perform operations of various complexity, work and functions of both the technological and the exchange process. Then, generalizing the meaning of the terms "Interaction" and "Action", in which *interaction takes the place of a leading concept* in relation to action, paves the way for the next chain of connections:

“The costs of biological energy are combined in the universal concept of “living labor”, which is a mechanism for the successive transformation of human energy into a healing substance and past work. = A healing substance satisfies the needs of a person and society, and past work manifests itself in the power of the machines, mechanisms and devices involved in the production process. = Machines, mechanisms and devices, in turn, facilitate living labor and have a tangible impact on the formation of the energy bunch of the product, but instead require skill in performing labor operations. = It is possible to perform labor operations if the performer (13) has the professional knowledge, skills and abilities of the proper structure. = The relevance and demand of professional knowledge, skills and abilities are preserved until the deterioration of outdated working conditions, which is registered through re-equipment of production or modernization of a technological facility. = The consequence of this moment of destruction is a new technical and technological structure and a qualitatively enhanced personnel base for the production of the product, which, in fact, sends the employee to the training and retraining activities”.

Leaving a number of provisions on the productive force in the outlined connection (13) for discussion, attention is drawn to the following single meaning of it. In essence, in this regard, it presents an algorithm that should bring the production environment to the reproduction of a different-quality productive force, and then to the consumption of a person’s ability to work at a higher quality level of his qualifications and complexity. This is also an indisputable truth, which leads the society to the aspiration to obtain an additional product. This is beneficial in all socio-economic structures, societies, industries. The physical meaning of this algorithm is not limited to this, as it also suggests options for investing in the study of the terms “Interaction” and “Action” with a methodological purpose. For this reason, “Interaction”, which is the substance of the interweaving of living and materialized labor, reflects further the moments of contact of a person with objects, things, processes and phenomena of the environment, generating their mutual dependence and connection in spheres of economic relations, i.e. proper labor, production, exchange of activities. Furthermore, “Action”, which is the substance of an arbitrary deliberate mediated activity of a person, aimed at achieving a perceived goal in business, reflects the moments of encouraging a person to enter the reproductive-consumer relationship cycle. These, in fact, are the approaches to bringing a person in any accessible way into an active state, culminating in expedient activity. That is, the desired human interaction with the environment materializes in action. This is a classic relationship. It manifests dialectic pressure of *a person on the object of processing* (an example of pressure can be a cumbersome technology, which is replaced by a more powerful, productive and effective) to work after the transition of production to more efficient technological schemes) and, on the contrary, the

subject of processing can be a person (an example of pressure is the situation in which a person needs to develop more universal abilities to work after the transition of production to more efficient technological schemes).

Mutual influence is completed, thus, by a systemic developmental movement of a) the ability of a person and b) the technology used to extract the substance or enhance its processing method. This provides the field of material production in the sphere of development of human abilities with a leading position to perform steadily repetitive operations, while the non-material services sector – to carry out operations, works and functions of a probabilistic, random, and unstable nature.

To limit the list of factors that are the driving force for the development of those qualities, properties and abilities of a person, which are determined by the content of his activity, one should study the factors of scientific and technological progress and technological complexity of reproducible production and economic processes that are sufficiently represented in sources^{169,170,171}. They, in their totality, have an unconditional developing effect on a person. All other determinants of activators, influences, starters of movement, action and irritation, and the methods of scientific and methodological support of movement of processes, economic and technical environments, forms of their manifestation, are analyzed from the point of view of the cognitive essence.

The following features take their place in the general totality of this analysis:

1) *the actual objects of the movement*; they are a) business, b) entrepreneurship, c) social and economic structure, d) service business;

2) *conditions that form the environment of the developing function*; they are a) interaction, b) dependence, c) innovation, d) complementarity, e) cumulativeness, g) fragmentation, f) fractality;

3) *ways of movement of the phenomenon, monitoring and its description*; they are a) safety, b) proper functioning, c) quality d) reliability, e) efficiency.

The basic postulate in substantiating the conclusions is the following: *the logic of human activity is aimed at personal life support and satisfaction of the simplest needs, arrangement of social and domestic space, replenishment of production factors of economic growth and, finally, accumulation of wealth in the state, aimed at meeting social needs*. When comprehending this postulate, it is necessary to clarify what should be investigated. We need to study the **quality of activity**, because the activity contains a number of hidden properties. For example, it requires from a person to have targeted dexterity, thinking, skills, abilities, and physical action for:

¹⁶⁹ Гриньова, В.М., & Салун, М.М. (2009). *Організація виробництва*. Київ, Знання.

¹⁷⁰ Шевченко, О.О. (2012). *Історія економіки та економічної думки: сучасні економічні теорії*. Київ, Центр учб. л-ри.

¹⁷¹ Іщук, С.І., & Гладкий, О.В. (2011). *Техніко-економічні основи промислового виробництва*. Київ, Альма-матер.

- development of the action plan,
- spiritual persuasion of the environment in the correctness of the chosen movement,
- setting in motion a mechanical motor skill corresponding to an action plan and technology.

Even the above-mentioned, which includes the minimum number of features of the action plan, indicates a possible manifestation in the business of a variety of motives, circumstances, properties, factors and phenomena. Each of them can act as the starting methodological moment of building the skeleton of recognition of the studied content. That is, in all cases of activity it is possible to talk about the complex conditions of social production.

The content of *a complex of social production conditions* reflects, as it is known, an artificial logical-architectural construction of operations, works and functions. They are aimed at the goal of continuously ensuring the physiological existence of a person. According to this, the following positions are formed:

- 1) *the social and economic environment of the society* with its characteristic perception of reality, a reflection of social events and the socially necessary level of development of the workforce;
- 2) *connection of the legislative support of business* to the forms of interaction;
- 3) *the mentality of the people inhabiting the territory*, the perception of business processes and forms of exchange activities.

The objectives of this study are limited to the conditions of social production, which are caused by the development of large, medium and small businesses. On these three types of business contacts, the historical conditions for the formation of productive and entrepreneurial labor force have come together. In the authors' conclusions^{172,173,174}, there are the following conditions:

- a) *labor of an employee engaged in a technological process for the production of a product* as the productive force of a society that satisfies the needs of the society and its individual citizens;
- b) *accumulation in the personality of skill, mastery and creative initiative*, culminating in the environment of factors of production by the formation of value, added value and social utility.

The above-said allows us to speak about the existence of a number of target factors that occupy the position of the driving basis of the business. Among them, the main factor is the factor called "entrepreneurship". The moment of manifesta-

¹⁷² Миропольский, Д.Ю., Максимцев, И.А., & Тарасевич, Л.С. (2013). *Основы теоретической экономики*. Санкт-Петербург, Питер.

¹⁷³ Бахидов, С.Б. (2018). *Капиталистическое отчуждение труда и кризис современной цивилизации*. Санкт-Петербург, Алетейя.

¹⁷⁴ Пироженко, Е.А. (2017). *Труд и окружающая среда: проблемы взаимодействия и регулирования, монография*. Москва, ИНФРА-М.

tion of the power of entrepreneurship is the “entrepreneurial function”. It remains for businesses to put on display a range of newly created groups of products, goods and services that have utility properties, so that the entrepreneurial function of the society is immediately included. Based on this, we can see the initial position of the researchers^{175,176,177}, who start exploration of the discovered problem. In their studies, they establish the basic provisions, namely, *the service that forms the basis of the non-production sphere is directly related to the economic growth and replenishment of the productive power of the society, and to increasing the wealth of the state, and further, the welfare of the people.*

This conclusion is very useful for the establishment of the subject matter. As it is known from sources^{178,179,180}, the non-productive services sector, in combination with small-scale production, takes a leading position in relation to material production in discussions of the essence, structure and content of service activities and the service business. At the same time, the sphere of material production, as before, is a potential supplier of operations, works and functions. A multi-stage historical development, the formation and establishment of production and economic events in the environment confirm the evolutionary course of the formation of the sphere of service activity. The facts confirming the stated thesis are manifested in all periods of the social and economic movement of the society, without exception. To give grounds, they should be brought here. For this purpose, it is required to follow the dynamics of accumulation of the desired experience in the subject of research. Four of the six are included in the analysis. These are the pre-capitalist, mono-capitalist, industrial and post-industrial ways of the social and economic movement of society. In our own source¹⁸¹ we prove these provisions, and this study we only draw attention to the conclusions.

¹⁷⁵ Бурменко, Т.Д., Даниленко, Н.Н., & Туренко, Т.А. (2007). *Сфера услуг*. Москва, КНОРУС.

¹⁷⁶ Свіч, Ю.Ю., & Брітченко, І.Г. (2014). *Маркетингові стратегії продвиження образовательних услуг в національному інтернет-пространстві України*. Полтава, ООО «Техсервіс».

¹⁷⁷ Singelmann, J. (1978). *From Agriculture to Service: The transformation of Industrial Employment*. Beverly Hills : Sage.

¹⁷⁸ Кузнецов, П.В. (2011). Вопросы разграничения производственной и непроизводственной сфер хозяйственной деятельности. *Многоуровневое общественное воспроизводство: вопросы теории и практики*, 2(17), 194–199.

¹⁷⁹ Жильцов, Д.Е. (2014). Производительный труд и непроизводственная сфера общества. *Управление образованием: теория и практика*, 3, 71–80.

¹⁸⁰ Малинина, Т.Б. (2008). Мера труда и мера потребления в потребительно-стоимостном измерении. *Вестник Санкт-Петербургского университета*, 12(1), 115–125.

¹⁸¹ Britchenko, I.G., & Saienko, V.G. (2017). The perception movement economy of Ukraine to business. *Ikonomicheski Izsledvania*, 4, 145–179.

The period of the **pre-capitalist social and economic movement of the society** provides for the analysis *scientific facts about the weakly expressed properties of human initiative in the field of artisanal, patriarchal and communal production*. Production units are built on manual labor, the simplest mechanical devices and craft processing of the object of labor. *The genesis efficiency of the movement follows a process in which the skill of the worker correlates with the images of the material support of replenishing the functions of physiological survival*. Relations form the conditions for the materialization of manufacturing and factory production.

The period of the **mono-capitalistic social and economic movement of the society** provides for the analysis *a multitude of scientific facts*. Among them, there are facts about 1) the inclusion of private capital throughout the operation, 2) hiring of labor and 3) government's position as a guarantor of economic relations. That is, not only two factors are involved in the interaction, as it was the case in the previous period, but there exists a number of factors. *The genesis efficiency of the movement follows a process in which the skill of the worker is embodied in social costs, which is averaged by the function of wages and the stratification of the labor force of society according to the criterion of its complexity*. The materialistic perception of such a reality fixes the workforce for technologically connected jobs, which have unequal complexity of the operations, work and functions.

The period of **industrial social and economic development of the society** provides for the analysis *scientific facts about the capitalist structuring of production relations, which leads to the discovery and refinement of the components, positions and elements of entrepreneurship*. The factors involved in the production and any other social relations, more and more recede from the subordination of linear dependence and are increasingly approaching the exponential. *The genesis efficiency of movement follows the process of creating a large, technically developed industry*. Relations on the frontal industrial bases develop the processes of automation, aggregation, mechanization and robotization of a production process, its individual technological lines and sections.

The period of **post-industrial entry of production relations into innovative activity** provides for the analysis *scientific facts about conglomerates of corporations and associations of industries that are shaped by the innovative morphology of the environment of mutual influence*. Economic interaction gets rigorous mathematical outlines, based on a combination of the same rigorous strong constructions and probability functions reflecting the uncertainty of the security environment. *The genesis efficiency of the movement follows the process of corporatization of industrial relations and the development of business functions*. Relations based on structuring the processes of activity go beyond the limits of unit production and materialize under the conditions of branches of complementary formations.

Thus, the modern production environment due to the operation of the economy mode has been reduced to the development of the industrial territory of enclaves and megalopolises, complex enterprises and corporations, associations and organizations. Like production cells, they are created mainly in the areas where there are powerful raw material resources and cheap labor. Such a reformatting of production relations into conglomerates is completed by the influx and accumulation of a large mass of living and materialized labor. Innovative methods of controlling super productive aggregates, tools and exorbitantly large fixed installations, and methods of establishing the connection of large enterprises with small and medium businesses are also available to this mass of labor. Workers in such industrial formations are professionally and physically prepared, ideally subordinated to the decisions of skilled managers, because the former condition is preserved: *it is necessary to withstand competition, to continuously train and select personnel*. The combination of the analyzed factors into a single model (and this is a large mass of skilled and unskilled labor, super-powerful technical means and skillful qualification of management workers) not only greatly facilitates labor and concentrates production, but also opens up new opportunities for transition to the latest technological schemes and effective management systems. Such a concentration of labor mechanically expands the lag of the effectiveness of its conditions of use, includes the advantages of its distribution between services, workshops, sites and cells of stationary and private entrepreneurship. This gives a qualitative impetus for the formation, subsequent development and expansion of business, the organization of seasonal interaction in the social and economic structures of territorial relations. However, the interaction process looks more complicated than in the previous periods of movement.

The complication of its economic movement has been noticed and assessed by scientists^{182,183,184}, which reflect the economic environment through the resource of labor and the resource of the effectiveness of technical equipment and its improvements. With this moment, the moment of the recognition of entering the post-industrial activity, the economy mode and the prevalence of pragmatic utilities fully come into effect. Only one characteristic – *the productive force of society (PFS)* – continues its equilibrium movement along the ascent curve. However, it also changes in proportion to the standards of public consumption and *is steadily increasing, being subject to the increase in the complexity of labor and performed operations, work and functions*. The desired increase is achieved due to *the skill of labor and the skill of the personification of labor, which is competitive demand*,

¹⁸² Голиков, В.И. (1984). *Управление и система экономических отношений*. Киев, Наукова думка.

¹⁸³ Алексеев, А.А. (2018). *Инновационный менеджмент*. Москва, Издательство Юрайт.

¹⁸⁴ Mintzberg, H., Ahlstrand, B., & Lampel, J. (2005). *Strategy Safari: a guided tour through the wilds of strategic management*. Simon and Schuster.

the attention to this process is growing. The action includes, again, the lag of motion, which either accelerates or fades in its motion. Complicated trajectories of development rely on the increase in the productive force of the society due to the increase in the qualification of living labor.

This means the following: *in order to systematically describe the economic conditions of production of a product, not one or two characteristics should be introduced into circulation, but several complex-dependent indicators at the same time.* Indicators are called “synthetic”¹⁸⁵, since they are integrative in nature, and the dependency itself refers to the “correlation-regression”¹⁸⁶ because it includes many factors.

In today’s environment, such a technique allows one to recognize the uncertainty properties of the reflection of the forms, models, and probabilistic outcomes of any event. That is, *the essence of the methodological foundations of registering the movement of an economic event or phenomenon in modernity is associated with the entry of action subjects into an unstable environment, “into chaos”, and their return back “in order” of transformational changes, but with a higher organizational level of implementation.*

The indicated process received an avalanche-like tendency of spasmodic dynamics and rationalization. Subjecting to other laws, the organizational schemes for building interaction with probabilistic origins are amenable to the process of structuring social production. The interaction environment can be structured according to several criteria, namely according to:

1) material environment of the application of labor. This is *a two-sector model of the economy*, in which there are: a) the sphere of material production and b) the intangible sphere of services. Business conditions follow the provisions of statutes and regulations of the state. Proponents of this classification are those researchers who support the methodological approach of the dismemberment of social production into components, developed by K. Marx¹⁸⁷. In such an environment, service activities are recognized as spontaneously occurring work;

2) heterogeneity of the working environment. *This is a three-sector model of the economy*, in which the independent sectors are: a) the mining industry, b) the manufacturing industry and c) the service sector. The service sector of the economy is filled with business on an unlimited scale, and in the extractive industry and the processing industry, along with monopoly relations, state capital takes its place, and they, taken together, transfer part of their work to their needs. Proponents of

¹⁸⁵ Поспеловский, Д.В. (2014). Стратегия устойчивого репозиционирования туристской компании. *Российское предпринимательство*, 13, 177–187.

¹⁸⁶ Немчинов, В.С. (1967–1970). *Избранные произведения*. Т. 1–6. Москва, Наука.

¹⁸⁷ Marx, K., & Engels, F. (1978). *Manuscripts*, 39 vol. Moscow: Politizdat., vol. 13, 6.

this position are those researchers who support the classification of S. Fischer¹⁸⁸ and J. Clark¹⁸⁹. This environment recognizes the existence of the service sphere;

3) the effectiveness of services intangible production. *This is a five-sector model of the economy*, which reflects many more or less homogeneous complexes of activity. These include: a) the mining industry, b) the manufacturing industry, c) transport and utilities, d) trade, finance, insurance and real estate operations, and finally e) health care, education, recreation, research and government services. Very specific conditions are put forward for the development of business, which have multi-level and diverse restrictions, formed individually at the stage of drawing up business projects. Proponents of this fragmentation of activity are those researchers who support the classification of D. Bell¹⁹⁰. The service business has sufficient resources to develop and maintain its own integrity;

4) the productive power of the service. *This is a multi-sectoral model of the economy*, which absorbs many homogeneous types of work. Options for the use of productive labor are being sought for these works, presenting it in the forms of “service activity” sectors¹⁹¹, rearrangement of their types¹⁹², or reasonable expediency of their information sector¹⁹³. Service business is an essential component of achieving the effect of activity, shaping its own growth factors.

The multiplicity of criteria indicates that the processes of scientific and technical transformations, the concentration of production and the technical and economic content of management decisions are complicated, and sometimes complex, in nature. To reflect their essence requires the introduction of a set of matrices consisting of a number of indicators in order to assess the situation in real coordinates of motion. The general development trend is as follows: *a conglomeration of technical, technological and managerial decisions on the terms of the law of division and cooperation of labor substitutes operations, jobs and functions from industries and transfers them to the business with its entrepreneurial function*. The factor contributing to this development is the factor of concentration of production, which isolates ancillary and service industries and services into independent groups. Those, in turn, declare themselves as full-fledged entities and forces

¹⁸⁸ Dornbusch, R., Fischer, S., & Schmalensee, R. (1990). *Economia*. McGraw-Hill.

¹⁸⁹ Clark, J. B. (1902). *The distribution of wealth: a theory of wages, interest and profit*. Macmillan.

¹⁹⁰ Bell, D. (1973). *The Coming of Post-Industrial Society: A Venture in Social Forecasting*. New York, Basic Books.

¹⁹¹ Бурменко, Т.Д., Даниленко, Н.Н., & Туренко, Т.А. (2007). *Сфера услуг*. Москва, КНОРУС, 40–43.

¹⁹² Singelmann, J. (1978). *From Agriculture to Service: The transformation of Industrial Employment*. Beverly Hills : Sage.

¹⁹³ Porat, M., & Rubin, M. (1977). *The Information Economy: User's Guide to the Complete Database (on Magnetic Tape)*. Washington, Office of Telecommunications.

possessing entrepreneurial and productive energy. The formula of the movement is known, it is presented in the source¹⁹⁴ based on the introduction into circulation of the investment attractiveness rating of “old enterprises” and the investment attractiveness of the enterprise in the industry. The rest is not so important, because the post-industrial society inherits from the industrial society such a large number of qualitatively diverse action subjects that their diversity makes the management environment innovative from the very beginning – both at the monitoring and development stage and at the intervention and management stage. According to the method of prof. L.N. Matrosova¹⁹⁵, in order to facilitate such activities, it is necessary to learn how to use communication links a) *connection* of action subjects, who complement each other with operations, functions and work on the method of complementarity, into a network, b) *combination* of innovations into a constellation according to the constellation method and c) *creation* of a number of cluster chains according to the method of connection.

