

**European Economic Integration**

Valeriy HEYETS

**ECONOMIC SOCIALIZATION AS A FACTOR  
IN BEHAVIORAL TRANSFORMATION IN UKRAINE  
IN THE CONTEXT OF EU INTEGRATION****Abstract**

This article is prepared based on the results of a study dedicated to revealing one of the sufficient conditions for the behavioral transformation of the Ukrainian population in the space of European coordinates, which is, in particular, economic socialization, which determines the success of economic activity among EU member states. In order to achieve the necessary changes in the behavioral transformation of the population of Ukraine in the context of its economic socialization, the study used as an information base the materials of surveys of value orientations by the international research center EVS/WVS, as well as a number of other international surveys, along with sociological surveys conducted by the Institute of Sociology of the NAS of Ukraine on changes in public morality, trust, access to work, financial status of families, and more. On their basis, key components that ensure transformational changes in people's socialization were identified and developed, and a conceptual model of economic socialization of Ukrainian population in the context of Ukraine's integration into the European Union was proposed.

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### Problem Statement

The importance of research in the direction of economic socialization is due to the fact that, along with institutionally conditioned components that determine the success of a country's economic development, there exists the effectiveness of the functioning of economic institutions. At the same time, the activities of the latter should have features of inclusiveness, which is attained, in particular, through economic socialization. At the same time, the presence of the feature of inclusiveness allows, according to Acemoglu and Robinson (2012/2016), to promote not only people's direct participation in economic activities, but also, through economic socialization, their active role in making and implementing decisions regarding the development of economy as a whole, in particular, at the local level.

The success of people's activities in the above-mentioned areas is determined not only by the necessary conditions formed by the political organization in each individual country, but also by the opportunities that people realize in virtue of their abilities, which are the result of the socialization as such. The latter provides for the mental construction of social reality, which is important both in war-time and in the post-war recovery and reconstruction of economy. The success of activities in the above-mentioned area, that is, economic development, requires, as one of the sufficient conditions, the implementation of economic socialization on the path towards solidarity-based construction of reality of a laminar character (Heyets, 2025a).

The **purpose of this article** is to identify prospective directions for the economic socialization of the population of Ukraine within the space of European coordinates.

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### **Literature Review**

An analysis of a number of existing fundamental studies and related publications on issues of socialization of the individual, as well as on the *social acquis* as a body of social rights within the EU legal order, indicates that this issue remains relevant both to the academic community and to the development of new guidelines for the evolution of the EU legal order.

Currently, theoretical inquiries into the content of socialization have, as is well known, split into two directions.

The first one is the subject-object approach, according to which the individual is assigned the role of an object in relation to society. According to this approach, in particular, Parsons (1971/1998) sees socialization as the internalization of social culture, through which the individual, who has internalized the principles of social culture in their activity, performs the corresponding social role, while being primarily assigned the function of goal attainment.

The subject-object approach was also followed by Durkheim (1922), in whose interpretation society prevails over the personal role of the individual, since in society, as objectivity, there are things that are independent of morality, and this is where the subject-object approach manifests itself. In Durkheim's ideology of socialization, society is considered as a subject, and the individual as an object.

The same approach was followed by Tarde (1895/1993) and a number of other researchers. In particular, G. Tarde's subject-object approach is detailed in that the subject generates new ideas, and the object internalizes them.

The other direction of theoretical research on the content of socialization is the subject-subject approach. In this approach, the individual is considered as an active subject of socialization. In particular, this approach is developed by Smelser (1988/1994), and the results of his research are set out in the fundamental work "Sociology", where he, as a sociologist, like all sociology, considered socialization resulting in the accumulation (internalization - V.H.) of a model of experience and social attitudes in accordance with the social role that each individual performs. At the same time, the family is an institution that plays a key role in the socialization of the individual in general, and the economic one in particular.

N. Smelser is one of the founders of economic socialization, which studies the interrelationships of economic actions between socially organized structures.

The subject-subject approach was also developed by Mead (1934), and according to his reasoning, the personality is formed and develops within the process of socialization, that is, the personality is in social reality, which is formed by the personality himself in the process of social action, and the personality is, in fact, an active subject of the socialization process, which can and should include economic socialization. The subject-subject approach in the process of socializa-

tion, as is known, was also studied and developed by Fromm (1941/2013), Cooley (1909) and others.

The two approaches to the content of socialization identified above allow us to consider socialization as a form of action and interaction of the individual through which the process of social construction of reality takes place. On Ukraine's way to the EU, it is important to overcome the existing deep and traumatic experience of the past. According to the arguments of Malmendier and Hamilton (2024), the existing consequences of the "then" nature of socialization, will continue to influence people's behavior for many years. And while in overcoming the above experience one should rely on the subject-object approach, the subject-subject approach allows for the social construction of a new reality, including through economic socialization.

Regarding the details, one should proceed from the expediency of taking into account the existing life experience inherent in each country, in particular the changes that occurred during the collectivization, in Ukraine. Therefore, in order not to commit follies, as was the case in the post-revolutionary period and "not to disappoint the population" at the same time, a new social construction of reality is needed, which should be finely tuned and based on democratic principles. Such a need is particularly emphasized by Malmendier and Hamilton (2024) and in the publication by Nikolovski and Toth (2025), where we are talking about transnational memory, which in the context of the EU often played the role of an "informal access criterion", and where the authors consider the EU and wider Europe as a "transnational space of memory". It is important to proceed from the fact that on Ukraine's path to the EU it is necessary to develop the ability to accept the obligations of EU membership, which include both compliance with the principles of the accession process by ensuring the development of a free domestic market, and the policy of supporting competitiveness that promotes economic growth, including through social employment policy (for details, see European Commission, 2016). At the same time, Ukraine is still at an early stage of preparation regarding social policy and employment. The above assessment is the conclusion of a commission of the European Parliament, the European Union and the Council of Europe presented in a working document, which is based on the EU *social acquis* as the outcome of a long and gradual process of development (for details, see European Commission, 2023). The EU *social acquis* establishes the social mission and goals of the EU, which is aimed at social tasks in terms of sustainable development based on the sociality of the market economy, as well as at full employment, social progress and a high level of protection. Ukraine is still at an early stage regarding the development of social policy and employment, which necessitates further practical steps both in terms of implementing the rules of the *acquis* and relevant standards, and in terms of promoting relevant skills in the population through socialization, including economic socialization. The concept of "economic socialization" in Ukraine was presented by Moskalenko (2013, p. 340) in his book dedicated to the socialization of the individual in Ukraine and based on the sub-

ject-subjective approach. As for the content of economic socialization as a form of social action that contributes, among other things, to the social construction of economic reality, it is viewed by the author of this study to be developing toward solidarity-based construction in Ukraine's contemporary economic reality (Heyets, 2024).

In Ukraine, the phenomenon of socialization has also been studied by Riul (2011), who draws on a concept of personality development grounded in interconnected philosophical, sociological, socio-psychological, socio-pedagogical approaches, in which socialization is viewed as a phenomenon within the framework of the subjective-objective approach, where the individual is assigned the role of an object in relation to society. We agree with the use of this approach for investigating the changes characteristic of the conditions of transformation in the social order. However, in terms of social construction of a new economic reality in a market-organized economy with the individual as a constructor, economic socialization should be considered within the framework of the subject-subjective approach. The latter allows, in our opinion, to expand the research on social development to the level of societal transformations, which corresponds to the urgent need to foster a decent and fair life for all people in a sustainable socially oriented world (Capasso et al., 2024).

Currently, the opinion has already been formed and is developing that it is appropriate to deal with Ukraine's social policy in the context of European unification (Sulieimanova et al., 2022), which is especially important at the present time, when Russia's military aggression against Ukraine is taking place. The latter has significantly transformed both the social sphere and economic interaction, which changes the forms and methods of economic socialization and its impact on the processes of Ukraine's entry into the European Union.

## **Methodology**

In this article, we are using as a methodological basis a set of techniques for assessing the behavioral abilities of the population regarding the social construction of economic reality by Ukraine's population in the European space using information materials obtained from the sociological surveys on individual socio-psychological behavior. The difference in the obtained results and their interrelationships regarding their influence on the development of economy and social sphere necessitates the search for answers and the elaboration of appropriate proposals, relying on both research and surveys on value orientations among general public, which are currently regularly conducted both globally and in individual countries. In this work, we use, among other things, data from the 5<sup>th</sup> and 7<sup>th</sup> waves of surveys on value orientations conducted by the International Research Center EVS/WVS for 2005-2008 (Inglehart et al., 2014) and 2017-2022 (Haerpfer et al., 2022) for selected countries with modern highly developed economies in comparison with Ukraine.

## Results and Discussion

The most indicative way of the socialization of Ukrainian population, including those components related to economic socialization, is the formation of the most important qualities in children, which takes place in families, since in Ukraine the family has the highest level of trust compared to other socialization institutions. Thus, research on trust over the 30 years of independence, carried out by sociologists of the National Academy of Sciences of Ukraine, has shown that a constantly growing number of the surveyed population mainly and completely trusts family and relatives. Thus, if in 1994 there were 86.9% of such people, then as of 2021 there were 92.2%, and the level of those who did not trust at all and mostly did not trust was in the range of 2% to 4% of those surveyed (Parashchevin, 2021, p. 639). The data presented provide completely unambiguous grounds for concluding that, due to the high trust that exists in Ukrainian families, the latter play a key role in socialization.

Table 1 presents the results of the assessment of the quality of child education, which we identified based on survey data from selected countries with higher development levels than Ukraine. At the same time, we note that the obtained survey data for Ukraine, as of 2017–2022, are actually, among other things, the result of an almost thirty-year period of both social and economic transformations.

Among the values identified in Table 1 that can be developed at home and can be attributed to self-expression, we considered such qualities as independence and obedience, which are important components that form individualized behavior in a market-oriented economy. Our selection of characteristics that affect individualization in behavior is due to the fact that this trait is, in many respects, a key factor in achieving higher levels of development in countries where it is predominant. In particular, in the EU, there is a primacy of the individual over the collective, unlike in Ukraine (Table 2). In Ukraine, the formation of the quality of independence in a child, which affects individuality in behavior, lags behind Germany by almost three times, and Great Britain by almost 1.5 times. At the same time, in terms of obedience, Ukraine is ahead of Germany by 2.8 times, and Great Britain by more than three times. However, in terms of two other qualities, which, in turn, can also contribute to individualism in the behavior of an individual in his childhood, in particular, in terms of responsibility, Ukraine is ahead of Great Britain by almost 1.4 times, and the USA by about 1.1 times, although it lags behind two other countries, namely Germany (almost 1.3 times), and the Netherlands by 1.3 times. At the same time, we note that responsibility can also be the result of raising children based on one of the various signs of conformity as such, which is quite diverse both in content and consequences, including for Ukraine.