This position of the researcher is of fundamental importance in this case, because the realization of the chain “businessman (entrepreneur) – producer – consumer” built in the work allows the society *to replenish the missing elements* for a single production environment, and the chain “inventor – businessman (entrepreneur) – investor – consumer” allows to organize *the development of the innovation process* for the macroeconomic environment. A way of developing an event is the structure formation of components – innovation, organic fundamentals, and approaches to the transformation of the environment. This is the only way that has its own toolkit of movement, and at the same time, it is the moment of the birth of new foundations that will be used in a post-industrial society in the near future or are already being used. For example, it happens in the digital economy. Now, we have to dwell on some of the physical features of modernity.

The post-industrial period at the stage of its entry into innovation activity is accompanied by organizational regulation of the interaction environment. The need for such a regulation arose long ago – together with the processes of material production and its maintenance, which go to broader processes of exchange of activity. It has the following combination: *it unites the legacy of an industrial society with its dynamically outdated technology and technology and innovations of a hybrid, transitional to post-industrial society*. The environment for the exchange of activities in it is multiple in structure, purpose and direction of single-unit objects, business segments and business sectors, and therefore the physical properties are in a state of isotropy. For this reason, the following statement is valid: *activities in a post-industrial society are distributed between flows, enterprises, industries, organizations, institutions, firms, lines, sections and segments, where they divide*

¹⁹⁴ Матросова, Л.Н. (2000). *Формирование организационно-экономического механизма управления и инновационными процессами в промышленности*. Ленинград, ВУГУ, 264–266.

¹⁹⁵ Ibid., 387.

into specificity of operations, works and functions. This multitude of action components further complicates the description of the activity and makes it cumbersome to the point that it is urgently necessary to search for the motive of breaking the whole into pieces. The motion itself a) is registered due to the accelerated process of division and appearance of new formations for the reason that b) some works and services are increasingly recognized in states as a factor of economic growth.

There are other reasons for recognizing the power of a resource in many sectors of work and services, but these two are the main ones. This process of concentration of production and distribution of labor among workplaces is still promoted by objective factors of scientific and technological progress, the socio-economic development of the society and its own need for the maintenance of material production. The essence of what has been said is associated with the fact that in any new business, there forms its own number of main production facilities, auxiliary workshops, maintenance farms and drainage systems. They are the production, workshops and subsidiary farms; they are also a part of conversion, supply of raw materials, preparation for the development of the product, assembly and finishing of the product, energy supply, repair and maintenance of equipment. This listing only gives the idea of the work complexes, which ensure the smooth operation of the main production and connection of the business to the activity. The distribution of labor between technological units of activity is natural and necessary. It opens up a powerful resource for business organization. There is something in common that pushes to the organization. For example, *the movement of activities associated with the consistent processing of natural resources and adapting them to the goals of meeting the personal and social needs of the society.*

Thus, the post-industrial society needs:

1) in production and technological processes of material production, to preserve the use of the productive power of labor under the same conditions that were characteristic of the environment of industrial society;

2) in the service sector, to develop new criteria and ways of reflecting the essence of those which actually manifest themselves, but still remain fragmentary, and ways of reflecting the events of social and economic activity;

3) in scientific developments, to recognize as an important starting point the property that with the growth of the scale of a separate type of activity and the concentration of material production, the intangible services sector gets an equilibrium place of the factor of economic growth, an effective way of development and providing additional wealth growth or a source of service business formation;

4) in the structural semantic model of the service business, to observe the following two components, namely: the conditions of the social and economic movement of the society and the complex factors of social production.

Establishment of a structural and analytical relationship is required in order to identify and preserve the resource of the state's wealth, prosperity and well-being of its citizens. In this regard, the following tasks are put forward:

- 1) to monitor the indicators and characteristics of the development of the sphere of material production and non-material services;
- 2) to develop effective ways to maintain the productive power of the society, forms of large, medium and small businesses.

7. Classification signs and situational provisions of filling business with quality

The key of movement to the hidden:
*To change the state of affairs in the right direction
in the real relationship between phenomena encounters
an insurmountable obstacle of the connection of words ...*

Now, when we have highlighted the provisions of recognition of business and service business, the conditions of figurative presentation of its essence to the environment, the scheme of movement and the identification of pragmatic value for the development of this movement, when and we have indicated the provisions of the overall importance of the service business in the societies, it is necessary to establish more or less specific classification signs of its content. This will continue the formation of an evidence base in the field of structure of service activities and service business. As it turns out, individual provisions need to be perceived in the future regardless of the type of business, i.e. regardless of whether it is a productive, consumer or service business. It is necessary to pay attention in this case to the nature of its fundamental principles. This nature is the following.

The desired movement in its specific variants is provided, as it is well known, by a technological platform. If it is defined in a statement more clearly, then it is provided by the management technology, “which is based on the use of tools, instruments, equipment, processes related to the application of skills, knowledge and mastery, adequate information, control system, use and application, finding and creating the necessary resources: energy, raw materials and human potential”¹⁹⁶. At all stages of the production of a product or service, there is a dependency that applies to all spheres of life without exception. Its essence is in the following: *the change of technology at the same moment is mechanically reflected in the renewal and reorganization of all links of societies, and in the structure of “subject-subject relations”*.

¹⁹⁶ Бурменко, Т.Д., Даниленко, Н.Н., & Туренко, Т.А. (2007). *Сфера услуг*. Москва, КНОРУС, С. 11.

In this regard, at the increasingly large-scale, the facilities of health care, information services, culture, law and order, educational system, communication system, public transport, trade, management infrastructure, finance and, finally, science and scientific tracking of processes join traditional service industries that satisfy the personal needs of the population or the needs of everyday life. With a series of mechanisms of substitution, replacing, joining, or division of action subjects, the process of preferential filling the structure with “subject-subject relations” is registered. That is, the “subject-subject sector” of activity or a similar pole of activity that obeys the “person-to-person” model are making their way into business environment.

A number of scholars have been developing this problem^{197,198,199}, and they have received the basics of its concretization. For example, source²⁰⁰ states that the sought-after pole of activity “unites such industries in which the interaction of people is based on interpersonal communication and whose product is characterized by a low degree of reproducibility and is largely represented by information and knowledge”. According to the developer of the classification system, it is possible to connect the sphere of culture and entertainment, education, academic institutions, information production, advisory and legal services, finance and money circulation, insurance operations and real estate operations, public administration to this pole. Specialists pay attention to the differences that allowed allocating the proper characteristic in a separate group. These differences lie in the diversity of technological processes, requiring a high degree of qualification of workers in a rare profession, and, as a result, this is due to the exclusivity of the most of provided products and services. On the recommendation of the cited authors²⁰¹, this approach allows us to “illustrate the logic of structural changes in social production” of the post-industrial, i.e. service, society, perceiving the modern economy on the methodological basis of the “service economy”. Such a change in the perception of the studied phenomenon requires a restructuring of consciousness, for the initial signs of the objectivity of its growth are changing.

The science of management, marketing and entrepreneurship, which has a number of systems for simplified business management, provides a number of

¹⁹⁷ Андрущенко, В.П. (2006). *Організоване суспільство*. Київ, Атлант ЮЕМСі.

¹⁹⁸ Палеха, Ю.І. (2015). *Менеджмент персоналу*. Київ, Ліра-К.

¹⁹⁹ Zbierowski, P., & Góra, K. (2014). Positive leadership: its nature, antecedents and consequences. *Journal of Positive Management*, 5(1), 85.

²⁰⁰ Иноземцев, В. (1997). Структурирование общественного производства в системе постиндустриальных координат (методолого-теоретические аспекты). *Российский экономический журнал*, 11–12, С. 66.

²⁰¹ Бурменко, Т.Д., Даниленко, Н.Н., & Туренко, Т.А. (2007). *Сфера услуг*. Москва, КНОРУС.

explanations. Their description is presented in the sources^{202,203,204,205}, and in this analysis, this legacy serves as the basis for defining the classification criteria for recognizing the service business. An effective methodological approach to clarifying the signs of such a recognition is the method of structuring processes. This method allows us to notice the facts of the development of innovations in economies and to establish their value, based on the experience of life. The initial signs link the objectivity of the growth of the phenomenon with the following three motives, namely the presence of:

1) **usefulness of the type of human activity to the society.** *Initially, this utility is based on the accomplishment of the fact of consumption of the produced product and on the return of capital into circulation in full.* This utility of consumption is the ultimate goal of human activity, all other goals, such as profitability, super profitability, income and efficiency, are brought in as a secondary condition dictated by a different need, a need for expanding production, a pattern of increasing the level of consumption of public goods or the basic characteristics of a business – a large, medium and small. The product can be consumed by the manufacturer or sent to the market of goods and services, where it is endowed with consumer value and exchanged. The functional procedures of this process are described sufficiently in the sources^{206,207,208}, therefore, there is no sense in dwelling on them in detail. Here attention is paid only to the fact that analysts^{209,210,211} coordinate most of the product promotion operations in the market environment precisely with the

²⁰² VanGundy, A.B. (1988). *Techniques of structured problem solving*. Springer.

²⁰³ Маслов, А. (2006). Особенности развития сетевых бизнес структур в России. URL: <http://www.polit.nnov.ru/2006/08/17/netbusiness> (дата обращения 17.08.2006).

²⁰⁴ Пашкус, Ю.В., & Мисько, О.Н. (1991). *Введение в бизнес. Практическое пособие для предпринимателей*. Луганск, Северо-Запад.

²⁰⁵ Ray, G., Barney, J.B., & Muhanna, W.A. (2004). Capabilities, business processes, and competitive advantage: choosing the dependent variable in empirical tests of the resource-based view. *Strategic management journal*, 25(1), 23–37.

²⁰⁶ Нусратуллин, В.К., Нусратуллин, И.В. (2017). Воспроизводственные процессы в экономике как фундаментальное эволюционное явление. *Теоретическая экономика*, 4, 8–21.

²⁰⁷ Маевский, В.И. (2010). Воспроизводство основного капитала и экономическая теория. *Вопросы экономики*, 3, 65–85.

²⁰⁸ Автономов, В.С., Ананьин, О.И., & Макашева, Н.А. и др. (2001). *История экономических учений*. Москва, ИНФРА-М, 621–638.

²⁰⁹ Tschohl, J. (1996). *Achieving excellence through customer service*. Best sellers publishing.

²¹⁰ Петрикеев, Ю.Г., & Шамлинский, Я.И. (2012). Сервисное обеспечение логистической деятельности промышленного предприятия. *Актуальные проблемы авиации и космонавтики*, 253–254.

²¹¹ Федупин, А.А., Багдасарян, В.Э., & Щиканов, А.Ю. (2011). Перспективы государственной сервисной политики через призму междисциплинарного моделирования. *Вестник Ассоциации вузов туризма и сервиса*, 3, 67–78.

content of the term “Service”, the meaning of which is important to be clarified in this study again, but from the point of view of market functions.

In this sense, term “Service” means: a) the phenomenon of specific personal activity, regulated by consciousness, generated by human need and society and aimed at knowledge with the intention of transforming the external world and oneself; b) the factor of active human interaction with the environment based on the application of physical and mental labor, while maintaining the quality of activity, all other things being equal, it acquires a somewhat different meaning in the market environment. Before the market economy, this was presented in terms of a coordinated perception of the quality of human nature (derived from the Latin “humanitas”) and a culture reflecting its value. To make it clear what is being said, we should remind here the following: there is a number of other operations, works and functions, quality can be represented by the offer, advertising, delivery, service, and bringing the original qualities of the product to perfection, etc. The list of many qualities can be continued. The conclusion is the following: the term “Service” reflects *the physical phenomenon of self-fulfilling operations, work and functions inherent in the technological process, which requires for its accomplishment the transformation of one type of energy into another*. This is on the one hand, and on the other, *it shows the economic essence of the product, which expects the manufacturer to immediately send the service environment identifier to the market where the maintenance cycle or a certain utility implementation scheme, equivalent to returning funds for expanded reproduction takes place*;

2) **business personification.** *The personal composition of the participants in a business activity follows the groups of functions of a businessperson, an entrepreneur, a producer, a consumer, a service worker. This personification is located along the chain of phases of real embodiment, being distributed according to the position or the functional content of the performed operations, work and functions. This process of moving towards the “materialization of human action” is initially understood as an idea, up to the point at which the opening of a business or the distribution of functions between participants is planned. There are a number of methodological recommendations in science^{212,213,214}, which in different spheres of human activity are united by the psycho-neurological aspects of labor. These aspects of labor are aimed at organizing the effectiveness of movements and human actions in almost all phases of the reproductive, performing, or technological process. That is, in the environment of material production, the movement obeys the mode of work and rest regarding the operations, work and functions, its dura-*

²¹² Зайцев, С.Л., Рыбалко, В.И., & Саенко, Г.В. (1991). *Социальные аспекты охраны труда на угольных шахтах*. Москва, Недр.

²¹³ Покровский, Б.П. (1974). *Летчику о психологии*. Москва, Воениздат.

²¹⁴ Горбов, Ф.Д., & Лебедев, В.И. (1975). *Психо-неврологические аспекты труда операторов*. Москва, Медицина.

tion – the intensity, severity and nervous tension of work performed by the work processes.

However, the level of labor efficiency is subject to the processes of market elasticity, strategic management and the extraction of synergistic effect. This condition is demonstrated by materials of sources^{215,216,217}, dedicated to the evaluation of labor in different conditions.

At the same time, *the elements of registration, the constructions of reflection and the ways of perception of the semantic content of the phenomenon “Service”*, are still far from its true perception. This true perception does not follow from the thoughts of analysts. They admit some inaccuracy in their reasoning. The inaccuracy lies in the fact that they *adapt to the patterns of consumer behavior of the finished product on the market, which explains the name of the selected personification groups and their role in the reproduction process*. Thus, in material production, this is a combination of portions of qualifying work for a conglomerate of industrial personnel, in which the main, auxiliary and service workers, engineering and technical workers and employees take their place. *Such a layered set of them fills the structural content of the semantic model of personification of both production and service relations*. For, in both cases, *“phase-wise” relations are forming, such as: production, distribution, exchange, and consumption of the produced product*. The differences lie in the cost structure of physical and mental labor. *But this is not interesting for this study – the conditions and pretext are of interest, based on which a number of operations, works and functions from the material production environment can be transferred to the service activity environment, and as an option – to the service business environment*. One can come to the existence of such a possibility, guided by the developments of the apologists of political economy A. Smith, K. Marx, A. Marshall, J.-B. Say and others. The statements are supported by theories of economists, such as D. Bell, A. Toffler, I. Fisher, J. Schumpeter, and others, the organizational systems of industrialists, such as F. Kotler, M. Porter, H. Ford, and others. **The following provision was established: the term “Service” reflects the phenomenon of carriers of action, which are the framework of organizational interaction;**

3) **conglomerates of emerging business**. *The economies, industries and occupations, economic and gathering activities of man, which were once generalized on a systematic basis of relations and proposed by K. Marx and his supporters for consideration and systematization, are replenished with new types of activity*

²¹⁵ Бритченко, И.Г., Белявцева, М.И., & Садекова, А.А. (2002). Макромаркетинг (поведение, реклама, администрирование). Донецк, ДонГУЭТ; ДонНУ.

²¹⁶ Мікловда, В.П., Брітченко, І.Г., & Кубіній, Н.Ю. и др. (2013). *Стратегічне управління конкурентоспроможністю: епістологічні підходи та практична проблематика, монографія*. Полтава, ПУЕТ.

²¹⁷ Campbell, A. (Ed.). (1992). *Strategic synergy*. Butterworth-Heinemann.

that are now by all means included in the business. All the many types of human activity, as it was addressed above, are reduced to two areas – product production and service delivery. Each of them consists of types and complexes of independent kinds, industries and sectors of human activity. The first sphere was the totality of production, materializing in a real product (on the market it manifests itself in a commodity), so it received the name “Material Production” (these are the mining industry, metallurgy, electric power, agriculture, etc.); and the second – the aggregate of non-material production of the service (on the market it manifests itself in the good, rare product, service), so it received the name “Non-production services” (these are consumer services, utilities, manufacturing art, etc.). Not dwelling any more on the advantages and disadvantages of such a methodological approach to the classification of activities, and, consequently, to the distribution of labor between species, genera and spheres, it is noted here only that the above-mentioned has a methodological value. The researchers are given an approach to systematizing the structures of interaction between production and socio-economic aggregates of objects and economies, their sectors and types on a template basis.

At the named moment of stereotype, the accounting value of the development is fixed, but its scientific value remains hidden and awaits further clarification. So, in the works of contemporary researchers^{218,219,220} such an assessment was started. The research²²¹ recognizes that these areas are unequal in both scale and contribution to national income. However, even with the recognition of such a deficiency, they until recently serve as the starting methodological platform for developing better systems of public relations, the starting point for conducting local discussions and economic reasoning.

Over the course of the newly formed types of activities, horizons of large-scale transformations in the theory of economic activity and the practice of production activity open up. Their appearance and affirmation is evaluated as not a random process, but as a mechanism for the dialectic development of society. This is evidenced by the process of accumulating information about modern life, the amount of which develops into quality. The following example is in favor of this. In the environment of scientific and technical transformations, the concentration of production and subsequent management decisions on the terms of a detailed

²¹⁸ Рочева, О.А. (2011). Экономическое исследование понятия сервисного сектора экономики. *Вестник казанского технологического университета*, 22, 189–194.

²¹⁹ Липатова, О.Н., Полянская, Э.В., & Арсланова, Э.Р. (2017). Особенности логистики третичного сектора экономики. *Вестник Астраханского государственного технического университета*, 4, 132–136.

²²⁰ Садыки, М.Р. (2013). Особенности предпринимательской деятельности в сфере услуг. *Региональные проблемы преобразования экономики*, 4, 315–317.

²²¹ Рочева, О.А. (2011). Экономическое исследование понятия сервисного сектора экономики. *Вестник казанского технологического университета*, 22, 189–194.

feasibility study, unique conditions are created for public relations to enter the post-industrial stage of economic development. This stage of development of the economy is sufficiently described in the sources^{222,223,224}, and therefore now we pay attention only to the main series of manifestations of its features, which bring the solution of tasks closer in individual enterprises, in political structures, and in the society as a whole on a general basis.

Researchers^{225,226,227} confirm that *post-industrial society* is based on the innovation sector of the economy, high-performance industry, knowledge industry, high-quality goods and services, competition in all areas of activity. This is also reflected in the higher proportion of the population employed in the service sector. For the same reason, the *post-industrial economy* absorbs everywhere transitions 1) from priority production of goods to priority production of services, 2) to the intellectualization of labor, 3) to a higher level of education of the labor force, 4) to the information society, 5) to preferential orientation to fractional (small) business.

In this list of transitions, one could pay attention to the processes of “dematerialization” of relations, and then – to exceptional abilities to develop and use new knowledge, introduce innovations consumed in societies. All this deserves special attention. However, *this analysis ends with a reference to the tendency to concentration of activities in the form of small business*. Such a concentration is recorded for the reason that this activity revives the viability of large-scale industry, providing greater flexibility in establishing relations both in the production of goods and in the provision of services.

In this list of transitions, one could pay attention to the processes of “dematerialization” of relations, and then – to the exceptional abilities to develop and use new knowledge, introduce innovations consumed in societies. All this deserves special attention. However, *this analysis ends with a reference to the tendency to concentration of activities in the form of small business*. Such a concentration is recorded for the reason that this activity revives the viability of large-scale industry, providing greater flexibility in establishing relations both in the production of goods and in the provision of services.

²²² Bell, D. (1973). *The Coming of Post-Industrial Society: A Venture in Social Forecasting*. New York, Basic Books.

²²³ Иноземцев, В.Л. (1999). *Новая постиндустриальная волна на Западе. Антология*. Москва, Academia.