Table 1

**The most important qualities to cultivate in children according to EVS/WVS 2017–2022**

Country	Share of the mentioned qualities in selected Western countries in response to the question “Here is a list of qualities that can be developed in children at home. Which of them do you consider especially important? Choose no more than five”*, (% of responses/place among the listed countries)										
	Good manners	Independence	Diligence	Responsibility	Imagination	Tolerance, respect for others	Thrift	Determination, perseverance	Religious belief	Selflessness, altruism	Obedience
Great Britain	84.1/1	51.2/3	47.8/3	46.0/5	36.4/1	74.7/3	19.4/5	40.8/2	8.8/4	42.7/1	11.0/5
Germany	83.6/2	69.7/1	39.7/4	79.6/2	23.0/4	84.0/1	36.8/2	33.4/4	9.5/3	5.6/5	11.8/4
Netherlands	77.8/3	51.0/4	25.9/5	81.2/1	24.5/3	77.4/2	29.4/3	23.1/5	7.6/5	38.0/2	13.9/3
USA	51.7/5	55.5/2	67.9/2	59.3/4	29.8/2	70.8/4	27.2/4	38.6/3	32.1/1	28.3/3	20.5/2
Ukraine	55.1/4	35.0/5	71.6/1	62.5/3	12.1/5	47.9/5	38.9/1	45.8/1	14.9/2	15.8/4	33.1/1

Note: \*Respondents were offered a list of 11 qualities. For comparison with Ukraine, indicators of typical countries that share Western values were selected from among the countries participating in the 7th wave of EVS/WVS.

Source: own calculations based on data from Haerpfer et al. (2022).

Along with the above comparison of the formation of qualities in children in families that can be attributed to the formation of individualism, there are also such qualities as determination and perseverance. In terms of the formation of these qualities, the above-mentioned countries are 1.3 times ahead of Ukraine. At the same time, such qualities as independence and obedience (Table 1) have an impact on the formation of subordination, humility, irresponsibility, pliability, and other qualities in the individual's behavior, and orient the latter towards the formation of such qualities as adaptability to the opinions and decisions of others. The above leads us to the conclusion that in the process of children's primary socialization within families, including in relation to economic orientations, values closer to traditional characteristics tend to dominate. The latter tend to lead to a relatively lower manifestation of dynamism in behavior and a relatively lower level of innovativeness in behavior. This, in turn, activates the need for secondary socialization, which can be used as a support for development in the post-war period.

In our study, it is also important to consider how education in Ukraine, including in preschool institutions, deals with the manifestation of innovative behavior and innovative activity. The formation of people's behavior in Ukraine compared with the EU countries, in the above-mentioned areas, shows by individual qualities both a certain coincidence and significant differences, especially with regard to the processes of socialization that take place in preschool institutions. According to the presented in Table 2, the upbringing of children in preschool institutions in Ukraine differs significantly from the practice of EU countries, in which there is a primacy of the individual over the collective, while Ukrainian preschool institutions are dominated by the primacy of the collective over the individual. Considering that in Ukraine there is a shortage of state institutions and educators, and the high cost of children's stay in private institutions, it can be stated with a high level of confidence that in preschool period, the formation of personality still takes place mainly in families.

Table 2

**Differences in preschool child-rearing orientations in Ukraine and EU countries**

	Ukraine	EU
Children's preschools	Dominating primacy of the collective over the individual; insufficiency of public institutions and educators, high cost of staying in private institutions	Primacy of the individual over the collective; popularity of freedom and voluntary motor activity in raising children.

Source: Verkhovna Rada of Ukraine, Committee on Science and Education (2014, pp. 179–182).

The data on the assessment of citizens' value orientations according to the survey of "global values", in particular the 5<sup>th</sup> wave in 2005–2009 (Inglehart et al., 2014) regarding the specifics of the activities of socialization institutions in Ukraine and the EU, and, in particular, on the socialization of children in schools and vocational education institutions (including school), as well as institutions of postgraduate education, which includes economic socialization, indicate that there is a discrepancy, especially in terms of the lack of freedom, initiative, and creativity, which, in turn, significantly affects individualism in behavior. This discrepancy contradicts the modern trends in societal development, taking into account that education in the EU, according to the data provided in the cited work, is focused on high scientific content and informativeness. In addition, in postgraduate education institutions in EU countries, education is structured in such a way that it provides the opportunity to participate in lifelong learning against the back-



ground of significant dissatisfaction with the education system in Ukraine, which is highly bureaucratized and lacks freedom, initiative, and proper personnel and material and technical support, which contradicts modern trends in the development of a knowledge society. The latter, first of all, must be formed in education, including throughout life. According to the above surveys, Ukraine lacks integrity, systematicity, and consistency. That is why it is no coincidence that, as can be seen from the data in Table 3, which already presents the data of the 7th wave of EVS/WVS surveys 2017-2022 (Haerpfer et al., 2022), the population in Ukraine is much more concerned about the possibility of giving children a better education. In Ukraine, parents' concern exceeds the corresponding indicator in Germany by almost 3.6 times, in the United Kingdom by almost 2.5 times, and in the Netherlands by more than 7 times, although in the United States by only 1.9 times. It is important to note that at the same time, the level of coverage of the population with post-secondary education and master's level in Ukraine is quite high (Table 4).

Table 3

**Attitudes towards the prospect of giving children a good education in selected Western countries according to EVS/WVS 2017-2022**  
(% of responses/place among the listed countries)

Indicator	Great Britain	Germany	Netherlands	USA	Ukraine
The sum of the answers "Very strongly" and "Quite strongly" to the question "To what extent are you concerned about the inability to give your children a good education?"	26.0/3	18.0/4	49.2/5	35.1/2	64.5/1

Note: for comparison with Ukraine, indicators of typical countries that share Western values were selected from among the countries participating in the 7th Wave of EVS/WVS.

Source: own calculations based on data from Haerpfer et al. (2022).

Table 4

**Education levels in selected Western countries according to EVS/WVS 2017-2022 (% of responses)**

Countries	Answers to the question "What is your highest level of education?" according to the UN and UNESCO International Standard Classification of Education (ISCED-2011), % of answers/rank among the listed countries					
	Preschool, or none and primary education together	Incomplete and complete secondary education together	Post-secondary non-tertiary and short tertiary cycle together	Bachelor's degree or equivalent	Master's degree or equivalent	Doctorate or equivalent
Great Britain	0.9	54.0	12.2	18.7	10.0	1.9
Germany	1.6	56.3	14.9	11.5	13.4	2.2
Netherlands	1.9	22.7	24.7	22.7	17.9	1.9
USA	0.5	31.4	34.7	18.2	9.9	4.2
Ukraine	1.7	23.2	40.2	8.1	25.5	0.5

Note: for comparison with Ukraine, indicators of typical countries sharing Western values were selected from among the countries participating in the 7th wave of EVS/WVS.

Source: own calculations based on data from Haerpfer et al. (2022).

The data in Table 4 show that in terms of education levels above secondary level, Ukraine has the largest number of respondents, 74.3% (40.2+8.1+25.5+0.5), while in Germany – 42.0% (14.9+11.5+13.4+2.2), Great Britain – 42.8% (12.2+18.7+10.0+1.9), USA – 67.0% (34.7+18.2+9.9+4.2), Netherlands – 67.2% (24.7+22.7+17.9+1.9). However, the highest level of education, that is a doctorate or its equivalent, has the lowest value in Ukraine.

According to the estimates provided in the *Global Innovation Index 2023* (World Intellectual Property Organization, 2023), Ukraine ranks 55<sup>th</sup> out of 132 countries studied in the world, which is two places higher than in 2022. In terms of seven structural components, Ukraine has the highest score in "Creative Potential" (37<sup>th</sup> place), "Knowledge and Technological Output" (45<sup>th</sup> place), as well as "Human Capital and Research" (47<sup>th</sup> place). The most problematic for Ukraine, according to the rating compilers, are the criteria "Market Development" (104<sup>th</sup>

place) and “Institutionality” (100<sup>th</sup> place). Ukraine’s advantages include the share of employed women with higher education and a high level of implementation of useful models by origin in relation to gross domestic product at purchasing power parity. The areas where significant changes are required include operational stability for business and slow growth in labor productivity.

According to the *European Innovation Scoreboard 2023* (European Commission, Directorate-General for Research and Innovation, & Hollanders, 2023), Ukraine is at 31 percent of the average score in the EU, which places Ukraine in the category of “rowing innovators”. The strengths of the Ukrainian innovation ecosystem in the EU include the export of scientific services; a relatively strong environmental technology sector; the level of employment in scientific activities; the level of spending in the field of venture capital; and spending on innovations that are not related to research work. Instead, the efficiency of work in the areas of implementation of innovative products, the number of international scientific co-publications and the level of spending on research and development in the public sector need to be improved. But that is not all.

In Ukraine, back in 2013–2014, a study was conducted on the social potential of innovative economic development in the Ukrainian realities of that time. In particular, the possibilities of innovative economic development in the human dimension were studied (Pankova, 2014). These results are especially important in the context of this study in terms of the presence of a human dimension of innovative economic development as a support for the future, given that during the first and second decades of independence, Ukraine set ambitious goals for long-term development on an innovative basis. This same basis is no less important and should also be ambitious during the post-war recovery. At the same time, it is important to highlight those problematic issues that existed in the pre-war period. A study conducted on this topic at the Institute of Sociology of the NAS of Ukraine showed that in Ukraine, on the path of innovative economic development, there are the following obstacles:

- imperfection and underdevelopment of institutional capabilities and social abilities to influence the innovative development of the economy;
- this country’s scientific potential is not being fully realized despite the sufficient number of human resources, including labor collectives;
- low people’s creative and innovative activity, including among employees of state administration bodies;
- ineffective stimulation of innovative activity of employees and unclaimed creative initiative;
- a very low (noted by only 4% of experts) presence of innovative work behavior;
- and a significant gap between the society’s ability and readiness for innovative economic development<sup>2</sup>.

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<sup>2</sup>Selected by the author from the research results published in Pankova (2014).