²²⁴ Сухарева, М.А. (2018). От концепции постиндустриального общества к концепции экономики знаний и цифровой экономики: критический анализ терминологического поля. *Государственное управление. Электронный вестник*, 68, 445–464.

²²⁵ Якунин, В.И., Сулакшин, С.С., & Багдасарян, В.Э. и др. (2012). *Постиндустриализм. Опыт критического анализа, монография*. Москва, Научный эксперт.

²²⁶ Баринова, В.А. (2013). *Институциональные условия инновационного развития фирмы*. Москва, Издательский дом «Дело» РАНХиГС.

²²⁷ Drucker, P. (2012). *Post-capitalist society*. Routledge.

Further, repeating in some details, we remind that the concentration of production has turned certain territories into developed and technically equipped enclaves and megalopolises. This led to the fact that in them super power tools are controlled by highly skilled engineering and technical personnel, whose number is trained in excess and on the basis of this quality an atmosphere of competitive rivalry is created. The conglomerate of concomitant social factors and the actual concentration of labor, in turn, greatly facilitate labor itself, its organization, and its reproduction, because new opportunities are opening up for introducing advanced technological schemes and effective management systems. Fundamental changes in the production process, which are associated with the mechanization and automation of labor, ultimately end with the optimization of production and labor. The main thing in this process is that a number of objective processes are set in motion, expanding the areas of interaction, replacing obsolete technologies or redistributing the functions of the activity by transferring a part of them to the business environment. This is indicated by a series of events that sometimes occur in the sphere of public relations. They are:

1) *stagnation*. Production of goods does not satisfy the consumer in quality. Recommendation to the owner of capital: *to start developing a new form of joint ownership*. For example, based on the inclusion of business structures in order to save at least 30–40% of capital investments and preserve the framework of own production on the basis of such an action;

2) *crisis*. The production of goods exceeds the needs. Recommendation to the owner of capital: *to stimulate more productive labor*. For example, by involving their own employees in the replenishment process of a group of company owners and expanding the range of products based on the inclusion of business processes;

3) *technical re-equipment of production*. Suspending for some time the production and technological cycle of work inhibits the production of goods. Recommendation to the owner of capital: *to proceed to the fastest transition to the corporatization of production and the expansion of social and economic relations*. For example, on the basis of production division;

4) *transformation*. The produced goods are massively losing consumers who place different demands on design, quality, material, shape, color, etc. of products. Recommendation to the capital owner: *to urgently make the transition to a new technological process of splitting operations and work*. For example, based on connecting a small business;

5) *change*. Full suspension of production. Recommendation to the owner of capital: *to engage in a new social and economic regime of public relations*. For example, based on the inclusion of activities that have a probabilistic nature of the manifestation of an economic event and the uncertainty of the formation of social relations.

Each of these forms of restructuring is followed by a general phenomenon: *in the society, the processes of regulating the interaction on the terms of dematerialization of the materialization of labor begin their turn*. These processes need

further analysis, because the following dependence manifests itself: *at the initial stage of its development, any innovations and reorganizations are transferred painfully – they inhibit both production, exchange of activities, and consumption, but then accelerate them on a new basis of interaction.* The physical sense of the described development means that **the “chaos” stage has moved into the “new order” phase**, i.e. in the harmoniousness of the organic relationship, which reached a higher level of organization. In business, **the state of chaos** means multiple points of phase space, reflecting the achievement of super income by an entrepreneur.

Therefore, we can formulate an intermediate conclusion of the study: *the essence of the foundations of the service business movement is connected with the entry of action subjects into the “chaos” and then return back to the “order” based on the transformational changes of interaction.* Such an “entry” and “return” of the *foundations of the movement* mark the transition “from everything to everything” of the subject of activity from one state to another, which is observed quite often in everyday life. However, this transition, unlike ordinary transformations, means bringing the subject of activity to the perception of a higher organizational level of management and segregation. The term “segregation” (new Latin *segregacio* – separation) is introduced here in circulation with the intention of preserving its original meaning. This meaning is connected with the “change in the physical state of a heterogeneous environment” in the economic environment, in the productive environment, in the business environment and entrepreneurship. This innovation is due to the fact that the recent transitions have activated the tendency of an avalanche-like and continuous forcible changes and rationalization of many economic events and processes that are not amenable to formalization, which automatically classified them as technical. In addition, it is necessary to add the following: when chaos is included in the transformation processes, violations in production, service conditions, business relations and systems of distribution of human activity between groups of occupations are recorded. It draws attention for the following reason. If we return to the criteria of a) the materiality of the assignment, b) the heterogeneity of the production environment, c) the effectiveness of the services of the intangible production or d) the productive power of the service, then we can fix the movement towards the establishment of the service business for a number of signs. The scheme of reasoning about this is as follows.

1. Social production according to *the criterion of materiality of appropriation* is represented as an equal dual sector model in two major areas – a) the sphere of material production and b) the sphere of non-material production. In these areas, the quality of material production is improving and part of its operations, work and functions are transferred to the medium-sized and small business environment, which not only fills the non-production services sector, but also introduces a special form of relationship – *the service business sphere.*

2. Social production according to *the criterion of the heterogeneity of the production environment* is represented in the form of a sectoral model of the economy in three large sectors. These include a) the mining industry, b) the manufacturing industry, and c) the service sector. *The service sector of the economy is filled with business, and mining and manufacturing industries, in turn, transfer part of their work to the business* for their needs. It may happen that it is too early to call such a business in this work a service, but its role in servicing large business, capital and production is already recognized, for it is obvious.

3. Social production according to *the criterion of the efficiency of services of intangible production* is presented in the form of a detailed sector model. These include a) the mining industry, b) the manufacturing industry, c) transportation and utilities, d) trade, finance, insurance and real estate transactions, and finally e) health care, education, recreation, research and government institutions. In addition to the mining and manufacturing industries, *all other industries* have an *unconditional attitude* to the service provider and, consequently, *to the service business*.

4. Social production according to *the criterion of the productive power of a service* is divided into types and forms in even more detail. It is no longer for individual sectors of the economy, but for most types of activity, options are being sought for the fragmentation of productive labor, presenting them in the forms of “service activity”, which is filled with sectors and niches of services. Including in the schemes of the dismemberment of individual types of labor on a professional basis, already at this stage we *can talk about the formation of a full-fledged service business*. The motives are the following – there is a type of activity, there is work need to be done.

The presented combination of criteria allows us to begin to design a logical platform for summarizing the classification positions of the service business. This platform is as follows. Everything that happens in the environment is perceived according to the reality of the environment that unites the processes of material production and business on a large scale. In unity, the legacy of industrial society is moving with its aging technology to the technologies and innovations of the post-industrial society. The calculation of the growth of movement is based on a) the rapid process of division and splitting off organizations, enterprises, firms, works and functions, and b) on services that take the place of the economic growth factor.

There are other reasons for recognizing the power of many service sectors, but these are the main ones. The needs of material production form their own series of main production, auxiliary and subsidiary branches, providing links, redistribution, workshops, sites and the actual processes and lines for the provision of services. They, in fact, represent the sources of the service business, the movement in its specific variants is provided by technology at higher efficiency resources. The basis of this technology is a certain set of material factors and intellectual foundations. For example, in the source²²⁸ such a multitude is specified as: “the

²²⁸ Бурменко, Т.Д., Даниленко, Н.Н., & Туренко, Т.А. (2007). *Сфера услуг*. Москва, КНОРУС, С. 11.

use of tools, instruments, equipment, processes related to the application of skills, knowledge and mastery, adequate information, the management system, the use and application, finding and creating the necessary resources: energy, raw materials and human potential". The dependence is still in effect, which is manifested in all spheres of life. This dependence is based on the following: the change of technology is reflected mechanically on the renewal and reorganization of all parts of society through the "subject-subject systematization of relations". It bears the "subject-subject" sector or pole of activity, coordinated with the model of interaction "person-person". A number of researchers are working on this issue^{229,230,231,232}, and they have received the basics of its representation.

The most reasonable are the provisions of the researcher V. Inozemtsev²³³, who reasons as follows. The sought-after pole "unites such industries in which the interaction of people is based on interpersonal communication and whose product is distinguished by a low degree of reproducibility and is largely represented by information and knowledge"²³⁴. These properties have always had a fundamental, or rather, inhibitory value. Now, according to the developer, a somewhat different classification system can be connected to this pole in the sphere of culture and entertainment, education, scientific institutions, information production, advisory and legal services, finance and money circulation, insurance operations and real estate operations, the spectrum of public administration. In relation to certain types of activities, the researcher repeats the already expressed opinion. However, it draws the attention of specialists to the differences, which made it possible to single out the appropriate property into an independent group. They differ in a variety of technological processes, the need for the society to provide a high degree of qualification of workers in rare professions, the exclusivity of most of the products created and the services provided. Returning to the recommendations of the cited authors²³⁵, the proposed approach allows "illustrating the logic of structural changes in social production". The researcher, again, talks about the post-industrial *service* society, perceiving, at the same time, the modern economy on the theoretical basis of the "service economy" and "digital economy".

²²⁹ Андрущенко, В.П. (2006). *Організоване суспільство*. Київ, Атлант ЮЕМСі.

²³⁰ Брітченко, І.Г., Андрєєва, Г.І., & Пожар, О.М. (2006). *Управління персоналом*. Суми, УАБС НБУ.

²³¹ Палеха, Ю.І. (2015). *Менеджмент персоналу*. Київ, Ліра-К.

²³² Zbierowski, P., & Góra, K. (2014). Positive leadership: its nature, antecedents and consequences. *Journal of Positive Management*, 5(1), 85.

²³³ Иноземцев, В. (1997). Структурирование общественного производства в системе постиндустриальных координат (методолого-теоретические аспекты). *Российский экономический журнал*, 11–12, С. 66.

²³⁴ *Ibid.*, P. 66.

²³⁵ Бурменко, Т.Д., Даниленко, Н.Н., & Туренко, Т.А. (2007). *Сфера услуг*. Москва, КНОРУС, С. 43.

The analysis allows to draw the attention of the researchers to the following property: *with the growth of the scale of activity and the concentration of material production, the intangible services sector has gradually taken an equal place as an economic growth factor.*

It must be said that this is an effective way of developing and ensuring an additional increase in the wealth of the state and the welfare of its citizens. To demonstrate the assertion one should refer to the opinions of a number of researchers. For example, according to^{236,237,238} in the society, the value of the characteristics of education, awareness and physical health of the employee, activity properties, business ethics and qualifications have increased; according to^{239,240,241} – artificially developed qualities are being established for management; according to^{242,243,244} – skills for service have been obtained; according to^{245,246,247,248} – the quality of making new solution has improved.

This suggests a mechanical conclusion that the conditions of social production, in which business is an integral part of conscious human activity, are divided into many activities that are steadily gaining potential as they move towards the devel-

²³⁶ Новиков, А.М. (2010). Постиндустриальной экономике – постиндустриальное профессиональное образование. *Вестник ВГОУ ВПО МГАУ*, 4, 7–15.

²³⁷ Стрельников, В.Ю., & Бритченко, І.Г. (2013). Сучасні технології навчання у вищій школі. *Полтава, ПУЕТ*.

²³⁸ Olshantseva, T. & Britchenko, I. (2012). Business education in a global educational market. *Materials Scientific-Practical Conference Dedicated to the 60-th Birth Anniversary of Professor George Tsereteli «National economies and globalization»*. Tbilisi, Ivan Javakhishvili Tbilisi State University, T. 1, 99–104.

²³⁹ Блинов, А.О., & Василевская, О.В. (2001). *Искусство управления персоналом*. Москва, ГЕЛАН.

²⁴⁰ Власов, А.Г. (1990). *Японский стиль управления и его сравнение с управлением в США и Западной Европе*. Москва, НИИПУ.

²⁴¹ Drucker, P.F. (1990). *Managing the Non-profit Organization: Principles and Practice*. New York, HarperCollins Publisher.

²⁴² Аванесова, Г.А. (2005). *Сервисная деятельность: историческая и современная практика, предпринимательство, менеджмент*. Москва, Аспект Пресс.

²⁴³ Богоддин-Малых, В.В. (2004). *Маркетинг и управление в сфере туризма и социально-культурного сервиса: туристические, гостинично-ресторанные и развлекательные комплексы*. Москва, МПСИ.

²⁴⁴ Федцов, В.Г. (2009). *Культура ресторанного сервиса*. Москва, Дашков и К.

²⁴⁵ Гринько, Т.В. (2013). Особливості сучасних інноваційних процесів підприємств сфери послуг. *Держава та регіони*, 1, 106–109.

²⁴⁶ Von Hippel, E. (2005). Democratizing innovation: The evolving phenomenon of user innovation. *Journal für Betriebswirtschaft*, 55(1), 63–78.

²⁴⁷ Rogers, E.M. (2010). Diffusion of innovations. *Knowledge and Innovation Management*. Simon and Schuster, 37–50.

²⁴⁸ Thomke, S., & Von Hippel, E. (2002). Innovators. *Harvard business review*, 80(4), 74–81.

opment of post-industrial relations. This process broadens the matrix of business and production relationship efficiency. In this matrix, a) the processes of transfer by large business of works and batches of products for processing in small and medium-sized businesses, b) the temporary nature of the work, associated with the low-volume batches of orders for products and the seasonality of the onset and execution of work play their role.

Summing up the studied material, the work of a business relationship should be presented in the form of a market-model connection of elements of structure formation. In our view, this connection has been installed. It is as follows:

“the technical substance of business U (Two components: 1) a person’s predisposition to accumulate energy in him/herself in such a way that he/she can develop a business idea, find a way to extract a resource, process it, add value to it, and return a new resource to the market; 2) target interaction environment),

methodological substance of business U (One component: a structurally transformed skillful worker who has accumulated knowledge, skill, professionalism and experience),

a complete system of business environment U (Two components:

1) components of the macro-business environment a) political → ideology, movement in social development, economic policy of the state – programs of social and economic development, targeted projects of technical re-equipment, b) legal → permissible norms of business relations – rights, duties, responsibility, c) social → mentality of the population, its religiosity, social development trends – tastes and behavior of the population, social values, people’s attitude to work, ethical norms, d) technological → automation and mechanization of production processes – production capacity of areas, throughput capabilities of technological units, level of equipment of production, level of depreciation of aggregates, machines and mechanisms, e) economic → overall level of economic development – gross domestic product, inflation rates, unemployment level,

2) components of the business environment, a) the infrastructure → a set of business and economic activities, which provides the general conditions of production and life support, provides information, raw materials, labor, financial and other resources – agencies, tenants, audit firms, banks, intermediaries, b) competitors → a business groups with overlapping interests, ideas, products, work, goods and services that undermine the equilibrium of relations in the market – companies, organizations, enterprises, individuals and companies that produce a product capable of replacing the analogue, c) governing bodies → regulation of the sphere

(14)

of activity, business management – councils, executive committees, industry institutions, d) suppliers → delivery of resources and their return value – organizations and enterprises that are engaged in enriching raw materials and supplying business with materials, raw materials, energy), e) consumers → citizens, organizations, enterprises and individuals that buy the product of a business),

business formation methodology U (One component: model relationship of a number of synthetic indicators → income, profitability, self-sufficiency, demand for a product, price elasticity),

economic and organizational process of business interaction U (One component: sequences of movements, regulations of operations, work and functions → they are combined by work and relaxation modes, targeted programs of mechanization, reduction of manual and heavy physical labor, measures to rehabilitate workers whose work is accompanied with harmful inclusions or neuro-psychic overloads), (14)

the scientific and methodological structure of the economic environment of business interaction U (Multiple set of components: property ratios 1) business imperfection, 2) business self-similarity and 3) business fractality),

economic environment of interaction U (Multiple set of components: economic transitional forms of transformation of interaction)".

The elements of the connection (14) can be refined as new tasks are set for the business, for the research or for other reasons of an objective nature. For example, this may occur due to the recognition by science of new qualities, properties and forms of an economic phenomenon, or other methods and forms of interaction.

8. Judgement on some moments of development processes

The key of movement to the hidden:

*The nature of the impact is manifested in the materialization
a good-will personal ideal ...*

In transition economies, the process of structure formation turns out to be the most difficult to perform, since the conditions for the transformation of chaos into order are superimposed on one another in a geometrical progression. There are several reasons for this. These are the avalanche-like spontaneity of the influx of contingent, the ordered chaotic sprawl of participants throughout the territory, the absence of systemic approaches to managing development processes. To clarify what has been said, the following two items should be studied:

1) *social and economic process*. It is aimed at systematic destruction, reorganization and replacement of any labor-intensive types of production of goods and services with more efficient ones. For this, *the processes of adaptation of business entities to indistinctly expressed groups, combinations and schemes of a market economy are activated*;

2) *business process*. It has the element of accessibility for every person who wants to move in space and think. For this, *an individual activity is perceived unhindered, based on the thought of the thinking and capable of drawing up a plan of action person, who, in fact, implements this plan of action*, but chaos is introduced into the economy by these actions.

As it is known, there should be no chaos in the economy, otherwise crisis or stagnation (in general terms “destruction”) occurs. However, the above-mentioned, leading the economy to a mismatch of actions, over time introduces interaction into the utility environment – optimization, scientific substantiation, project problem resolution, and programmatic implementation of all subsequent efforts, movement, and action essentially of an “individually marked relationship”. “Individually marked relation”, in turn, from this moment takes any research to the level of development of the methodological basis for the structure formation of processes. In this case, it is business and service business.

To achieve such a goal, it is necessary to establish positions, in which the studied relationship expands its activities to the system environment of maintaining

“communication or interaction of people, their groups, societies and communities among themselves”. In this situation, *systemic actions* are based on a) the indefatigable physical energy of a person, b) person’s unlimited dedication, and, after this, on a combination of c) unreasonably powerful neuro-psychic endurance and d) continuous desire that encourages the person to act in any “subject – object” environmental conditions, no matter how difficult they may be to overcome.

These positions remain natural for a mobile person, such as a “fractal”, and for a “passionate personality” capable of ensuring a progressive expansion of the boundaries of the “target model of pragmatic utility” activities. However, the primary elements of the model connection (14) vary both in structure and in content. Thus, from a complex of abilities, a person activates 1) physical ability to work and save life, 2) cognitive thinking suitable in social and economic environments, and 3) impeccable dexterity (skill) of interaction in a situation dictated by probabilistic origin. These abilities bring utility in all situations, both in the production environment of business entities and in the business environment. They are formed in all spheres of public life – in the environments of social exchange of activities, professional interaction, daily living, which in their unity can be represented as a common environment of relations. For the methodological combination of the efforts of most of them, the interests of a) the state endowed with a system of managing and regulating relations, b) a producer with sufficient capital, and c) an individual personal initiative ability to work and move are preserved. Each of these participants has its own incentive and a variety of motives for activity, meaningful entry into communication links and conscious connection to the consumption system. The central position, again, is occupied by a person, a person who does not always want to enter social production as a productive force.

The interaction desired by the society stimulates and induces a person to action only after the proper level of “development of the ability to work, to move, to action, to culture, to organization, to management” is cumulated in a person. To achieve one of these qualities, a person needs, in addition to the natural and introduced abilities and inclinations, to have the social and economic environment of their use. In this environment, an effective system of physical education and mental development of a person should be created, and only after acquiring knowledge, skills and abilities, an access to unhindered inclusion in socially beneficial relations can be acquired. This will certainly be reflected in the ability of the state to apply effective types of physical education, means of intellectual preparation of its citizens for activities. It is so because it provides the state with the result of wealth, and the employee – with critical control over the course of own choice of movement, environment, events and with the achievement of self-sufficiency, and as a result – welfare. That is, it can be argued that these provisions allow an individual to enter the social and economic or, bypassing it, industrial and technological environment. The choice of conditions for the preparatory development of

a human is known. It is possible a) in the family under the supervision and control of parents, members of the inner circle; b) in the workplace, with the master, transferring own craft and skill to the apprentice; c) in the educational system of the state, which provides the ability to generalize knowledge and to design processes; d) in the environment of unit production, where the characteristic of the productive power of labor can actually be realized. The above-mentioned was published in^{249,250}, and here, we are only giving remarks.