Indicative in the context of human capital is the *Global Talent Competitiveness Index* (Lanvin & Monteiro, 2023), which is a comprehensive annual report that demonstrates how countries and cities around the world develop, attract and retain talent. The top three countries in the index are Switzerland, Singapore and Denmark. Ukraine was ranked 64<sup>th</sup> in the ranking in 2023 and deteriorated compared to 61<sup>st</sup> place in 2021.

The challenges of developing an innovation ecosystem are not limited to the issue of sufficient resources. In particular, Ukraine invests a relatively large share of its gross domestic product in education, which is disproportionately reflected in the results. The country invests a relatively larger share of its gross domestic product in education, namely 6.6% of its gross domestic product, than the average in our region (4.6%) and among countries in our income group (4.5%). However, the investment is not converted into the quality of education, as confirmed by the International Program on Quality of Education (PISA).

At the same time, Ukraine is among the ten most advanced countries according to where the founders of startups with a capitalization of more than \$1 billion were born, which indicates not only a high level of talent, but also a high level of outflow of human capital, which is implemented in institutional conditions different from Ukraine. A reverse in this situation in the post-war period is an extremely important component of our country's national revival.

Historically, Ukraine has had low investment in research and innovation, and educational results have not matched the needs of the labor market, despite relatively high spending and a relatively high formal level of educational attainment. That is why the OECD emphasizes that Ukraine has high formal indicators (the share of people with higher education in the labor market), which, due to the low quality and impracticality of education, are not converted into economic indicators (see Cabinet of Ministers of Ukraine, 2024).

The relatively high level of coverage of Ukraine's population by higher and secondary education is characterized, in particular, by a lag in the level of education in doctoral studies or its equivalents, and it is this type of education and then activity that is most innovatively capable due to the need for its implementation of a high level of modern knowledge. Available statistics indicate a reduction in the number of postgraduate and doctoral students in Ukraine in the pre-war years. Thus, in the 2018–2019 academic year compared to 2017–2018, the number of postgraduate students, in just 1 academic year, decreased by almost 10%, and doctoral students - by almost 7%. According to the State Statistics Service of Ukraine (n.d.), in 2015, the number of these categories of scientists was constantly decreasing, as was the number of higher education institutions. That is, there is a long-term trend. In particular, in 2012, a pre-war year, the number of postgraduate graduates decreased by 0.9%, and the number of doctoral students decreased by 16.6% compared to the previous year (Bilous, 2025). During the full-scale war, we do not provide or consider postgraduate and doctoral training due to the specificity of the population's behavior in wartime conditions.

Due to the above results of the analysis of sociological surveys in value changes and the data on their formation due to socialization, including economic socialization in children, it is important, in our opinion, to focus further on methodological conclusions. In our opinion, we should resolve contradictions in the manifestation of selfishness in the motives for economic activity and its results, as well as in the social aspect of economic activity. In particular, this concerns human abilities, and, accordingly, the formation of certain qualities such as tolerance and respect for others, which is important to cultivate in children. Here, Ukraine lags behind many countries, most of all, behind Germany – by almost 1.8 times. The above means that a child socialized in the family with such characteristics may, in the future, in particular when carrying out economic activity driven by selfish motives, demonstrate a reduced ability for perspective-taking toward those affected by his actions, which creates increased distrust, and therefore, ultimately, leads to increased transaction costs. Data from surveys in this direction in Ukraine showed the dominant importance of distrust among the adult population. Thus, even in childhood, in the conditions of Ukraine, the family plays a crucial role in children's socialization and establishes in them certain abilities, which later cause contradictions in the life of Ukrainian society, in particular, contradictions between the social and the economic. It is possible that this contradiction was manifested in a relatively "tolerant" attitude of Ukrainian public towards the concentration of large capital in Ukraine, and, at the same time, to the appearance of a high degree of corruption in economic activity and the misappropriation of assets during the formation of market relations in the 1990s, although those trends led to inequality in the living standard.

The above results of sociological surveys on the internalization of certain qualities in children and their comparative analysis with other countries lead to the conclusion that achieving a relatively high dynamism in the wartime and post-war economic recovery, requires introducing, in the processes of socialization and resocialization in Ukraine, those components that determine the emergence (internalization) and spread (exteriorization) of the so-called modern values. At the same time, it should be borne in mind that this process is far from simple and unambiguous, so let us turn to the historical experience of other countries.

The experience of the post-war and extremely successful post-war development of Japan and its economy, according to conclusions by Johnson (1982/2022, pp. 382–385) shows that it is not worth thinking that there are unique examples of social supports, or that they cannot be reproduced in other societies. They are very difficult to reproduce, since they are based on deep-rooted practices, but not because they are purely cultural predispositions, and it is worth looking for the answer to the mechanism of changing predispositions in changing historical circumstances and political consciousness, and not in something relatively unchanging, such as, for example, cultural traditions (Johnson, 1982/2022). The war for Ukraine is one of the most important and tragic historical circumstances regarding profound changes in consciousness, which make it possible to search for mechanisms for the transformation of cultural values, thanks to which it will be

possible to achieve successful post-war recovery. According to the conclusions by K. Mannheim (as cited in Judt, 2005/2020, p. 84), the conditionality of the results of knowledge about the consequences of the war is that society cannot continue as usual, and war itself is a quiet revolution that paves the way for a new type of planned order. So Ukraine in the post-war period needs a certain type of "planned order", which would take into account the successful international experience, but whose basis should be this country's own endogenous being.

At the same time, as the experience of the same Japan shows, the priorities and social supports of the Japanese are not replicable in other societies, but it is easy to imagine that it is possible to compete with them – that is, that another society could manage its own social mechanism, and in order to prioritize economic development, such a society would need an abstract model of rapid growth that could be used as a model (Johnson, 1982/2022). According to the above, such an abstract model can be one that relies on the above mentioned qualities of social supports, which are modern social values, which would dominate over the older dominants and traditional values of the past. Thus, the evidence indicates their dominance in the development of the USA in relation to the traditions and habits of the American people (as a people that has achieved outstanding results in development, and (perhaps, primarily) in the economic sphere against the background of relatively lower values of the country's institutional capacity and material living conditions (Hedlund, 2011).

As for the modern institutional capacity, in particular that of the USA, it is the result of those institutional changes, for whose implementation, according to D. Rodrik (2011), developed countries (and hence the USA) took decades, if not centuries. Their deep content is based on traditions and skills that were the result of the deeply rooted historical nature of the transformations that took place precisely in the process of socialization, and economic socialization in particular.

Socialization instills a variety of cultural values within society, which, as was stated above, exteriorizes the economic activity of the economic individual, who, depending on the degree of satisfaction/dissatisfaction with his activity, is motivated to express himself and show dynamism in the activity, which ultimately determines the growth rates of his country's economy. Thus, socialization, having the corresponding content at the micro level, also has a content at the macro level. Socialization of the economy can be considered as a process of its formation and development in its socio-economic context, which ensures the use of economic socialization for development purposes in general, including both the nature of economic activity and the content of economic policy. Thus, economic socialization is a process that can promote both the expansion (socialization) of economic activity and its use for private purposes. In conditions of transformational changes, processes can also have a reverse nature. Currently, in Ukraine, in particular, such types of socialization of economic systems are considered by G.I. Bashnyanin and his colleagues (Bashnyanin et al., 2012).

Economic socialization, according to previous conclusions, fosters the socialization of economic activity as a way to overcome alienation between the work performed by an economic man, who has internalized the corresponding aspects of his behavior, and capital, which is personified in the activities of the capital's owner (capitalist). The latter in modern conditions can also be socialized and is actually socialized to a certain extent, performing a number of socially important functions (primarily in relation to his employees).

Overcoming the alienation between labor and capital as a process takes place on the path of developing a partnership between the main subjects (employee, business, state) through the interaction of the main participants in social, economic and political life. In this process, interaction makes it possible to overcome the individual egoism of the economic man, who, in the classical interpretation of this behavioral model, is primarily oriented toward obtaining the results of his activity to satisfy his needs.

In the Modern Age, economic socialization is considered as a process in which the individual internalizes economic knowledge, which results in the formation of *Homo economicus*, who is the fundamental subject of economic life. Thus, economic socialization is of fundamental importance both for economic science and for business practice. At the same time, for modernity, it (economic socialization) was and remains the result of the processes through which the economic man is formed. The characteristics of the latter, as shown above, were revealed in the study of A. Smith (1777) and were highlighted in his two fundamental works, in which the key to understanding the psychology of economic man was the acquisition and accumulation of socio-economic knowledge. The key in the social sense was his *Theory of Moral Sentiments*, where, in fact, in addition to selfish behavioral traits, economic man also had characteristics associated with the moral and ethical motives of human life. Together with people's trust (faith), all these characteristics form the basis of interaction between people in general and of economic interaction in particular.

In this study, we conducted an analysis of sociological surveys on the behavioral characteristics of Ukraine's population based on surveys by sociologists of the National Academy of Sciences of Ukraine, some of whose results are presented in Table 5. A comparison of the data obtained indicates the presence of problems with the level of faith and trust among Ukraine's population. This study does not consider religious beliefs. It is important to note that it is particularly troubling that there is a problem with identifying the components, whose shared belief fosters social interaction, since the share of respondents holding this view is nearly 74%, and the positive change among respondents under the age of 30 is only 7.9 percentage points. This is a basis for the increasing distrust among respondents. From the data in Table 5 it follows that this attitude is growing over time, and on the eve of the war it was already characteristic of the majority (56.2%). The fact that it is most dangerous for such a majority not to trust anyone, and over time, as evidenced by the data presented in Table 5, this attitude is

growing, may be partly explained by the fact that most people are capable of committing dishonest acts for the sake of gain. At the same time, the moral and ethical side of such assessments requires much deeper research in economic terms, since such an attitude can lead to an increased distrust in contractual relations, which in turn leads to increased transaction costs, and a consequent decrease in the efficiency of economic activity. This also affects the effective use of property, in which, as is known, transaction costs are an economic component (Myronyuk & Kaplyuk, 2014), while the degree of property protection in Ukraine remains rather weak (Heyets, 2025b).