Any combination of particular interaction components in any their combination confirms the end result of the expanding environment, its structural content and the indispensable social interaction – that is, the achievements of what the study is seeking – the recognition and description of the service business. The consumption of knowledge, the set of movement of skills and abilities, the actual physical and mental ability make it possible to reproduce the three primary conditions of interaction in a person. Among them, 1) the development of special motor physical abilities of a person, 2) the development of thinking experience based on mental abilities, 3) the refinement of the personality structure of professional abilities. These conditions, in turn, activate the re-refinement of the utility of a number of related properties, abilities and qualities, which are not studied here, but their existence is mentioned. The essence of such a utility combines a) the energy of personal development of a certain ability, b) the physical ability to produce a product or create an effect, and c) the structure of the professional fitness of the person.

Along with this, the movement of the organic business environment (this is the idea, plan, majority support), the mobility of the enclosing environment (this is the team, funds, equipment), the stability of the involved participants in the action (these are apologists, experts, investors, managers, professionals, handymen) are possible to implement on the terms of the resources available in the external environment. That is, here again, in the structures of new formations “some resource belonging to the external environment” is included. We can argue the “pair-wise” association of material primary elements in the artificial way, material factors and factors of the general culture of the society, collective interests and personal interest, health systems and training methods, etc. Their unified structure, in fact, makes it possible to realize the substance of activity, which at the basic level is related to the production of energy for human development, and at the functional level is related to the movement of processes of overcoming contradictions in

²⁴⁹ Саєнко, В.Г. (2016). Услуга по развитию физической способности человека в среде спортивного бизнеса. *Ефективна економіка*, 7, URL: <http://www.economy.nayka.com.ua/?op=1&z=5079>.

²⁵⁰ Saienko, V.G., & Britchenko, I. G. (2016). Physical ability of the individual as a needed market factor in the European Union. *Economy and Education of Ukraine: on the road to EU, monograph*. Nowy Sącz, Wyższa Szkoła Biznesu – National Luis University, 43–59.

social relations, interference in the accumulation of professional skills and possibilities when choosing how to convert one type of energy other.

All above-mentioned can be done without regard to the fact that we have an educational, recreational, industrial, training or competitive pace of interaction. It is important to make sure that this artificial system, which allows for interaction, brings organization, planning and universality to the achievement of the designated goal. *The usefulness of the artificial system is associated with the vectors of accumulation, transformation and energy expenditure by a human*, which is subject to regulation and control. This is an important point that forms the basis of the initial movement of the business. However, there are no principles in the list of vectors that correspond to the interaction structure.

The choice of the interaction structure is influenced by the principle of profitability, which guides the actions of a businessperson developing a business plan, and the principle of energy accumulation, which guides the actions of a person who chooses the way to develop own physical and mental abilities. Both parties are subject to regulation and control.

To ensure the success of synchronous motion, it is needed to choose one of two control schemes, which is simple and effective at the same time. They regulate: 1) *simplified management*, which is perceived mainly as the business performed on an intuitive basis by the developer based on the idea of obvious utility features, often calculated for a seasonal or short period of interaction, for incidental work or casual occupation; 2) *innovative management*, which is based on knowledge, the scale of labor, complex plans, tasks and tools for systemic and targeted communication regulation. These schemes are sufficiently described by the authors^{251,252,253}, and therefore they have the simplicity, their own resources to restore the original situation, mechanisms and classification features of adaptation to the management environment. In terms of methodology, interest in these management schemes is manifested in two ways of business. Among these ways:

a) *business as a type of human activity*. In this case, business is included in the chain of relations “production – consumption – production”, which discloses a) production of goods in the form of a product or service, b) consumption, which creates an objective need for new production, c) production, which creates new needs. The need for action in unity is determined by two formally dependent functions. Among them: 1) target (production of a continuous flow of material goods. The pattern here is to meet the needs, consistent with the degree of satisfaction of

²⁵¹ Галямина, И.Г. (2013). *Управление процессами. Стандарт третьего поколения*. Санкт-Петербург, Питер.

²⁵² Семенцов, А. (2018). *Управление бизнес-процессами по человечески*. Рязань, СилаУма-Паблшер.

²⁵³ Агеев, А.Б. (2010). *Создание современной системы корпоративного управления в акционерных обществах: вопросы теории и практики*. Москва, Волтерс Клувер.

the growing demands of citizens) and 2) structural (endowing the good with use value. The pattern here is that utility, which is able to meet the needs for material things and basic necessities, is replaced by usefulness in knowledge, information, cumulative energy and free time);

b) *business as a kind of economic interaction*. In this case, business enters a diverse network of public relations according to the “person – person” model and is a form of a person’s attitude to natural and developed resources based on their adaptation to own needs through the mobilization of productive power and the adaptation of production relations. The need for action in unity is determined by the three premises. These are 1) the need, which is put forward as a condition for observing certain proportions of social production, social division of labor and exchange of activities, 2) submission of actions to the law of economy of working time, 3) compliance with the relations of production relations with the level of development of productive forces. Natural is the manifestation of patterns, when proportionality follows the interaction of the conditions of production and the needs of society; subordination is due to the development of the productive forces of the state and the rate of growth of social labor productivity; the equivalence of the exchange of activities is formed by the form of solvency on the model of “purchase and sale” and follows the criterion of the relationship of needs with production.

Since business is an innovative and rarely repetitive activity, it should be set at least conditionally some formal mathematical evaluation for it. This will allow in private variants of the structure formation of processes to begin its formalization, further systematization and forecasting of events in relation to the digital assessment of the event. To do this, it suffices to have a linearly ordered set of elements selected from a set of specific characteristics. The selected *methodological approach* allows us to describe *a separate system with a finite number of a) variables* at the initial (just as at the final and arbitrarily specified) stage of the movement of the phenomenon, b) *the adaptive properties* of the formation of the fundamental principle (and their deviations from the trajectory of the event) c) *logical refinement* of both the quality of the plan and the professional ability of the performer at all stages of the development and implementation of an action program.

The number of business variables *is made up of the characteristics of two levels – synthetic*, which describe the “logical reflection of the phenomenon” and indicate the limits of variation of their relationship in the hierarchy of relations, and the *simplest* ones, which provide “point measurement of the phenomenon”. For example, the following can be shown here. In the service business, synthetic characteristics are the volume of investments, labor intensity of production, energy intensity of technological schemes, goal attainment, etc., and the simplest are the number of personnel, number of project developers, participants in a process or event, total starting capital, etc. Referring to these characteristics adequately describes the private system of relationships.

At the same time, the idea of business and *the process* of its mental generation reduce structure formation to the description of “*relationship*”, but with a *different content for each stage of the movement*, which is realized in the process of entering into the interaction of capable and critically thinking individuals armed with the original group way of thinking. Relations are still necessary focused on several related functions. They include:

- a) production of a product or service on an exceptionally large scale;
- b) extraction of the natural resources, precious metals and rare-earth minerals, use of wind, water, sun, and other energy, which provides super-profit;
- c) adaptation of extracted goods to the exceptional conditions of personal or social needs;
- d) deciding on the utility of continuing or suspending actions in the economic environment of supply and demand;
- e) abandoning obsolete and maintaining new targeted relationships.

It is required in such a spectrum of relations to perform three steps of actions – preparatory, analytical evaluation and executive, having a procedural purpose. This allows rethinking the solution at all these stages and several times, namely:

- 1) when choosing the development criteria proper (for example, separation of a business into an independent system of activity, calculating a contingent of consumers, evaluating the capacity of the niche);
- 2) when justifying the characteristics describing the idea (for example, obtaining threshold values of the probability of achieving the goal, power, speed, strength of action and reaction);
- 3) when clarifying the prerequisites of the operating procedure (for example, the allocation, identification, description, formalization, improvement and simplification of the system).

Since the service business belongs to the category of “non-ideal objects” in most parameters, which are violated by weakly defined (blurred) interaction boundaries, the properties of fractal dimension extend to it. As noted above, this means that in business structuring procedures the concept of “fractal dimension” reflects the property of “not necessarily an integer value”, the property of “fractional” dimension. In the study, this technique allows us to get closer to describing the conditions of uncertainty, the properties of which are transferred to artificial subjects of many types of small and medium businesses that did not find a stable trajectory of their movement. Neglecting the accuracy of mathematical calculations, the variables at the same time describe the diversity of the spectra and properties of the general environment, the business environment, the perception of the phenomenon and the consequences of transformations, product, services, market and consumer substitution trends, and patterns of development processes. By operating with variables whose values change in time and in space, the system state is described at a selected moment of its location on the motion path.

The methodological approach, which develops the action, is as follows. The driving force of a single change in the “Business” economic system is management, which takes a position of both the innovation and result; because in it, the transformations of variables in the system are recorded. As an example, the variables of living labor, materialized labor and material components of a business can be used, which are transformed into a product in a technological process, and a product, in turn, turns into a benefit, income, profit, or super income in the market of goods and services. That is, *using the discrete tendency to replace (transform) one event with another event “step by step”, one can become aware of the design of the business*. Then, *the conversion calculation method is available*. And, *if the transitions of transformations are completed with changes in functional purpose, then the “reflection of events chain” device should be used, perceived as a “transition method”, according to which the business system remains unchanged (or in the previous state), and the variable is implicit (functional), but, nevertheless, it maintains a connection according to the properties of the internal general state*. There can be too many such properties, which greatly complicates their multidirectional impact on the resulting value of the success of a businessperson. However, the expectation of obtaining the expected super-profit often absorbs a reasonable risk weighting. In this case, it is required to include in the analysis the method of the *relationship of order*, which is once again formed from the chaos of the set of elements that show little at the initial stage of movement and recognition of the phenomenon. Neglecting inaccuracy, it is in this way that it is possible to combine together many elements that are in a certain, weakly expressed relation to each other, and if expressed more precisely, then in the probabilistic connection, the manifestations of changes are relative to each other.

Business, as a methodologically evaluated systemic human activity, begins its movement in a person’s thoughts and continues this movement in the economic environment. For this, it is required to register the *reaction of the material outcome*, i.e. the moment from which idealistic activity begins to manifest itself in costly material actions, correlated with the calculations to obtain the expected results. That is, without initially having a positive reproduction attitude, both the connection and the relationship must first be constructed artificially, embrace the common positive elements and potential possibilities ideologically, streamline their multitude into the system, and only after that put into operation the newly created economic model of interaction. Naturally, this model in a pragmatic environment remains ideal until the first payment for the performed work. This fact of payment materializes the idea, transfers its actual state to the interaction environment, and then the connection between the elements of the system is directed along the vector of the impact of one element on another. This introduces new determinants of communication into business relationships, which until then had remained not so noticeable. Outwardly, such a connection is identified with a directed graph, in which the vertices and arcs connecting the elements are endowed with the quality

of dimension. Such a system needs to specify the coordinate of the beginning of movement (or motion reference) and the quality of the final location, and then one can proceed to monitoring the characteristics and assessing the state of the system. Its condition is of scientific interest at the following stages: 1) at the entrance to the activity, 2) at the recorded intermediate course, and 3) in a finite period of time at the exit. The model “entrance – exit – condition” is estimated as unrelated and simplest, and it operates according to the principle of a “black box”. To obtain the elements of the systematic business research, it is required to insert specific information into it. Therefore, the aggregates consisting of four factors, which are “labor”, “land”, “capital” and “entrepreneurship”, are technologically connected in the reproduction process and characterize the business of large enterprises. Their purpose does not change in the service business, but then, in their totality, one more factor should be introduced – *“Innovative Management”*.

Since this is the initial stage of presenting the fifth factor as equivalent, it is required to be perceived now *as a process of structure formation that performs the function of monitoring*. However, if this process is replenished with search operations, approbation and use of innovations, then we can speak about the birth of a new organic component of the economic phenomenon. The following evidence is in favor of this statement.

In order to talk about a new quality of organization of relations in business, it is necessary to combine into an organic totality a conglomerate of 1) collective action, 2) management decisions and 3) conditions of perception and implementation of a business project. This combination is completed by the selection and use of more productive equipment, advanced technology and modern scientific achievements, and this requires the use of a new quality control, i.e. innovation management. The criterion for “action by choice” is a product extracted from a “black box” filled with analogs of ideas, methods, techniques, means and forms of management, and recognized as “innovation”. In the aggregate of such a combination of thought and coming to a decision, its place take:

1) *property of the productive power of labor*. It is conditioned by the potential utility of labor embodied in the product. The process is based on transferring the value of living and past labor to a product or service, which provides added value;

2) *the quality of the professionalism of the participants*. It is conditioned by the availability of the resource of knowledge, the replenishment of the skills and abilities of the staff. The process is based on the transfer to the object of labor of additions caused by human creativity;

3) *value of services for the economy of the state*. It is determined by the need to move the product, goods or service. The process is based on changes in the value of the product in poorly developed areas that have demand for it and conditions for mass consumption.

If we use the method of studying phenomena from the general to the particular, then a detailed analysis of the *quality of the productive power of labor* reveals the quality of the readiness of the individual to work, to activity. This, in fact, turns it into the productive force of the society in the working environment, because it is accumulated in man in advance. It can arise in a person when the following features are combined a) conditions for the development of person's general ability to work, which can be successfully adapted to the consumer qualities of the technological process and b) developed reflex instincts to maintain the required level of person's professional orientation. Professional orientation distributes performers between five classes of activity. They fill the main groups (product, energy, services), organizational (workplace equipment, raw materials supply), maintenance (repair and preventive maintenance of equipment uninterrupted operation), support (scientific and experimental work, training) and trade and commercial (organization of product sales) activities. Depending on the content of labor in these classification groups, we can trace business options. These options are unique, but they are necessarily based on the process of converting the efforts of living skilled labor, multiplied by materialized labor, resulting in the transformation of the properties and structure of the existing product, as a result of the application of such a conglomerate of labor, an additional series of newly created useful properties is created. There are differences. To focus attention on the differences, it is enough to clarify the content of the named positions of the classification using the example of the sports business. The meaning of business organization comes down to the following: when a "mainstream" group of activities promotes to the market a product derived from the physical and mental ability of a person who has absorbed new knowledge, skills and abilities of a general and targeted orientation; when the "organizational" group of activities is based on the production of a by-product, production and service in densely populated areas; when the "serving" group of activities includes preparatory services for the maintenance of the territory where the event is held; when the "support" group of activities focuses on maintaining equipment, accessories and facilities in working condition, on maintaining the characteristics of their reliability; when the "trade and commercial" group of activities is associated with the movement of products, goods and services to the places of mass gathering of consumers.

The main premise of business development is always connected with the solvency of the population, which, behind its physical meaning, should ensure income, profitability and success of any useful activity. However, the above condition is particular, and in order to ensure an absolute character, it is necessary for the thinking person's intentions to make dependent on the mass of potential consumers of the service, to turn them into a lasting interest in a phenomenon, product, goods, and service. For example, in the sports business, a consumer interest is subordinated to the development of one's own overall physical ability, to the

development of a complex of human motor qualities, such as speed, endurance, flexibility, strength, stability, etc. They correlate with the development of anthropometric characteristics. That is, a businessperson, in order to receive income, must sum up his managerial actions to the moment of coincidence of a number of circumstances with logical content. Among them, the main ones that can be mentioned are 1) parental care for the health of their children; 2) personal orientation of the consumer services; 3) regulatory requirements, standards and conditions of production; 4) medical and biological foundations of a healthy lifestyle; 5) qualified understanding of the requirements and standards of work. The analysis of their essence leads to the orientation of thought toward the organization of a core business. This thesis is confirmed by the experience of age development and the formation of a personality, which inevitably leads to the passage of the chain of mastering several qualitative levels of preparation and retraining according to the periodically changing content and complexity of relationships.

9.

Conceptual principle of accelerating the transition of relations into business

The key of movement to the hidden:

*Values open a wide space
for the free play of various forces ...*

Social relations that develop in all spheres of interaction in the environment are provided by a human, human behavior and actions. The action of a person is accomplished according to his/her own will, according to his/her own mentally modeled plan, it is selective, and, if it ends with a positive outcome, then it automatically becomes a new, valuable and innovative experience. The very nature of human life follows human's thought. This provision requires expanding the boundaries of the study. For this reason, the conceptual principle of speeding up relations is further specified, regardless of the type of business, the action of which equally applies to the sphere of service business and to any environment of expedient activity.

Any taken at random individual's personal plans for action is due to 1) the primary natural property of the emotional nature of his/her consciousness and 2) the infrastructure of a natural and artificially introduced environment. Emotionality in a person maintains an interest in analyzing, synthesizing, thinking, dreaming, generalizing and forming images, while the environment optimizes the directions for developing a final assessment of one's own transition to movement in a life-support environment, forming the experience of creation. These features unite in resultant in the course of interaction, the product of which in the research is represented by organizational, industrial or service integrity. It should be noted that we name here those visible features that are on the surface of the process of "accelerating relations in business".

To understand the conceptual principle of achieving the desired relationship in the business environment, it is necessary to initially identify:

1) the reality of the onset of motion. It means that it is necessary to have a fixation mechanism for the processed property of a) a person, b) event, c) phenomenon;

2) perspective of an event. It means that it is necessary to evaluate the components and resource of a) ideas, b) comprehended action plan, c) production program, d) business plan;

3) matrix structure of the organizational structure. It means that it is necessary to establish many milestones and benchmarks of attributes in the scheme for moving towards the goal at stages of a) refining the idea, b) arranging a plan, c) implementing the program of actions and ensuring it;

4) pragmatics of the events. It is means that it is necessary to outline the range of conditions for the transition of action developers who have developed an entrepreneurial function, from introductory activities to a) production, b) labor and c) activity exchange;

5) organic interaction with the environment. It means that it is necessary to highlight the basic provisions of the trivial representation of a) the responsibility for actions, b) the fundamental principles of the interaction of control, and c) monitoring of the progress of the execution of a set of actions;

6) integrity of the completion of the cycle of action. It means that it is necessary to have the environment of production, consumption and exchange: a) a public interaction environment, which should be accessible, b) human capabilities and c) conditions for finding and extracting a product.

It is required to describe the semantic content of the connection of thought with reality, which consists of six links, in the presented sequence.

1. *The mechanism of fixation of the processed property of a human is known. This is a special activity of the human brain, which creates a mental image of an imaginary future*^{254,255}. Brain activity distinguishes events and phenomena and processes them.

Regarding the subject of the study, we can say that since the image of the service business is conceived based on introducing a certain “something” into the system of consciousness, then the product of thought at the final stage of familiarization with it is a “*new artificial formation*”. The following is added to the same definition: *if there are no analogues in the artificial environment, then it (the product of thought) automatically belongs to the category of the original*. Based on such a mechanism, the pragmatic value of thought arises, which is perceived as the basic position of the idea being hatched or the personal plan of action being developed. Considering the organic beginning of the movement of an idea to embodiment, another mechanism is revealed – *the mechanism of replacing the quality of thought with the quality of administrative (or public) recognition of it*. The named quality materializes in a certain sequence of events, each of which proceeds procedurally from the previous one. Physically, this materializes in images that are transmitted by one interested person to another, exchanging the ideas. This thought transfer process is called the moment of the “*reality of the onset of motion*”.

²⁵⁴ Головин, С.Ю. (1998). *Словарь практического психолога*. Минск, Харвест.

²⁵⁵ Альмуханова, А.Б. (2007). *Большая психологическая энциклопедия: самое полное современное издание: Более 5000 психологических терминов и понятий*. Москва, Эксмо.

2. *The components and the resource of an idea, of a conceptualized plan of action, of a production program, and of a business plan* are developed by a person in relation to the artificial environment, because it is in this environment that thought materializes and grows into the reality of meaning.

The above-said allows us to choose a way to assess the prospects for action, the effectiveness of movement and success of behavior. The environment includes a) participants in the relationship – state officials, entrepreneurs, manufacturers, employees and consumers, and b) objects of interaction – production and technical base, scientific guidelines, interaction projects, etc. That is, the non-logic character of the psyche, and then the unpredictability of human behavior become the activators of actions, because they can mentally activate any fact taken from life, or even one that does not have similarity in it. A person many times processes this fact in own imagination. A person mentally endows it with missing elements and structures, properties and usefulness, analyzes the outlines of manifestation, the limits of recognition, systematically processes situations and the intended group of informative characteristics, includes them in the program of actions in the form of a new structure or formation. After that, the new construction is mentally re-evaluated, replenished with figurative analogues, reinterpreted element by element, the idea is polished, and, in the end, in such a construction is approved or excluded from consideration. At the final decision-making stage, the same procedure of weighing the doubts, revealed and confirmed new merits, and advantages brought by experts continues. A person can devote indefinite amount of time to the repetition and revising of solutions. This procedure can be implemented independently or in a group of like-minded people and experts. Only the moment of submitting a document (business plan, personal project, action program) in the environment of state regulation can be used to designate the coordinate of its organic interaction with the business environment, the state regulation environment, the environment of cooperation and process management. The excited state of preparatory thought to the deployment of the idea of own action plan in practice leads to the transition of a person from the environment of ideological concentration on the idea to the environment of its implementation. To this stage – the stage of the beginning of the movement of the practical implementation of the idea – the desired document must have a perfect scheme of completeness of thought, idea, plan, and program of action. This process of documenting a thought is called the moment of the movement of the idea to the recognition of the “*promising event*”.

3. *Attributes in the scheme of movement to the goal at the stages of finalizing the idea, coordinating the plan, implementing the action program and ensuring it* are formed by the idea itself and the proposed action plan, which is based on the entrepreneurial function. At the expense of it, the movement of the personality, of a number of specialists and experts in the social environment of interac-

tion “charged with action” is activated. (It means the reaction of the social and economic environment to the movement of the accelerator of the idea, plan, and program of action).

Now that the planned idea is accepted into the environment of “contractual relations” (It means that the developer of the idea joins the stage of working out contingent obligations to the society), there comes another transition to the “realization of hope”, which is expected to benefit later. Guided by the logic of the above reasoning, one can always follow the statement: *business is an individual human activity based on the originality of thought, which is presented to the society for consideration and approval in the form of a personal action plan (usually a business plan), which a person tries to materialize, applying own efforts.* This process of activating thought is called the moment of movement to the realization of the “*matrix of the organizational structure.*”

4. *The conditions for the transition of action developers, who have developed an entrepreneurial function in themselves, from introductory and preparatory activities to the relations of production, labor and exchange of activities are worked out in coordination with state regulatory bodies vested with powers.* This process of activating thought was called the moment of movement to the embodiment of the features of the “*pragmatic nature of the event.*”

This position is set here as the intention of the businessperson and it remains in the mind as the thesis until the **intention turns into a relationship**. First, the person has the status of a potential businessman; to implement the idea and to make it a reality, a developer needs 1) to arm him/herself with constancy of thought, the inevitability of intent to complete the idea and the provisions put forward in the business plan, and 2) to vigorously and selflessly bring the complex of movements and actions to the level of realization. Last thought in business is not the last thing; this position needs clarification.

Perceiving the term “relationship” as “connection or interaction of people, their groups, societies and communities among themselves”, each time it is required to receive in the state universal public approval of the own movement scheme, which is confirmed by the usefulness of the outcome for interested parties. Recommendations on the problem of transforming ideas into relationships in business (The essence is as follows: one must move, do, agree, design, plan, coordinate, implement, achieve success materialization, etc.) are known. This is a reality, and it is confirmed in the authorial systems of the business of E. de Bono, K. Kelly and V. Netting, presented above, by the schemes of the relations of Sh. Bondar and O. Yagolnik²⁵⁶,

²⁵⁶ Бондар, Ш., & Ягольник, О. (2004). *Як стати успішним підприємцем: практичні поради для тих, хто розпочинає справу (від «А» до «Я»)*. Київ, Видавничий дім «КОРПОРАЦІЯ».

A. Van Gundy²⁵⁷, S. Covey²⁵⁸, J. Rohn²⁵⁹, K. Sobol²⁶⁰, K. Tateisi²⁶¹, B. Tracy²⁶². Each businessperson, whose opinion is included in the analysis, is presented to the society according to the pragmatic nature of own relationship building experience. The analysis involves the provisions of the organizational scheme for the implementation of a personal action plan. Emotionally, such a businessperson is proud of him/herself, wants to be known and is willing to share a way of phenomenal success of a business, which he/she started with own hands. This experience, since it is based on dozens of authorial analogs, makes it possible to speak of a certain methodological basis, not only of the service business, but also of any other business. In such practices, *business is unequivocally stated and repeated many times, defended, proved, it is again formulated, developed and affirmed by the properties of the role and the extraordinary position of self-sufficiency and personality development*. That is, the depth and outcome of the relationship depend on the personality. As a rule, researchers pay attention only to one position of relations – to the presence of irrepressible biological energy, dedication and purposefulness of the personality, and the selection of other elements of recognition of the original qualities of a person is difficult for them.

Of course, the role of biological energy in the processes of economic and industrial activity cannot be underestimated. Its value is interpreted according to the economic processes, dominates in the macro- and micro-world, which has been sufficiently studied, proven and presented in the sources^{263,264,265}. In our own research^{266,267}, it is the biological energy of a human. However, in order to solve

²⁵⁷ VanGundy, A.B. (1988). *Techniques of structured problem solving*. Springer.

²⁵⁸ Covey, S.R. (2004). *The 7 habits of highly effective people: Powerful lessons in personal change*. Simon and Schuster.

²⁵⁹ Rohn, J. (2013). *7 Strategies for Wealth & Happiness: Power Ideas from America's Foremost Business Philosopher*. Harmony.

²⁶⁰ Соболь, К. (2007). *Как обрести и сохранить достаток. Молитвы, обряды, заговоры и обереги*. Москва, РИПОЛ классик.

²⁶¹ Tateisi, K. (1990). *The eternal spirit of entrepreneurship. Practical Philosophy of a businessman*. Moskva, Moskovskij biznes (in Russ.).

²⁶² Tracy, B. (2001). *Get Paid More and Promoted Faster: 21 Great Ways to Get Ahead in Your Career*. Berrett-Koehler Publishers.

²⁶³ Вернадский, В.И. (1978). *Живое вещество*. Москва Наука.

²⁶⁴ Ягельская, Е.Ю. (2013). Сущность и структура экономической энергии. *Проблемы экономики и менеджмента*, 8(24), 98–111.

²⁶⁵ Хайтун, С.Д. (2005). *Феномен человека на фоне универсальной эволюции*. Москва, КомКнига.

²⁶⁶ Толчева, А.В., & Саенко, В.Г. (2008). Профессиональная адаптация субъекта труда. *Соціум і особистість. Луганськ, Знання*, 97–103.

²⁶⁷ Шаповалова, Т.В., Саенко, В.Г., & Толчева, Г.В. (2007). Людина як суб'єкт соціального розвитку і головний чинник моделі самоздатності. *Організація самоздатності промислового*

the problem of developing the desired concept regarding the service business, one should first concretize the thought, tying it to the sectoral activity. That is, for such an ordering of thought a certain sectoral concreteness of activity should be chosen, to which its own organizational structure adapts. Moreover, as long as there is no required concreteness, then we can talk about the following:

a) business relations implement individual activities based on the original ideas of thinking and capable of drawing up a plan of action a person, who actually implements this plan of action. This situation is known to specialists^{268,269,270}. It can be applied without any clarification, because clarification does not introduce into the business research the essence of the new;

b) systemic actions are based on a person's irreducible motor energy, on limitless dedication and on the combination of excessively strong neuro-psychic endurance and persistent desires that impel a person to act in any social and economic conditions. This situation is known to analysts^{271,272,273,274}, who deal with the global ideas of the development of mankind. In the business environment, it introduces the essence of the new, because it specifies a search, in which the criterion of relevance is the physical capacity of the employee, coordinated with the neuro-psychological component of the body's performance;

c) the movement of the environment and of the actual participants of individual interaction is carried out through an artificial combination of the material elements of physical culture, health systems and sports in an organizational man-

регіону: проблеми ринку, економіки і бізнесу: зб. наук. праць Міжрегіон. наук.-практ. конф. Луганськ, ЛІПСТ, 211–214.

²⁶⁸ Байбородова, Л.В., Золотарёва, А.В., & Серебренников, Л.Н. (2009). *Дополнительное образование как система психолого-педагогического сопровождения развития ребенка, монография*. Ярославль, Изд-во ЯГПУ им. К.Д. Ушинского.

²⁶⁹ Нечаева, Н.В., & Рощина, Н.Н. (2006). *Педагогическая система развивающего обучения* Л. В. Занкова. Самара, Федоров.

²⁷⁰ Троицкая, Е.А., & Спирина, Т.В. (2013). *Психолого-педагогические основы проектирования информационных систем в образовании*. Владимир, Изд-во ВЛГУ.

²⁷¹ Вернадский, В.И. (2001). *Химическое строение Биосферы Земли и ее окружения*. Москва, Наука.

²⁷² Гумилев, Л.Н. (2007). *Этногенез и биосфера Земли*. Москва, Эксмо.

²⁷³ Assessment, M.E. (2005). *Ecosystems and human well-being*, Vol. 5. Washington, DC, Island press.

²⁷⁴ Stephens, G.L., Nakuba, M.Z., Hawcroft, M., Haywood, J.M., Behrangi, A., Kay, J.E., & Webster, P.J. (2016). The curious nature of the hemispheric symmetry of the Earth's water and energy balances. *Current Climate Change Reports*, 2(4), 135–147.

ner. This situation is known to functional developers^{275,276,277,278}. In the business environment, it brings the essence of the new, because it allows forming a matrix of informative indicators.

In the subsequent reasoning, the adopted scheme allows one to use the thesis of making an event. This thesis means the following: *in order for a person to become involved in a **business relationship**, the desired ability must reach a certain, sometimes transcendent, level of development of creative ability, on which the fitness of a person must activate his/her biological energy, set him/her in motion, objectifying action and interaction on conditions of benefit, value or effect according to the moments of favorable circumstances*. For example, the labor of a skilled performer turns into the productive force of the society after the moment when the executor enters the reproductive process on favorable conditions. There are other examples that demonstrate the effect of the thesis.

Striving for the accomplishment of an event, the society first receives at its disposal an insufficiently professionally trained specialist, saturated with a complex of shortcomings and inaccuracies. This leads to the repetition of training, short-term retraining, re-profiling of experience and accumulation of new knowledge.

5. *The main provisions of the trivial representation of responsibility for actions, for the interaction of control and monitoring of the execution of a set of actions* have an individual character of formation. This process of activating a thought also receives the name of the moment of movement to the embodiment of the features of “*organic interaction with the environment*”. This provision is set here because of the need to fill the program of actions made by the performers.

Subjects of actions that have developed an entrepreneurial function in themselves usually do not reveal ways to develop a business ability. Thus, they, as it were, reject the path of preliminary preparation of a person for action, indicating the existence of some other, natural, number of conditions leading to the development of creativity in a person²⁷⁹. Such motives of “secrecy” are noticed at all stages of learning how to train a person to business. This fact supports the idea that *business is a system of individual action that is consistent with the natural, physi-*

²⁷⁵ Бельский, И.В. (2003). *Системы эффективной тренировки: Армрестлинг. Бодибилдинг. Бенчпресс. Пауэрлифтинг*. Минск, Вида-Н.

²⁷⁶ Иващенко, Л.Я., Благий, А.Л., & Усачев, Ю.А. (2008). *Программирование занятий оздоровительным фитнесом*. Київ, Наук. світ, 198.

²⁷⁷ Саенко, В.Г. (2010). *Киокушинкай каратэ: система физической подготовки студента, монография*. Никополь, ЧВУЗ НЭУ; Луганск, СПД Резников В. С.

²⁷⁸ Толчева, Г.В. (2011). *Програма занять з хатха-йоги для студенток початкового рівня підготовленості*. Луганськ, Вид-во ДЗ „ЛНУ імені Тараса Шевченка”.

²⁷⁹ Pokusa, T., & Duczmal, W. (2012). *Zarządzanie i komunikacja w sferze przedsiębiorczości i administracji: doświadczenia i perspektywy*. Opole, Wyższa Szkoła Zarządzania i Administracji, Wydawnictwo Instytut Śląski.

ologically defined, abilities of the psyche to creativity, applied in the environment of a person, which, in fact, forms person's thinking ability. It happens in the following way: a person reveals in him/herself the initial inclination to the systemic reflection of "something invisible"; this systematic approach to movement is natural and should be developed individually. As it is known, the general educational system is not designed for the realization of such a thought, since it focuses on the development of the average mental sufficiency of the individual. Orientation to the average level of preparation of a person for self-sufficiency rarely gives the society the opportunity to synchronize individually created efficiency. This effectiveness implies the matrix, which includes the ability of a person to form an idea, develop conviction, design a product, develop an action plan, and choose a method to achieve a goal, and then financial success. Such a thing can exist and is formed depending on one's own actions, but it is immediately and naturally destroyed by a measured course of pedagogical intervention by experienced teachers, burdened by images of their own experience.

It is necessary to stop here and remind that in this order of own actions, a human possesses three natural qualities that are amenable to development. They include:

- 1) mobility of thinking processes,
- 2) psyche predisposition to creativity, planning and imagination,
- 3) entrepreneurial function of protection and preservation of a personality.

Interacting in a complex, all of them should be aimed at ensuring the preservation of own lives and nothing more. However, at the same time, under the influence of "elders" (usually educators, teachers and parents), the creative component does not receive conditions for development. Instead, being filled with sensations and ideas about the reality of life, social and industrial relations, with the fear of further difficulties of survival that have not yet come, a person is burdened by skills, techniques and abilities that form in him/her both persistent and unstable ideological, spiritual and mentally arising positions, elements and structures of standard relations. It is assumed that the combination of utility and uselessness forms in a person a complex of performing abilities, which are deprived of mobility of activity. From this reasoning, it follows that for the business environment there remains a smaller part of the positions, elements, and structural relationships that turn a person into the essence of a cognitive (fractal) personality that has imagination. The following is obvious for this study: *in one instant, it becomes clear that the processes of imagination must necessarily be present in a person, and necessarily materialize in the relationship environment.* True materialization in reality is achieved when a person combines:

- 1) an individual set of propensities and abilities that have a sacred, hidden from the environment, origin and manifestation. This series is based preferably on a) special volitional qualities, b) curiosity and inquisitiveness, c) incredibly

high motor perseverance and d) repeatedly multiplied selflessness and dedication of the person;

2) objectively formed surrounding created by the environment. This surrounding is synchronized with a) the scientific and technological progress and the changes introduced into reproduction processes, b) economic laws and social trends in the development of processes in the society, and finally c) scientific-methodological and organizational provisions that cannot depend on the human's will, but manifest themselves spontaneously depending on the natural indicators;

3) target settings put forward by the state, social movement, religion and self-government bodies to communities, societies, informal groups and family formations. These settings are associated with a) variation, b) regulation and finally, c) development of limits of action and establishment of the limits of the prevalence of the chosen system of activity in the controlled area.

Conclusions, statements, formulations, instructions or deductions, to which we draw attention, does not matter in what way they are marked here, are considered valid and take the place of fragments of methodological approaches and provisions. They become useful at such a stage when a *business relationship* is registered and there is an opportunity to maintain the conditions for the development of initiative activity in a specific utility environment for some time. Science allows us to distinguish two groups of utility conditions. They are:

– *conditions formed by a number of individual inclinations and abilities of a person*. They are based on the phenomenon of “sacred personality's quality”. The method is presented in our research²⁸⁰, the basics of this method were established by scholars^{281,282,283}. This phenomenon, again, supports the processes of mobilization of some biological energy of a person, aimed at emotional perception and reflection of reality. We should mention here that such individuals possessing irreducible biological energy in the theory of L. Gumilyov are designated as a “passionate personality”²⁸⁴. Such individuals are endowed with the natural ability to selflessly defend the ideas and projects created by them for society, the completion of such projects can drastically change the outlook of not only societ-

²⁸⁰ Шаповалова, Т.В., Сасенко В.Г., & Толчева, Г.В. (2007). Людина як суб'єкт соціального розвитку і головний чинник моделі самоздатності. *Організація самоздатності промислового регіону: проблеми ринку, економіки і бізнесу: зб. наук. праць Міжрегіон. наук.-практ. конф.* Луганськ, ЛІПСТ, 211–214.

²⁸¹ Ильченко, В.И., & Шелюто, В.М. (2000). *Кризис современного мировоззрения и проблема сакрального*. Ленинград, Глобус.

²⁸² Орлова, Л. (2009). *Восточная боевая энергетика и боевые искусства. Полное руководство*. Минск, Харвест.

²⁸³ Сафронов, А.Г. (2008). *Йога, физиология, психосоматика, биоэнергетика, монография*. Харьков, ФЛП Коваленко А.В.

²⁸⁴ Гумилев, Л.Н. (2007). *Этногенез и биосфера Земли*. Москва, Эксмо.

ies, but also peoples and nationalities. The energy, about which we speaking here, is known for example, both in the physical and spiritual environment of a person's readiness for confrontation or to repel aggression. If a person masters the method of development of a certain state of mind, then it is possible to achieve a state of affect, irrepressible emotional excitement and passion, synchronicity, secrecy and fusion with nature, courage and trance in the environment with extreme circumstances. This method of human development gives the adept of the system completely different, fractal, qualities and properties. Some set of conditions developed in a person allows directing the imagination to the development of a specific action plan and achieving personal benefits and social enrichment;

– *conditions that are formed and stimulated by the objectively developing environment.* They are based on the phenomenon of “organizational mobility of the artificial environment”. Emotional perception, description and reflection of the environment according to the inspired imagination obey the target intention of extracting material or financial wealth or welfare. Realization of imagination returns to a person in monetary terms through “profit”, “income” or “super profit”. A group of such conditions allows directing the imagination of a person to a particular specific plan of actions.

6. *The environments of entrepreneurship, consumption and exchange are made up of a social interaction environment that should be accessible, the environment of a person's ability and the conditions of search and production of a product are not repeated because of their originality. This process of activating thought gets the name of the moment of the realization of the features of “integrity of the completion of the cycle of actions”.* This provision is exposed here as a link to the triumph of the idea that is being implemented. It consists of several parts, the most interesting of which is *the social environment of interaction, which, due to its own complication, forms the basis of development and the ability of a person and the material movement itself.*

The framework of this environment is presented in the form of a block-scheme (Fig. 2), which simplifies the systematization of both elements and recommendations for action. The central place in it is occupied by the human-creator with own age experience and spiritual power, the potential possibilities of the family, clan and social environment, the resource of the educational system of the state and the structural saturation of the territory with industrial enterprises and social and cultural objects. It is this environment that makes it possible to determine the general scheme of human development, and the consistent improvement of its general and entrepreneurial abilities. However, a person's physical or mental development does not automatically turn him/her into a doer, creator, and fractal. For this, it is necessary to open up more motives for movement, for action, for accelerating the thought, which is considered further as “Something common”.