Table 5

**Dynamics of change in public morality and trust among Ukraine's population (1992-2021)**

Answer options	Survey time			
	1992	2006	2016	2021
<i>The problem is that most people don't believe in anything at all.</i>				
Agree	81.8	77.2	76.1	73.9
Disagree	11.5	15.8	16.3	16.2
I don't know	6.3	6.9	7.5	9.8
<i>Trusting no one is the most dangerous thing.</i>				
Agree	46.7	47.5	52.1	56.2
Disagree	40.5	36.8	35.1	24.1
I don't know	12.3	15.7	12.5	14.4
<i>I believe that most people are capable of dishonest acts for gain.</i>				
Agree	58.2	67.3	68.6	68.1
Disagree	28.6	18.7	18.8	19.1
I don't know	12.4	13.9	12.5	12.5

Source: Parashchevin (2021, pp. 635, 637).

The results of this study point to the need to address the fundamental problem concerning the socialization of those components that will shape the economic man of the New Times, a phenomenon that is also central to economic science, acting as a subject of the New Times. By this we mean the economic man, in whom, as in the human being more generally, the core of economic consciousness contains traits that define behavioral abilities, while at the same time encompassing rationality in behavior— that is, *ratio*, which is associated with an individual's conscious understanding of the objective nature of his existence within the surrounding environment. At the same time, alongside the traits of physical and social *ratio*, there also are two more characteristics of the core, called *emotio*



and *intuitio*. In the case of *emotio*, the core of the economic man encompasses the psychological characteristic of the individual's subjective experience of both himself and the economic processes that he encounters in the course of economic activity. Here, a whole range of social abilities are present as values, which may be universal, social, vital, interpersonal, and democratic in nature, and which can be recognized at the personal, group, and social levels.

We note that, in fact, the concept of values has a rather diverse interpretation in its essence, which is why we use in this work the concept synthesized at the G. S. Kostiuk Institute of Psychology. According to it, values include objects, phenomena, and relations that in the being of a social human meet the objective needs of social progress, and which are associated with the possibility of realizing the essential powers of a person, the degree of his freedom, moral improvement, and personal development (for details, see Moskalenko, 2011, p.199).

Actually, this kind of interpretation of values opens up the possibility of using it for a systematic interpretation of economic socialization as a process of a psycho-emotional nature, which can combine the essential human forces that nature and society simultaneously provide for action and interaction in the natural and social environments.

The emotional characteristic of the core is based primarily on a psychological foundation, which, especially in economic activity and economic science, is viewed as the propensity to save and the propensity to consume. Despite the psychological basis of such a core of the economic model, the above-mentioned propensities acquired a specific economic interpretation primarily through the work of J. M. Keynes (1936). Their manifestation is, above all, the result of a certain standard of living, since under certain conditions a person is often unable to exhibit a propensity to save (see Table 6).

Table 6

**Overall financial situation of respondents' families over the past 2–3 months, 2002–2021**

Indicator	Survey time			
	2002	2006	2016	2021
We often have no money and no food; we don't have enough food; we only have enough for food and we have enough for everything we need, but we cannot afford to save.	98.1	95.1	94.9	88.4
We have enough for everything, we save, and we live in complete abundance.	2.3	4.2	2.7	5.8

Source: Parashchevin (2021, p. 686).

Thus, according to the data in Table 6, as of 2021, only 5.8% of respondents had the ability to save, while 88.4% did not; the refore, even where the propensity to save existed, the majority of respondents among the segments of the population covered by the surveys could not demonstrate it because they lacked the capacity to accumulate savings.

Another characteristic of the core of human consciousness is *intuitio*, thanks to which the economic man carries out rational actions in behavior, and thanks to which possesses the corresponding psychological ability to penetrate the essence of the economic process, which, among other things, emerges on an innovative basis. According to research, this grasp of essence occurs, as E. Berne noted (an American psychologist), through the psychological ability to recognize new information about ongoing processes in comparison with information derived from previous experience. In doing so, the individual changes mental images, adapting them to new reality (Berne, 1988/2016). It should be noted that the survey data presented in Table 1 show that imagination, one of the qualities that can be developed in children, is ranked last in Ukraine among successful countries and lags, for example, more than threefold behind Great Britain. In this case, imagination is an important component of the individual's ability to creatively reproduce the image of an object, which in the future may become a necessary component of innovative activity, including social innovation, the importance of which in dynamic development has already been discussed above.

Thanks to imaginative abilities, the individual, according to M. Dutniy, creates, rationally plans and manages his activities (Dutniy, 2014). At the same time, imagination, as a socio-psychological characteristic of ability, can be developed in a number of ways and is, in essence, a component of the socialization of the individual that is necessary today, including economic socialization.

Economic socialization, as a process resulting from internalization based on the acquisition of knowledge and experience of economic reality (including economic relations) in economic life, combined with the individual's psychological ability – particularly imagination – is a process that ensures the formation of both the image and the content of the economic model and the corresponding activity. In the core of an individual's consciousness are the components of his capacity as an economic subject, who can consciously, emotionally, and intuitively, on the basis of an imagined image of the future, realize his ability for activity, including creative activity. On this basis, a person is able to recognize new information about the activity of an object or process that accompanies it. Then, adapting to them, that is, changing his images of them, using his creativity, he not only reproduces, but also develops and forms new images. The above-mentioned abilities and their development in the individual are an extremely important component of the development of economic activities as a whole and of their individual components. Thus, according to Adam Smith's conclusions regarding the reasons that cause the division of labor, "The division of labour, from which so many advantages are derived, is not originally the effect of any human wisdom, which fore-