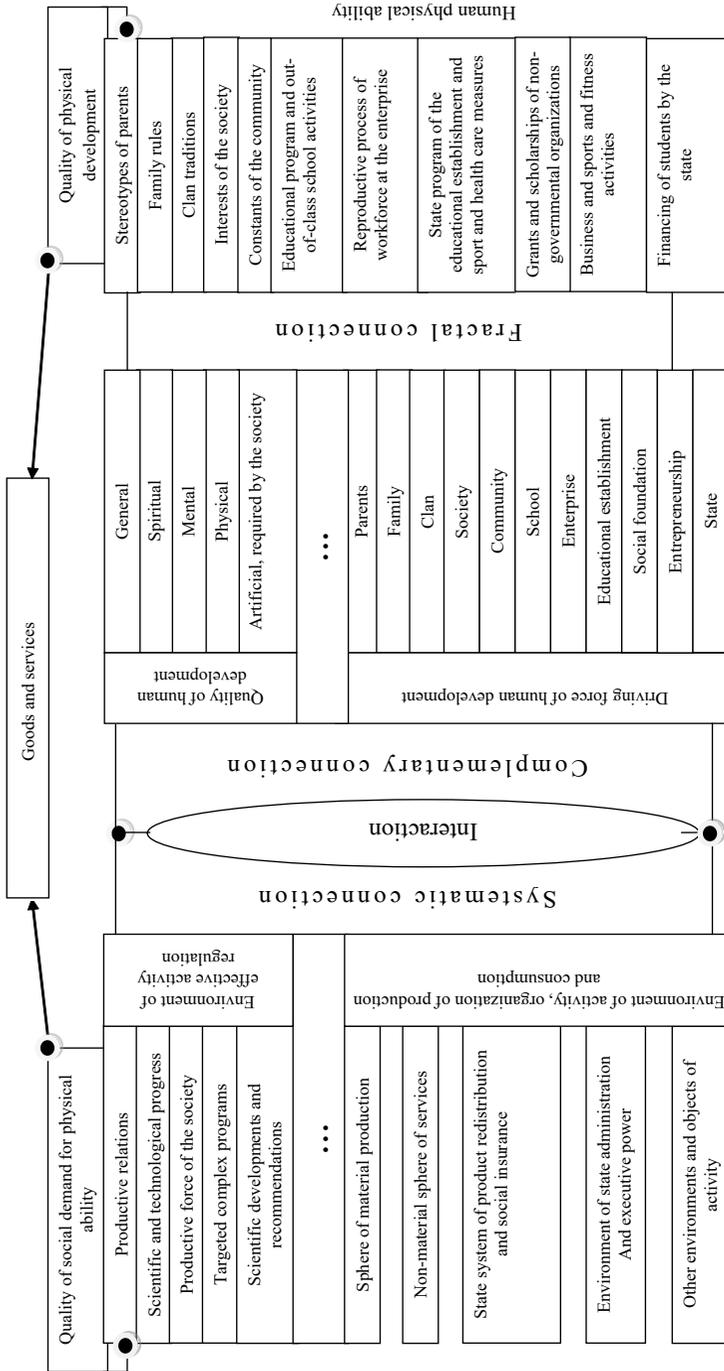


Fig. 2. Block-scheme of interaction

In order for this “Something common” to work in the society, stimulate and induce a person to act, it is required to create the necessary internal level of “development”. For this, natural inclinations and abilities are required to be influenced by a) an effective system of physical and spiritual education and b) one of the methods (or their complex) selected from the educational system of the state. In order to become a self-sufficient individual, a person needs to c) be able to consciously choose the type of physical education, the means of mental development, and beyond that, the type of productive activity; d) have a strong inner culture of the individual. This is enough for the result of “development” to allow the state to provide integrated control over the movement of its citizens in the communities, to regulate the structure of events and the structure of wealth. These provisions, in fact, have to be considered further in the study.

In developed countries, the scheme under consideration operates, and the problem is reduced only to finding and replenishing it from the outside by those systems of development and improvement of economies that are among the most efficient. These systems, when effective, allow expanding the range of choice, and on the complementary basis, adding to the existing ones or displacing the obsolete ones. The terms “complementarity”, “system” and “fractality”, used in various places of the research, are aimed at the methodical completion of the development of a group of target qualities in a person. They include a) spiritual, b) moral, c) ethical, d) professional, e) mental, g) physical, and f) entrepreneurial qualities. Their pragmatic value includes mastery, the art of managing processes and creativity in the chosen field of interaction. It is well known that at all stages of human development the basis is made up of 1) mental and 2) physical qualities. All other qualities are acquired, because they are developed under the influence of artificial special codes, norms, restrictions, standards, religious dogmas and mental stupors.

If the list of human qualities contains at least one of the above conditions, then a person has the ability to enter the socially useful space as a full-fledged personality precisely with the help of mental or physical qualities. There, in this space, a person activates the energy of a number of personal factors of support, expressed in skills and abilities, and turns into a productive force. At the same time for the state, it is not so important – it will be a socio-political, production-technical or socio-economic environment of interaction. The main thing in this process is the implementation of a skill or ability in the environment of fruitful activity. Skills and abilities are grouped depending on the aggregates:

1) subjective qualities. The formation involves the features and characteristics of the participants in the process in which information and knowledge are transferred;

2) objective qualities. The formation involves the properties, content and structure of values, skills, attitudes, etc., which are passed on from generation to generation;

3) procedural qualities. The formation involves the ways and means chosen for organization, establishment and carrying out an action or socially useful activity;

4) institutional qualities. The formation involves the requirements, regulations and obligations of both the authorities and social management institutions, developed and approved to personify the interaction;

5) situational historical qualities. The formation involves goods, savings, materialized labor, intellectual and informational resources of a historically developed society, which are transferred on the terms of arrangements, codes and agreements.

The integrity of the set, which consists of five group qualities, forms the emotional-axiological content of information perception, moral and ethical attitudes, spiritual orientations of the family, society and state. The leading place in such integrity is taken by two components, namely: a) family control of the growth of maturity and aspirations for physical perfection and b) the educational system of the state, leading its citizen to an expedient field of activity. In them, the value content is determined by the attitudes of the state, and the emotional – by the order adopted in the family unit. Settings of both factors and actions are combined with both the mental development of a person and physical abilities.

The study is interested in the settings of the state for the widespread development of large, medium, small business or private entrepreneurship. For example, in Ukraine, using a calculation method, we can confirm the trajectory of a medium and small business, which is shown in Fig. 3.

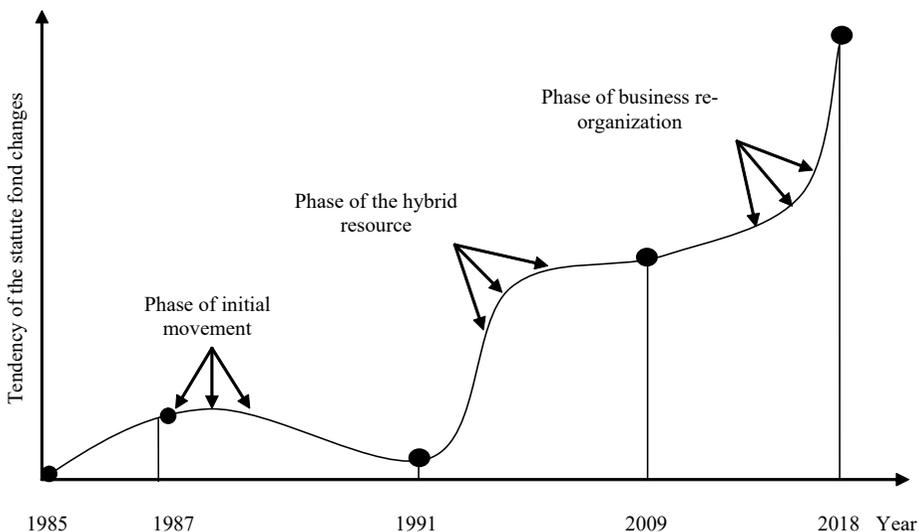


Fig. 3. Background to the development of medium and small businesses in Ukraine

For more than twenty years of business movement in Ukraine, there is a tendency to accumulate such a resource, because there is a clear development

trend of the studied business. During the time taken into account, such a business has traveled from its starting movement, which is distinguished by an abrupt rhythm (phase of initial movement and hybrid accumulation of a resource), to the legislatively regulated one, which has become an exponential dependence (business reorganization phase). This confirms the fact that the state should reorient itself to the development of targeted abilities of a person towards business, where both mental sensitivity and physical capacity will be in demand. The pedagogical science is the most close to the realization of such a task; it has rapidly begun to focus efforts on the development of cognitive features in a person. For example, the following studies^{285,286,287} are dedicated to solving such problems.

The opinion has been affirmed that an individual can receive unique properties for action only based on a systemic (long and planned) upbringing of a person. By training the will and the body, passing through tests, repetitions and training, the person can develop properties of the conqueror, and again, of the fractal, i.e. a person who knows how to concentrate biological energy in him/herself and how to control this energy at the right moment. This study advocates a similar point of view. However, its achievement is possible on an individual training program for a person, which brings to the fore the family initiative and the front-line approach to training. An individual training program turns a student into a full-fledged personality, into a fractal. Our analysis includes the opinion about this of a number of analysts^{288,289,290}. They warn about the occurrence of a strategic danger for the nation, in which young people ignore the acquisition of knowledge.

In Ukraine, the passive position of the environment of family preparation of a person is overwhelmingly due to the failure of the family budget. For this reason, it is difficult to provide both self-preparation processes and the processes of connecting family members to training and training programs. These programs are usually carried out under conditions of wage payment by private consumers.

²⁸⁵ Сырникова, Н.А. (2014). Интеллект, креативность и специальные способности. *Вестник Новгородского государственного университета*, 79, 103–106.

²⁸⁶ Березина, Т.М. (2009). Развитие когнитивных способностей как проблема практической психологии. *Вестник Московского государственного гуманитарного университета им. М. А. Шолохова. Педагогика и психология*, 4, 6–19.

²⁸⁷ Васильева, Е.Е., & Васильев, В.Ю. (2006). *Супер память для всех*. Москва, АСТ.

²⁸⁸ Кочеткова, А.И. (2006). Воспитание фрактала. *Бизнес-журнал*, 15, URL: <http://www.eksword.ru/stati-i-publikacziii/vospitanie-fraktala.shtml>.

²⁸⁹ Кочеткова, А.И. (2006). Фрактальный прорыв. *Бизнес-журнал*, 14, 48, URL: <http://www.eksword.ru/stati-i-publikacziii/fraktalnyij-proryiv.shtml>.

²⁹⁰ Воробьев, А.Д. (2006). Использование фрактальной теории в стратегическом планировании и управлении. *Менеджмент в России и за рубежом*, 1, 138–142.

It would be fair to say that difficulties also arise in the state's educational system^{291,292}. This is due to the shortcomings that exist because of the lack of state financing of the educational process and the beginning of its reform. For this reason, the success depends on the enthusiasm of the participants themselves, including their own capabilities. Extensive opportunities, provided to a person when choosing a method of developing an ability, can help an individual. According to Fig. 2, the list of such opportunities includes five main ones. These training options are:

- 1) in the family under the supervision and guidance of parents and family members;
- 2) in the workplace when master transfers experience and craft to the apprentice;
- 3) in the system of secondary special and technical education;
- 4) in the system of higher education;
- 5) in the environment of sports and physical training.

All these interaction options have different essence, but on their base concrete developmental systems get movement. This provision needs clarification. So:

– in the first variant of relations – *in the family* – the family foundations prevail, in which the general physical development and upbringing of children up to adulthood is controlled on the principles of family regulations, inherited stereotypes and ideas about the environment. It supports the position of active participation in various state and territorial educational, entertainment and cultural, and sports events. Interaction is made dependent on material sufficiency, interests, sensual representations and traditions developed by generations;

– in the second variant of relations – *in the workplace of the master* – attention is paid to the craft preparation of a person within a limited list of technical movements, operations and works;

– in the third variant of relations – *in the system of secondary special and technical education* – the educational system programmatically carries out general educational, vocational, general physical development and health promotion of the student;

– in the fourth variant of relations – *in the system of higher education* – the educational system of the state develops a professionally-verified product for the implementation of the strategic functions of process management;

– in the fifth variant of relations – in the environment of sports and physical culture movement – business structures act as breeders and producers of a product in the form of a person's physical ability. They are guided by the principles of both intra-firm and elite management.

²⁹¹ Єлісєєва, О.К., & Тарасенко, Т.В. (2012). Оцінка якості розвитку ринку освітніх послуг в Україні. *Бізнес Інформ*, 5, 241–245.

²⁹² Яровенко, Т.С. (2017). Інвестиційний розвиток сфери освіти України: результати моніторингу. *Економіка. Фінанси. Право*, 1/1, 14–18.

Variants of preparing a person for self-sufficiency fill the social interaction environment with the consumption environment of a person's ability. The profile ability of a person is consumed by all branches of the economy. The society, by all available means, encourages the entry of a person into the environment of socially useful labor. At a mature age, a person has a choice – whether to go to the sphere of material production, where items and goods that meet the needs for products are produced, or to the non-production sphere, where services that satisfy the needs for benefits are provided. Person's success extends if the state has a wide infrastructure of search conditions and a legislative basis for the *extraction of the product*.

So, a lot of revealed facts of successful movement, the formulated conditions and circumstances of human vitality indicate that both in everyday life and in science, *business needs to be perceived as proactive entrepreneurial objectively developing human activity that has a certain function, manifesting itself in the format of "Entrepreneurial function"*.

This, again, so far can be perceived as a thesis, but it receives confirmation in the judgments of researchers in modern, post-industrial society. For example, this thesis was the subject to systematization in the writings of the authors^{293,294,295,296} and others. Consequently, *the combined perception of the opinions of these and many other authors makes it possible to speak of business as of a specific type of activity that provides well-being, income, profits, super-profit based on the innovation idea, capital for its implementation, self-organization and the risk of orderly actions and relationships formed by the human entrepreneurial function*. With strictly canonical consideration of many circumstances, the combination of the whole ("business") and its part ("entrepreneurial function") is concentrated, again, in action. This action is based on: a) the indefatigable physical energy of the individual, b) individual's unlimited mental self-sufficiency and dedication, c) excessively strong mental psychic endurance, and finally d) continuous desire for action in any, even negative, environmental conditions.

The following single point of view put forward by the author has the right to exist: *human activity must always be developed and aimed at ensuring personal needs, the needs of the family and kin, security, sovereignty and safety of the habitat*. This fact is recognized as primary, and everything else is secondary in business relations. In order to achieve even such a minimum, it is required to develop in a person a multitude of abilities that must be adapted to the establishment of

²⁹³ Висящев, В.А. (2000). *Организация предпринимательства*. Донецк, НОРД Компьютер.

²⁹⁴ Бусыгин, А.В. (1997). *Предпринимательство*. Москва, ИНФРА-М.

²⁹⁵ Мочерний, С.В., Устенко, О.А., & Чеботар, С.І. (2001). *Основи підприємницької діяльності*. Київ, Академія.

²⁹⁶ Сорока, И.В. (1999). *Мотивация предпринимательства как экономико-философский феномен: сущность, эволюция, современные проблемы, монография*. Донецк, ДГУЭТ.

relations in the society, in its social and productive environments. Both for the working environment and for business, the main possible abilities are 1) physical ability to work, defense, protection of life and territorial integrity, 2) cognitive thinking in the economic environment and 3) professional interaction skills.

Human abilities are formed both in the interaction environment and in the environment of daily living, which together represent the environment of social relations. In this environment, there are interests that hamper or accelerate movement of the:

- a) state empowered with an executive system for managing and regulating relations;
- b) manufacturer with sufficient capital, a fruitful idea and freedom of action;
- c) personality, which personifies the ability to work, productive activities, ways of meaningful entry into the communication systems of the state.

Thus, the constructive principle of accelerating relations in business is determined by the presence in the person of the entrepreneurial function and personality activity. They are interrelated and interdependent.

Conclusions

The movement of business and service business in the economic environment of the society is due to the hope of receiving super-profit that is funds or material assets on an uncountable scale, received by the state, individual or legal entity as a result of a particular activity in a given period of time. If super-profit is not achieved for some reason, then the society expects that the expenditure of money and energy of a person will end with employment efficiency. However, the latter goes beyond the dreams and intentions of both a businessperson and an entrepreneur.

Regardless of whether it is the business service or any other, the experience of preparing the individual for orientation in it, the organizational aspects of the activity, the actual stages of movement towards the goal, the structure of the involved labor and the ways people communicate with the environment are supported by the processes of transformation of thinking, mental, and physical abilities according to the artificial interaction environment. These processes are enhanced on a subconscious basis by the degree of a person's knowledge, mastery of skills and the use of abilities. Based on this, the practice of cognition of the environment in all countries of the world is focused on the subordination of the individual to the external influences. The main directions of knowledge are formed according to the three groups of pedagogical interaction. They include: 1) training, 2) physical education and 3) self-preparation. The conceptual set of the most common options for the consistent approximation of the individual to harmonious or professional development is implemented using management tools. The sources of establishment of such management are fixed in a variety of educational technologies that are known^{297,298,299,300}. The desired scheme develops a resource in a person, directed by a variety of methods, techniques and forms to receive benefits, energy and pleasure that are useful to the society. Since this resource, which is a resource embedded in a person, is recognized as strategic for national economies, it is un-

²⁹⁷ Januszewski, A., & Molenda, M. (Eds.). (2013). *Educational technology: A definition with commentary*. Routledge.

²⁹⁸ Mazurkiewicz, G. (2011). *Przywództwo edukacyjne: odpowiedzialne zarządzanie edukacją wobec wyzwań współczesności*. Kraków, Wydawnictwo Uniwersytetu Jagiellońskiego.

²⁹⁹ Saettler, P. (2004). *The evolution of American educational technology*. IAP.

³⁰⁰ Zawacki-Richter, O., & Anderson, T. (Eds.). (2014). *Online distance education: Towards a research agenda*. Athabasca University Press.

der the control of the state, large-scale industries and large private capital. They are interested in the development of a person, which will be able to absorb the experience of professional readiness for work, to perceive innovative ideas of self-improvement, to develop the dynamics of needs and to realize the “prerequisites for success”. Among the objectives of training and retraining processes, development of the subjective entrepreneurial potential and of the original perception of the surrounding environment take up their place.

References

1. Assessment, M.E. (2005). *Ecosystems and human well-being*, Vol. 5. Washington, DC, Island press.
2. Barber, B. (1957). *Social stratification: a comparative analysis of structure and process*. Harcourt, Brace.
3. Bell, D. (1973). *The Coming of Post-Industrial Society: A Venture in Social Forecasting*. New York, Basic Books.
4. Bezpatochnyi, M., Britchenko, I., & Jarosz, P. (2018). Reengineering business processes as a modern innovation of development wholesale enterprises region. *Management of innovative development the economic entities, collective monograph*. Nowy Sącz, Wydawnictwo i Drukarnia Nova Sandec, 10–25.
5. Blank, S. (2011). Embrace failure to start up success. *Nature News*, 477(7363), 133–133.
6. Bragg, A., & Bragg, M. (2005). *Developing new business ideas: A step-by-step guide to creating new business ideas worth backing*. Pearson Education.
7. Branson, R. (2007). *Screw it, let's do it*. London, Virgin Books.
8. Britchenko, I.G., & Saienko, V.G. (2017). The perception movement economy of Ukraine to business. *Ikonomicheski Izsledvania*, 4, 145–179.
9. Britchenko, I., Machashchik, P., & Cherniavska, T. (2018). *New trends in development of services in the modern economy, monograph*. Tarnobrzeg, Wydawnictwo Państwowej Wyższej Szkoły Zawodowej im. prof. Stanisława Tarnowskiego w Tarnobrzegu.
10. Butenko, H., Goncharova, N., Saienko, V., & Tolchieva, H. (2017). Use of health tourism as a basis for improving physical condition of primary school age children. *Journal of Physical Education and Sport*, Vol. 17(1), Art. 6, 34–39.
11. Butenko, H., Goncharova, N., Saienko, V., Tolchieva, H., & Vako, I. (2017). Physical condition of primary school children in school year dynamics. *Journal of Physical Education and Sport*, Vol. 17(2), Art. 82, 543–549.
12. Cairnes, J.E. (1938). *Character and logical method of political economy*, Edn. 2.
13. Campbell, A. (Ed.). (1992). *Strategic synergy*. Butterworth-Heinemann.
14. Carnegie, D. (1936). *How to win friends and influence people*.
15. Chaabène, H., Franchini, E., Sterkowicz, S., Tabben, M., Hachana, Y., & Chamarri, K. (2015). Physiological responses to karate specific activities. *Science & Sports*, 30(4), 179–187.

16. Chaganti, R., Chaganti, R., & Mahajan, V. (1989). Profitable small business strategies under different types of competition. *Entrepreneurship Theory and Practice*, 13(3), 21–36.
17. Clark, J.B. (1902). *The distribution of wealth: a theory of wages, interest and profit*. Macmillan.
18. Covey, S.R. (2004). *The 7 habits of highly effective people: Powerful lessons in personal change*. Simon and Schuster.
19. De Bono, E. (1986). *De Bono's thinking course*.
20. Dekker, P., & Feenstra, R.A. (2015). Activism and civil society: Broadening participation and deepening democracy. *Recerca, Revista de Pensament i Anàlisi*, 17, 7–13.
21. Dornbusch, R., Fischer, S., & Schmalensee, R. (1990). *Economía*. McGraw-Hill.
22. Drucker, P. (2012). *Post-capitalist society*. Routledge.
23. Drucker, P.F. (1990). *Managing the Non-profit Organization: Principles and Practice*. New York, HarperCollins Publisher.
24. Duczmal, M. (2014). *Metody optymalizacji w zarządzaniu*. Opole, WSZiA.
25. Duczmal, M., & Pokusa, T. (2015). *Ekonomiczno-społeczne uwarunkowania rozwoju gospodarczego – zarządzanie informacją i nowymi technologiami*. Opole, WSZiA.
26. Erikson, R., & Goldthorpe, J.H. (1992). *The Constant Flux*. Oxford, Clarendon Press, 1–27.
27. Ford, H. (1919). *My Life and Work*.
28. Galbraith, J.K. (1967). The new industrial state. *Antitrust L. & Econ. Rev.*, 1, 11.
29. Gassmann, O., Frankenberger, K., & Csik, M. (2013). *Geschäftsmodelle entwickeln: 55 innovative Konzepte mit dem St. Galler business model navigator*, München.
30. Guerrero, L.K., Devito, J.A., & Hecht, M.L. (1999). *The Nonverbal Communication Reader: Classic and contemporary readings*. Long Grove, IL: Waveland Press, Inc.
31. Hammer, M., & Champy, J. (1993). *Reengineering corporation*. New York, Harper Collins Inc.
32. Herzberg, F., Mausner, B., & Snyderman, B. (1959). *The motivation to work*. New York, Willy.
33. Hill, N. (2016). *Think and Grow Rich*. New York, The Ballantine Publishing Group.
34. Irkhina, Yu.V., & Zinkovska, D.V. (2015). The main problems of modern Ukrainian economy. *Socio-economic Research Bulletin*, 4(59), 48–52.
35. Januszewski, A., & Molenda, M. (Eds.). (2013). *Educational technology: A definition with commentary*. Routledge.
36. Jones, R. (1852). *Text-book of lectures on the political economy of nations*, delivered at the East India College, Haileybury. Stephen Austin.
37. Klitschko, W., & Bilen, S. (2017). *Challenge Management: Was Sie als Manager vom Spitzensportler lernen können*. Frankfurt, Campus Verlag.

38. Kozyreva, O., Sahaidak-Nikitiuk, R., Yevtushenko, V., Derenskaya Y., & Ievtushenko, G. (2017). Research of the level of socio-economic development of Ukrainian regions. *Technology audit and production reserves*, 4/5(36), 4–15.
39. Marx, K., & Engels, F. (1978). *Manuscripts*, 39 vol. Moscow: Politizdat.
40. Maslow, A. H. (1943). A theory of human motivation. *Psychological review*, 50(4), 370.
41. Matuszek, G. (2014). Sport für Manager: Was Manager vom Sport lernen können.
42. Mayo, E. (1949). *The Social Problems Of Industrial Civilization*. London, Routledge.
43. Mazurkiewicz, G. (2011). *Przywództwo edukacyjne: odpowiedzialne zarządzanie edukacją wobec wyzwań współczesności*. Kraków, Wydawnictwo Uniwersytetu Jagiellońskiego.
44. McConnell, C.R., & Brue, S.L. (1990). *Macroeconomics: Principles, Problems and Policies*. McGraw-Hill.
45. Mintzberg, H., Ahlstrand, B., & Lampel, J. (2005). *Strategy Safari: a guided tour through the wilds of strategic mangament*. Simon and Schuster.
46. Olshantseva, T. & Britchenko, I. (2012). Business education in a global educational market. *Materials Scientific-Practical Conference Dedicated to the 60-th Birth Anniversary of Professor George Tsereteli «National economies and globalization»*. Tbilisi, Ivan Javakhishvili Tbilisi State University, T. 1, 99–104.
47. Osterwalder, A., & Pigneur, Y. (2010). *Business model generation: a handbook for visionaries, game changers, and challengers*. John Wiley & Sons.
48. Pareto, V. (1964). *Cours d'économie politique*, Vol. 1. Librairie Droz.
49. Pinson, L. (2008). *Anatomy of a Business Plan: A Step-by-step Guide to Building the Business and Securing Your Company's Future*. aka associates.
50. Pokusa, T. (2018). Business and humanitarian supply chain-comparison. *Problems and prospects of territories' socio-economic development*, 50–52.
51. Pokusa, T., & Duczmal, W. (2012). *Zarządzanie i komunikacja w sferze przedsiębiorczości i administracji: doświadczenia i perspektywy*. Opole, Wyższa Szkoła Zarządzania i Administracji, Wydawnictwo Instytut Śląski.
52. Porat, M., & Rubin, M. (1977). *The Information Economy: User's Guide to the Complete Database (on Magnetic Tape)*. Washington, Office of Telecommunications.
53. Ray, G., Barney, J.B., & Muhanna, W.A. (2004). Capabilities, business processes, and competitive advantage: choosing the dependent variable in empirical tests of the resource-based view. *Strategic management journal*, 25(1), 23–37.
54. Rogers, E.M. (2010). Diffusion of innovations. *Knowledge and Innovation Management*. Simon and Schuster, 37–50.
55. Rohn, J. (2013). *7 Strategies for Wealth & Happiness: Power Ideas from America's Foremost Business Philosopher*. Harmony.
56. Russell, S.J., & Norvig, P. (2016). *Artificial intelligence: a modern approach*. Malaysia; Pearson Education Limited.

57. Saettler, P. (2004). *The evolution of American educational technology*. IAP.
58. Saienko, G.V., & Saienko, V.G. (2019). **Technological imperatives of spatial economics: positions for recognition and control**. *Modern Technologies in Economy and Management, Collective Scientific Monograph*. Opole, The Academy of Management and Administration in Opole, 375–387.
59. Saienko, G.V., & Saienko, V.G. (2019). The digital economy occupies the dominant heights in managing processes in a post-industrial economy. *Mechanisms of stimulation of socio-economic development of regions in conditions of transformation, Monograph*. Opole, The Academy of Management and Administration in Opole, 213–223.
60. Saienko, V. (2016). Improvement and control of the development level of special endurance in athletes of high qualification in kyokushin kaikan karate. *International Journal of Pharmacy & Technology*, 8(3), 18026–18042.
61. Saienko, V.G., & Britchenko, I.G. (2016). Physical ability of the individual as a needed market factor in the European Union. *Economy and Education of Ukraine: on the road to EU, monograph*. Nowy Sącz, Wyższa Szkoła Biznesu – National Luis University, 43–59.
62. Schneider, A.K., & Lewicki, R.J. (2016). The Past and Future Challenges of Negotiation Theory. *Ohio St. Journal of Dispute Resolution*, 31, 1.
63. Schumpeter, J.A. (1908). *Das Wesen und der Hauptinhalt der theoretischen Nationalökonomie*. Duncker & Humblot.
64. Seelos, C., & Mair, J. (2017). *Innovation and scaling for impact: How effective social enterprises do it*. Stanford, Stanford University Press.
65. Singelmann, J. (1978). *From Agriculture to Service: The transformation of Industrial Employment*. Beverly Hills : Sage.
66. Stephens, G.L., Hakuba, M.Z., Hawcroft, M., Haywood, J.M., Behrangi, A., Kay, J.E., & Webster, P.J. (2016). The curious nature of the hemispheric symmetry of the Earth's water and energy balances. *Current Climate Change Reports*, 2(4), 135–147.
67. Tateisi, K. (1990). *The eternal spirit of entrepreneurship. Practical Philosophy of a businessman*. Moskva, Moskovskij biznes (in Russ.).
68. Templar, R. (2004). *Fast Thinking Manager's Manual*. Pearson Education UK.
69. Thomke, S., & Von Hippel, E. (2002). Innovators. *Harvard business review*, 80(4), 74–81.
70. Tracy, B. (2001). *Get Paid More and Promoted Faster: 21 Great Ways to Get Ahead in Your Career*. Berrett-Koehler Publishers.
71. Tschohl, J. (1996). *Achieving excellence through customer service*. Best sellers publishing.
72. Ukraine Economic Forecasts: 2014–2050 Outlook. Trading economics. (2015), URL: <http://www.tradingeconomics.com/Ukraine/forecast>.
73. VanGundy, A.B. (1988). *Techniques of structured problem solving*. Springer.

74. VanGundy, A.B. (1995). *Brain boosters for business advantage: Ticklers, grab bags, blue skies, and other bionic ideas*. San Diego.
75. Vogt, E.Z. (1967). Social Stratification in the Rural Middle West: A Structural Analysis. *Rural Sociology*, 12, 364–375.
76. Von Hippel, E. (2005). Democratizing innovation: The evolving phenomenon of user innovation. *Journal für Betriebswirtschaft*, 55(1), 63–78.
77. Wheelan, C. (2019). *Naked economics: Undressing the dismal science*. WW Norton & Company.
78. Wornalkiewicz, W., & Duczmal, W. (2019). *Elementy inżynierii i analizy systemów zarządzania. Wybrane aspekty logistyczne*. Opole, Wyższa Szkoła Zarządzania i Administracji.
79. Zabarnaya, E. (2017). Regional constituent of integration process of Ukraine in the European space. *Marketing and Management of Innovations*, 4, 241–249.
80. Zawacki-Richter, O., & Anderson, T. (Eds.). (2014). *Online distance education: Towards a research agenda*. Athabasca University Press.
81. Zbierowski, P., & Góra, K. (2014). Positive leadership: its nature, antecedents and consequences. *Journal of Positive Management*, 5(1), 85.
82. Zerfass, A., Verčič, D., & Volk, S.C. (2017). Communication evaluation and measurement: Skills, practices and utilization in European organizations. *Corporate Communications: An International Journal*, 22(1), 2–18.
83. Zikmund, W.G., Babin, B.J., Carr, J.C., & Griffin, M. (2013). *Business research methods*. Cengage Learning.
84. Аванесова, Г.А. (2005). *Сервисная деятельность: историческая и современная практика, предпринимательство, менеджмент*. Москва, Аспект Пресс.
85. Автономов, В.С., Ананьин, О.И., & Макашева, Н.А. и др. (2001). *История экономических учений*. Москва, ИНФРА-М, 621–638.
86. Агеев, А.Б. (2010). *Создание современной системы корпоративного управления в акционерных обществах: вопросы теории и практики*. Москва, Волтерс Клувер.
87. Алексеев, А.А. (2018). *Инновационный менеджмент*. Москва, Издательство Юрайт.
88. Альмуханова, А.Б. (2007). *Большая психологическая энциклопедия: самое полное современное издание: Более 5000 психологических терминов и понятий*. Москва, Эксмо.
89. Андрущенко, В.П. (2006). *Організоване суспільство*. Киев, Атлант ЮЕМСі.
90. Антощенко, В. (2016). *Ух ты! Сервис*. Москва, Альпина Паблишер.
91. Багдасарян, В.Э., Орлов, И.Б., & Катагощина, М.В. и др. (2018). *История сервиса*. Москва, Инфра-М.
92. Базилевич, В.Д., & Ільїн, В.В. (2007). *Метафізика економіки*. Київ, Знання.

93. Байбородова, Л.В., Золотарёва, А.В., & Серебренников, Л.Н. (2009). *Дополнительное образование как система психолого-педагогического сопровождения развития ребенка, монография*. Ярославль, Изд-во ЯГПУ им. К.Д. Ушинского.
94. Баринова, В.А. (2013). *Институциональные условия инновационного развития фирмы*. Москва, Издательский дом «Дело» РАНХиГС.
95. Бахидов, С.Б. (2018). *Капиталистическое отчуждение труда и кризис современной цивилизации*. Санкт-Петербург, Алетейя.
96. Бельский, И.В. (2003). *Системы эффективной тренировки: Армрестлинг. Бодибилдинг. Бенчпресс. Пауэрлифтинг*. Минск, Вида-Н.
97. Березина, Т.М. (2009). Развитие когнитивных способностей как проблема практической психологии. *Вестник Московского государственного гуманитарного университета им. М. А. Шолохова. Педагогика и психология*, 4, 6–19.
98. Блинов, А.О., & Василевская, О.В. (2001). *Искусство управления персоналом*. Москва, ГЕЛАН.
99. Боголдин-Малых, В.В. (2004). *Маркетинг и управление в сфере туризма и социально-культурного сервиса: туристические, гостинично-ресторанные и развлекательные комплексы*. Москва, МПСИ.
100. *Большой энциклопедический словарь* (1993). Гл. ред. А.М. Прохоров. Москва, Большая Российская энциклопедия, Фонд «Ленинградская галерея»; Санкт-Петербург, Норинт.
101. Бондар, Ш., & Ягольник, О. (2004). *Як стати успішним підприємцем: практичні поради для тих, хто розпочинає справу (від «А» до «Я»)*. Київ, Видавничий дім «КОРПОРАЦІЯ».
102. Бочаров, С.А., Иванов, А.А., & Олейников С.Я. (2008). *Основы бизнеса*. Москва, Изд. центр ЕАОИ.
103. Бритченко, И.Г., & Саенко, В.Г. (2016). Бизнес в Украине: социально-экономические процессы ориентирования на внешнеэкономические связи. *Науковий вісник Ужгородського національного університету*, 10(1), 64–70.
104. Бритченко, И.Г., & Саенко, В.Г. (2016). Организационные основы взаимодействия спортивного бизнеса: постановка и последовательное движение к инновационному управлению в Украине. *e-Journal VFU*, 9, 1–32.
105. Бритченко, И.Г., Белявцева, М.И., & Садекова, А.А. (2002). *Макромаркетинг (поведение, реклама, администрирование)*. Донецк, ДонГУЭТ; ДонНУ.
106. Брітченко, І.Г., Андрєєва, Г.І., & Пожар, О.М. (2006). *Управління персоналом*. Суми, УАБС НБУ.
107. Бурменко, Т.Д., Даниленко, Н.Н., & Туренко, Т.А. (2007). *Сфера услуг*. Москва, КНОРУС.
108. Бусыгин, А.В. (1997). *Предпринимательство*. Москва, ИНФРА-М.

109. Быков, А.Ю. (2016). *Цифровая экономика в лоббистике. Очерки по истории мировой цифровой экономики*. Москва, Проспект.
110. Быков, А.Ю. (2018). *Цифровая экономика и будущее золотого стандарта: очерки по истории мировой цифровой экономики*. Москва, Проспект.
111. Васильева, Е.Е., & Васильев, В.Ю. (2006). *Супер память для всех*. Москва, АСТ.
112. Ведин, Н.В., & Газизуллин, Н.Ф. (2012). Философия экономических ценностей: проблемы самоопределения современной политической экономики в странах СНГ и Балтии. *Проблемы современной экономики*, 2(42), 55–58.
113. Вернадский, В.И. (1978). *Живое вещество*. Москва Наука.
114. Вернадский, В.И. (2001). *Химическое строение Биосферы Земли и ее окружения*. Москва, Наука.
115. Вечканов, Г.С. (2016). *Экономическая теория*. Санкт-Петербург, Питер.
116. Виноградська, А.М. (2006). *Технологія комерційного підприємництва*. Київ, Центр навч. літ-ри.
117. Висящев, В.А. (2000). *Организация предпринимательства*. Донецк, НОРД Компьютер.
118. Власов, А.Г. (1990). *Японский стиль управления и его сравнение с управлением в США и Западной Европе*. Москва, НИИПУ.
119. Власова, В.М. (1997). *Основы предпринимательской деятельности*. Москва, Финансы и статистика.
120. Восейков, М.И., & Колганов, А.И. (2011). Проблемы политической экономики (к постановке проблемы исследовательской программы), URL: <http://www.econorus.org/sub.phtml?id=156/Problemy.doc> (дата обращения 06.02.2011).
121. Воробьев, А.Д. (2006). Использование фрактальной теории в стратегическом планировании и управлении. *Менеджмент в России и за рубежом*, 1, 138–142.
122. Галямина, И.Г. (2013). *Управление процессами. Стандарт третьего поколения*. Санкт-Петербург, Питер.
123. Герасимчука, В.Г., & Розенплентер, А.Е. (2007). *Економіка та організація виробництва*. Київ, Знання.
124. Глущенко, Е.В., Капцов, А.И., & Тихонравов, Ю.В. (1996). *Основы предпринимательства*. Москва, Вестник.
125. Голиков, В.И. (1984). *Управление и система экономических отношений*. Киев, Наукова думка.
126. Головин, С.Ю. (1998). *Словарь практического психолога*. Минск, Харвест.
127. Головчанская, Е.Э., Григорьев, М.Ф., & Кузубов, А.А. и др. (2015). *Современная модель эффективного бизнеса, монография*. Новосибирск, Изд-во ЦРНС.
128. Голубева, Т.Б. (2017). *Основы моделирования и оптимизации процессов и систем сервиса*. Екатеринбург, Изд-во Уральского ун-та.

129. Горбов, Ф.Д., & Лебедев, В.И. (1975). *Психо-неврологические аспекты труда операторов*. Москва, Медицина.
130. Гринберг, Р.С., & Рубинштейн, А.Я. (2008). *Основания смешанной экономики. Экономическая социодинамика*. Москва, ИЭ РАН.
131. Гринько, Т.В. (2013). Особливості сучасних інноваційних процесів підприємств сфери послуг. *Держава та регіони*, 1, 106–109.
132. Гриньова, В.М., & Салун, М.М. (2009). *Організація виробництва*. Київ, Знання.
133. Гукова, О.Н. (2012). *Организация и планирование деятельности предприятий сферы сервиса*. Москва, ИНФРА-М.
134. Гумилев, Л.Н. (2007). *Этногенез и биосфера Земли*. Москва, Эксмо.
135. Давлатов, К. (2016). *Бизнес. Законы, которые видны с высоты успеха*. Москва, АСТ.
136. Даль, В. (1998). *Толковый словарь живого великорусского языка*. В 4-х т. Москва, Рус. язык.
137. Даниленко, Н.Н., & Рубцова, Н.В. (2019). *Сервисология*. Москва, КноРус.
138. Егоров, А.Д., & Егоров, И.Д. (2007). *Возникновение (Опыт построения парадигмы)*. Москва, Изд-во физ.-мат. лит-ры.
139. Егоров, А.Д., & Егоров, И.Д. (2008). *Структура равновесия*. Москва, Изд-во физ.-мат. лит-ры.
140. Егоров, А.Д., & Егоров, И.Д. (2009). *Границы цивилизации*. Москва, Изд-во физ.-мат. лит-ры.
141. Ермакова, А.В. (1998). *Человек и организация труда в условиях современного капитализма, философско-социологический анализ*. Москва, Изд-во МГУ.
142. Ермошенко, Н.Н., & Скворцов, Н.Н. (1993). *Словарь-справочник предпринимателя, словарь-справочник*. Киев, УкрИНТЭИ.
143. Євіч, Ю.Ю., & Брітченко, І.Г. (2014). *Маркетинговые стратегии продвижения образовательных услуг в национальном интернет-пространстве Украины*. Полтава, ООО «Техсервіс».
144. Єлісеєва, О.К., & Тарасенко, Т.В. (2012). Оцінка якості розвитку ринку освітніх послуг в Україні. *Бізнес Інформ*, 5, 241–245.
145. Жильцов, Д.Е. (2014). Производительный труд и непроектная сфера общества. *Управление образованием: теория и практика*, 3, 71–80.
146. Зайцев, С.Л., Рыбалко, В.И., & Саенко, Г.В. (1991). *Социальные аспекты охраны труда на угольных шахтах*. Москва, Недра.
147. Захаркин, Д.Д. (2015). Классификация современных теорий личности. *Психолог*, 5, 31–55, URL: http://e-notabene.ru/psp/article_16246.html.
148. Иващенко, Л.Я., Благий, А.Л., & Усачев, Ю.А. (2008). *Программирование занятий оздоровительным фитнесом*. Київ, Наук. світ, 198.

149. Ильин, В.В. (2009). *Управление бизнесом: системная модель : Моделирование. Управление проектами. Система менеджмента качества. Управление персоналом. Типовые проекты оптимизации бизнеса*. Москва, Альфа-Пресс.
150. Ильченко, В.И., & Шелюто, В.М. (2000). *Кризис современного мировоззрения и проблема сакрального*. Ленинград, Глобус.
151. Иноземцев, В. (1997). Структурирование общественного производства в системе постиндустриальных координат (методолого-теоретические аспекты). *Российский экономический журнал*, 11–12, С. 66.
152. Иноземцев, В.Л. (1999). *Новая постиндустриальная волна на Западе. Антология*. Москва, Academia.
153. Ішук, С.І., & Гладкий, О.В. (2011). *Техніко-економічні основи промислового виробництва*. Київ, Альма-матер.
154. Казакова, Н.А. (2011). *Экономический анализ в оценке бизнеса*. Москва, Дело и Сервис.
155. Кириченко, И. (2016). О социально-политической стратификации (неравенстве) в Украине, URL: <http://vybor.ua/authors/6363.html> (дата обращения 31.10.2016).
156. Кириченко, О. & Кавас, І. (2000). *Менеджмент зовнішньоекономічної діяльності*. Київ, Фінансист.
157. Ковалиско, Н., & Савчинский, Р. (2007). Многомерный анализ социальной стратификации современного украинского общества (региональный аспект). *Социология: теория, методы, маркетинг*, 3, 5–37.
158. Кондратович, С.В. (2018). *Психологические аспекты коммуникации в сервисной деятельности: техники и технологии*. Екатеринбург, Изд-во Уральского университета.
159. Кондратьев, Н.Д., Яковец, Ю.В., & Абалкин, Л.И. (2002). *Большие циклы конъюнктуры и теория предвидения. Избранные труды*. Москва, Экономика.
160. Королева, Н.И. (2012). Психология сервисной деятельности как теоретико-методологическая и практическая основа подготовки профессионалов сервисной сферы, *Теория и практика сервиса: экономика, социальная сфера технологий*, 1(11), 4–14.
161. Корольков, А.А. (2001). *Антропологический синтез : религия, философия, образование*. Санкт-Петербург, РХГИ.
162. Корытцев, М.А. (2016). *Предмет современной экономической науки в контексте эволюции хозяйственных институтов*. Москва, Содействие – XXI век.
163. Кочеткова, А.И. (2006). Воспитание фрактала. *Бизнес-журнал*, 15, URL: <http://www.eksword.ru/stati-i-publikacziivospitanie-fraktala.shtml>.
164. Кочеткова, А.И. (2006). Фрактальный прорыв. *Бизнес-журнал*, 14, 48, URL: <http://www.eksword.ru/stati-i-publikacziivfraktalnyij-proryiv.shtml>.
165. Крапивенский, С.Э. (1996). *Социальная философия*. Волгоград, Комитет по печати.

166. Кузнецов, П.В. (2011). Вопросы разграничения производственной и непроизводственной сфер хозяйственной деятельности. *Многоуровневое общественное воспроизводство: вопросы теории и практики*, 2(17), 194–199.
167. Кузнецов, С. (2017). *Не думай, а богатей*. Москва, Издательские решения.
168. Кулешова, Г.П., & Кильдюшева, О.А. (2018). Проблемы стратификации населения в современной России, *Гуманитарные, социально-экономические и общественные науки*, 6, 45–48.
169. Ларионов, И.К. (2018). *Интеллектуальный труд в многомерной экономике*. Москва, ООО «ИТК «Дашков и К».
170. Ласточкина, М.А. (2014). Социокультурная стратификация современного российского общества. *Гуманитарные научные исследования*, 5, URL: <http://human.spaika.ru/2014/05/6756> (дата обращения 23.09.2018).
171. Ленский, Е.В. (2001). *Корпоративный бизнес*. Минск, Армита-Маркетинг, Менеджмент.
172. Леонтьев, А.Н. (1975). *Деятельность. Сознание. Личность*. Москва, Политиздат.
173. Липатова, О.Н., Полянская, Э.В., & Арсланова, Э.Р. (2017). Особенности логистики третичного сектора экономики. *Вестник Астраханского государственного технического университета*, 4, 132–136.
174. Лисицин, Е. (2018). *Modus vivendi = Цифровая экономика*. Google Commerce Ltd.
175. Маевский, В.И. (2010). Воспроизводство основного капитала и экономическая теория. *Вопросы экономики*, 3, 65–85.
176. Майминас, Е.З. (1974). К истории и перспективам развития экономико-математических исследований в СССР. *Проблемы планирования и прогнозирования*. Москва, Наука, С. 55.
177. Малинина, Т.Б. (2008). Мера труда и мера потребления в потребительно-стоимостном измерении. *Вестник Санкт-Петербургского университета*, 12(1), 115–125.
178. Масленников, В.В. (1997). *Предпринимательские сети в бизнесе*. Москва, ЦЭМ.
179. Маслов, А. (2006). Особенности развития сетевых бизнес структур в России. URL: <http://www.polit.nnov.ru/2006/08/17/netbusiness> (дата обращения 17.08.2006).
180. Матросова, Л.Н. (2000). *Формирование организационно-экономического механизма управления и инновационными процессами в промышленности*. Ленинград, ВУГУ, 264–266.
181. Мещеряков, Б., & Зинченко, В. (2004). *Большой психологический словарь*. Санкт-Петербург, Прайм-ЕВРОЗНАК.
182. Миропольский, Д.Ю., Максимцев, И.А., & Тарасевич, Л.С. (2013). *Основы теоретической экономики*. Санкт-Петербург, Питер.

183. Мікловда, В.П., Брітченко, І.Г., & Кубіній, Н.Ю. и др. (2013). *Стратегічне управління конкурентоспроможністю: епістологічні підходи та практична проблематика, монографія*. Полтава, ПУЕТ.
184. Могилевская, О.Ю. (2013). Стратегические аспекты эффективного функционирования современной бизнес-структуры. *Економіка & держава*, 3, 41–44.
185. Мочерний, С.В., Устенко, О.А., & Чеботар, С.І. (2001). *Основи підприємницької діяльності*. Київ, Академія.
186. Назаров, А.А. (2013). Теоретические основы формирования и развития бизнеса. *Вестник ТГУПБП*, 3, 54–63.
187. Немчинов, В.С. (1967–1970). *Избранные произведения*. Т. 1–6. Москва, Наука.
188. Неттинг, В. (1998). 10 правил феноменального «нюхача». *Персонал*, 2.
189. Нечаева, Н.В., & Рощина, Н.Н. (2006). *Педагогическая система развивающего обучения Л. В. Занкова*. Самара, Федоров.
190. Нецадин, А.А. (2006). *Бизнес и общество. Выгодное партнерство*. Москва, Вершина.
191. Новиков, А.М. (2010). Постиндустриальной экономике – постиндустриальное профессиональное образование. *Вестник ВГОУ ВПО МГАУ*, 4, 7–15.
192. Нусратуллин, В.К., Нусратуллин, И.В. (2017). Воспроизводственные процессы в экономике как фундаментальное эволюционное явление. *Теоретическая экономика*, 4, 8–21.
193. Ожегов, С.И., & Шведова, Н.Ю. (2006). *Толковой словарь русского языка, 80000 слов и фразеологических выражений*. Москва, ООО «А ТЕМП».
194. Орлова, Л. (2009). *Восточная боевая энергетика и боевые искусства. Полное руководство*. Минск.
195. Палеха, Ю.І. (2015). *Менеджмент персоналу*. Київ, Ліра-К.
196. Папаика, А.А., Саенко, Г.В., Саенко, В.Г., & Иванова, О.В. (2001). *Методические основы обеспечения эффективной производственной деятельности на начальной стадии развития предпринимательства в регионе*. Луганск, ЛГПУ им. Тараса Шевченко.
197. Папаика, О.О., & Пристюк, В.М. (2004). *Розвиток середовища підприємства: господарський механізм стабілізації*. Луганськ, Альма-матер.
198. Пашковская, И.Н., Королева, Н.И., & Шемякина, Е.Ю. (2013). Теоретико-методологические основы подготовки менеджера сервисной сферы. *Теория и практика сервиса: экономика, социальная сфера, технологии*, 4(18), 5–12.
199. Пашкус, Ю.В., & Мисько, О.Н. (1991). *Введение в бизнес. Практическое пособие для предпринимателей*. Луганск, Северо-Запад.
200. Петрикеев, Ю.Г., & Шамлинский, Я.И. (2012). Сервисное обеспечение логистической деятельности промышленного предприятия. *Актуальные проблемы авиации и космонавтики*, 253–254.
201. Пироженко, Е. А. (2017). *Труд и окружающая среда: проблемы взаимодействия и регулирования, монография*. Москва, ИНФРА-М.

202. Покровский, Б.П. (1974). *Летчику о психологии*. Москва, Воениздат.
203. Поспеловский, Д.В. (2014). Стратегия устойчивого репозиционирования туристской компании. *Российское предпринимательство*, 13, 177–187.
204. Розин, М. (2015). *Стратегия чистого листа*. Москва, Альпина Паблишер.
205. Романович, Ж.А., & Калачев, С.Л. (2006). *Сервисная деятельность*. Москва, Дашков и К°.
206. Рочева, О.А. (2011). Экономическое исследование понятия сервисного сектора экономики. *Вестник казанского технологического университета*, 22, 189–194.
207. Саблин, В.С., & Слаква, С.П. (2004). *Психология человека*. Москва, Экзамен.
208. Савицкая, Г.В. (2014). *Комплексный анализ хозяйственной деятельности предприятия*. Москва, ИНФА-М.
209. Садыки, М.Р. (2013). Особенности предпринимательской деятельности в сфере услуг. *Региональные проблемы преобразования экономики*, 4, 315–317.
210. Саенко, В.Г. (2010). *Киокушинкай каратэ: система физической подготовки студента, монография*. Никополь, ЧВУЗ НЭУ; Луганск, СПД Резников В. С.
211. Саенко, В.Г. (2010). *Система киокушинкай каратэ: основы научного познания спортивного мастерства, воинского ремесла, воинского искусства, монография*. Луганск, СПД Резников В.С.
212. Саенко, В.Г. (2016). Услуга по развитию физической способности человека в среде спортивного бизнеса. *Ефективна економіка*, 7, URL: <http://www.econotyu.nauka.com.ua/?op=1&z=5079>.
213. Саенко, Г.В. (1991). *Организация рабочих процессов угольных шахт*. Москва, ЦНИЭИуголь.
214. Саенко, В.Г. (2012). *Спортивно-педагогічне вдосконалювання зі східних єдиноборств*. Луганськ, Вид-во ДЗ „ЛНУ імені Тараса Шевченка”.
215. Саенко, Г.В., & Папаїка, О.О. (2005). *На шляху до стійкого розвитку економіки, монографія*. Донецьк, ДонДУЕТ.
216. Саенко, Г.В., Саенко, В.Г., & Нікітенко, Н.А. (2012). *Педагогічна система розвитку підприємницької здібності людини, монографія*. Луганськ, СПД Резников В. С.
217. Саенко, Г.В., Саенко, В.Г., & Саенко, В.Г. (2014). *Формування мислення і розвинення енергії викладача з економіки: поглиблення накопичення, монографія*. Бердянськ-Луганськ, БДПУ; СПД Резников В.С.
218. Сафронов, А.Г. (2008). *Йога, фізіологія, психосоматика, біоенергетика, монографія*. Харків, ФЛП Коваленко А. В.
219. Семенов, А. (1998). Новые правила для новой экономики. *Дайджест статьи Кевина Келли в журнале «Wired»*. Знание – сила, 4, 20–29.
220. Семенцов, А. (2018). *Управление бизнес-процессами по человечески*. Рязань, СилаУма-Паблишер.

221. Сливка, С.С. (2015). Зреалізоване право: філософсько-математичне обґрунтування. *Вісник Національного університету «Львівська політехніка»*, 825, 231–236.
222. Соболев, К. (2007). *Как обрести и сохранить достаток. Молитвы, обряды, заговоры и обереги*. Москва, РИПОЛ классик.
223. Сорока, И.В. (1999). *Мотивация предпринимательства как экономико-философский феномен: сущность, эволюция, современные проблемы, монография*. Донецк, ДГУЭТ.
224. Стрельников, В.Ю., & Брітченко, І.Г. (2013). Сучасні технології навчання у вищій школі. *Полтава, ПУЕТ*.
225. Сухарева, М.А. (2018). От концепции постиндустриального общества к концепции экономики знаний и цифровой экономики: критический анализ терминологического поля. *Государственное управление. Электронный вестник*, 68, 445–464.
226. Сушкова-Ирина, Я.И. (2010). Динамика социальной стратификации и ее представленность в картинах мира. *Информационный гуманитарный портал «Знание. Понимание. Умение»*, 4, URL: <http://www.zpu-journal.ru/e-zpu/2010/4/Sushkova-Irina> (дата обращения 30.04.2010).
227. Сырникова, Н.А. (2014). Интеллект, креативность и специальные способности. *Вестник Новгородского государственного университета*, 79, 103–106.
228. Тавадян, А.А. (2016). *Полосы неопределенности и вариантность экономики. Как прогнозировать и регулировать экономические процессы в условиях неопределенности*. Москва, Флинта.
229. Толчева, А.В., & Саенко, В.Г. (2008). Профессиональная адаптация субъекта труда. *Соціум і особистість. Луганськ, Знання*, 97–103.
230. Толчева, Г.В. (2011). *Програма занять з хатха-йоги для студенток початкового рівня підготовленості*. Луганськ, Вид-во ДЗ „ЛНУ імені Тараса Шевченка”.
231. Троицкая, Е.А., & Спирина, Т.В. (2013). *Психолого-педагогические основы проектирования информационных систем в образовании*. Владимир, Изд-во ВлГУ.
232. Усова, А.Н. (2013). Роль социальной стратификации в социально-экономическом конфликте в современной России, *Конфликтология*, 3, 221.
233. Федупин, А.А., Багдасарян, В.Э., & Щиканов, А.Ю. (2011). Перспективы государственной сервисной политики через призму междисциплинарного моделирования. *Вестник Ассоциации вузов туризма и сервиса*, 3, 67–78.
234. Федцов, В.Г. (2009). *Культура ресторанного сервиса*. Москва, Дашков и К.
235. Хайтун, С.Д. (2005). *Феномен человека на фоне универсальной эволюции*. Москва, КомКнига.
236. Хлопкова, О.А. (2016). Сравнительный анализ нейроэволюционных методов поддержки принятия решений в условиях неопределенности. *Cloud of Science*, Т. 3, 2, 302–325.

237. Хомяков, В.Г., & Бакум, І.В. (2007). *Управління потенціалом підприємства*. Київ, Кондор.
238. Чернявская, Т.П. (2010). *Психология успешности личности в бизнесе, монография*. Одесса, Астропринт.
239. Шаповалова, Т.В., Саенко В.Г., & Толчева, Г.В. (2007). Людина як суб'єкт соціального розвитку і головний чинник моделі самоздатності. *Організація самоздатності промислового регіону : проблеми ринку, економіки і бізнесу : Зб. наук. праць Міжрегіон. наук.-практ. конф. Луганськ, ЛІПСТ, 211–214.*
240. Шевченко, О.О. (2012). *Історія економіки та економічної думки: сучасні економічні теорії*. Київ, Центр учб. л-ри.
241. Шелдрейк, Д. (2005). *Дуглас Мак-Грегор и человеческая сторона предприятия*. Москва, Изд-во Аспект Пресс.
242. Щербаков, В.В., & Мерзляк, А.В. (2013). *Информационная логистика в теории и бизнес-практике, монография*. Санкт-Петербург, ИД «Петрополис».
243. Щербаков, В.Н. (2018). *Политическая экономия в контексте альтернатив развития*. Москва, Дашков и К^о.
244. *Энциклопедия малого бизнеса, или Как вести свое дело* (1994). Под ред. Т.А. Слука. Киев, Одиссей.
245. *Этика бизнеса. Двенадцать принципов ведения бизнеса в России* URL: <http://www.buslergroup.com/management/etika-biznesa-dvenadcat-principov-vedeniya-del-v-rossii.html>.
246. Ягельская, Е.Ю. (2013). Сущность и структура экономической энергии. *Проблемы экономики и менеджмента*, 8(24), 98–111.
247. Якунин, В.И., Сулакшин, С.С., & Багдасарян, В.Э. и др. (2012). *Постиндустриализм. Опыт критического анализа, монография*. Москва, Научный эксперт.
248. Ямпольская, А.В. (2018). *Искусство феноменологии*. Москва, Рипол Классик.
249. Яровенко, Т.С. (2017). Інвестиційний розвиток сфери освіти України: результати моніторингу. *Економіка. Фінанси. Право*, 1/1, 14–18.
250. Ярош, П. (2018). *Управление развитием территориально-хозяйственных зон в Польше: теория, методология, практика, монография*. Nowy Sącz, Wydawnictwo i Drukarnia Nova Sandec.

Monograph

Volodymyr Saienko

**RELATIONSHIP
PROCESSES
IN BUSINESS**



Volodymyr Saienko – Doctor of Science in Organization and Management,
Professor of the Academy of Management and Administration in Opole (Poland)

The author of over 300 scientific publications.

Education:

Master in Public Administration
Master in Physical Education and Sports
PhD in Physical Education and Sports
Doctor of Science in Organization and Management

Research Interest: management and marketing, economics and logistics,
pedagogy and psychology, physical education and sports.



Volodymyr Saienko – Doctor of Science in Organization and Management, Professor of the Academy of Management and Administration in Opole (Poland)

The author of over 300 scientific publications.

Education:

Master in Public Administration

Master in Physical Education and Sports

PhD in Physical Education and Sports

Doctor of Science in Organization and Management

Research Interest: management and marketing, economics and logistics,

pedagogy and psychology, physical education and sports.