sees and intends that general opulence to which it gives occasion. It is the necessary, though very slow and gradual consequence of a certain propensity in human nature which has in view no such extensive utility; the propensity to truck, barter, and exchange one thing for another” (Smith, 1776/2016, p. 61). Propensities of this nature that are inherent in a person are nothing more than the result of, among other things, imagination as his mental ability to create, and certain features of activities, which make it possible to expand its scope both in qualitative and quantitative terms. At the same time, it is important to let these processes develop on their own on the principles of the subject-subject<sup>3</sup> approach. In the above mentioned approach, the individual is considered as an active subject of the socialization process, which is characterized by such well-known activities as self-actualization, self-management, self-education, self-realization, self-respect, self-reproduction, self-improvement, self-development, self-affirmation, self-preservation, self-identification, etc. Together, they promote self-development as the basis for the domination of the endogenous nature of economic development, as opposed to the exogenously dependent one.

The experience of successful countries that reduced their backwardness and achieved positive results in the 20<sup>th</sup> century shows that the successful ones were not those who received the greatest external assistance, but those who relied primarily on domestic forces that were created and developed through economic socialization.

Each of the above self-activities can and does dominate in reality, depending on the circumstances and the psychological readiness of the individual to use it in his economic activities.

The formation of an economic model of behavior and the implementation of economic activity on its basis is the result of economic socialization as a process that is studied and researched, on the one hand, within the framework of the so-called economic psychology (the latter combines psychology and socio-psychological stimuli), and on the other, economics, which together allow us to learn and develop economic behavior and further economic activities, which have both a selfish and social character. The combination of the latter in reality should be able to overcome contradictions regarding the adoption of appropriate decisions in determining the behavior of both the individual and the business, and to form, accordingly, the demand and supply of labor.

The change in socio-economic living conditions in the post-war period requires a change in the economic socialization of the individual during the transition from wartime and martial law to peacetime, which will occur in accordance with the requirements of the post-war recovery of Ukrainian economy and this

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<sup>3</sup> The subject-object approach to socialization is developed in the works of Mead (1934), Smelser(1988/1994), and others, whereas subject-object development is discussed in the works of Gergen (2011), who contributed to the formation of the methodology of views on the “social man”, as well as Parsons (1971/1998) and Tarde (1895/1993). In this work, we used both approaches depending on the context of the material presented.

country's entry into the European socio-economic space. First of all, this applies to that part of the population who are of working age or are completing their training for work, as well as those who have been demobilized from the ranks of the Armed Forces of Ukraine, which is especially important for their entering a new life. This mainly concerns secondary socialization in the above-mentioned categories and Ukraine's gaining EU membership. Such socialization should primarily rely on the "European Pillar of Social Rights" (European Commission, 2016), which covers the three following areas:

- equal opportunities and access to the labor market;
- fair working conditions;
- and social protection and inclusion.

On the path to Ukraine's accession to the EU, according to the "European Pillar of Social Rights", Ukraine must ensure, as mentioned above, equal opportunities and access to the labor market, in order to implement the necessary solutions. In this case, it should be assumed that there is both demand for labor and supply on the labor market, and in both cases it is necessary to take into account that each, i.e. both demand and supply, has two to a certain extent mutually exclusive components. The demand for able-bodied workers is formed by business and the state as employers as a result of those determining factors that characterize the productive activities of the corresponding business structures and the state, which create jobs and define the components of labor remuneration and qualification requirements. The labor supply is the key feature that, in accordance with the qualifications of labor resources, can claim to occupy certain jobs that are either newly created or expanded.

It is clear that in one case or another, the state will be responsible both for creating equal opportunities and ensuring access to the labor market.

Table 7 and Table 8 provide the results of a survey on Ukraine's population in the period 2002–2021, that is, from the period when, to one degree or another, the formation of the labor market was already taking place, and, accordingly, there was a possibility of assessing opportunity and access to the labor market as one of the components of the "European Pillar of Social Rights".

Table 7 and Table 8, based on the assessment of obstacles, provide data on various aspects of finding a job according to job seeker's motives: whether he looks for a job based on his existing qualification, based on the demand in the market, or he offers himself as a labor resource who has no job, or he wishes to change his job for another, which better suits his inclinations. From the data in Table 7 and Table 8, it follows that in Ukraine in the first 20 years of the 21<sup>st</sup> century, it was quite difficult to find a job, since the ratio of those who had difficulty to those who found the job easily is very high over the entire observation period, though decreasing from more than 27 times in 2002 to almost 9 times in the period end.

Table 7

**Availability of work in Ukraine in the period 2002-2021**

Indicators	Answer options	Survey time			
		2002	2006	2018	2021
Is it difficult to find a job in your locality with your qualifications and sufficient income?	Easy	2.7	4.9	8.7	9.3
	Difficult	73.7	73.2	73.8	73.3
	I don't know	21.3	21.9	17.6	16.5
Is it difficult to find a job in your locality with your qualifications without earning enough?	Easy	13.5	20.7	22.7	22.2
	Difficult	54.9	50.0	55.6	54.5
	I don't know	28.9	29.2	21.8	21.9
Is it difficult to find in your locality a job that is not based on your qualifications?	Easy	2.7	7.7	9.3	10.1
	Difficult	65.0	61.6	65.4	63.6
	I don't know	29.5	30.7	25.3	24.7
Is it difficult to find any kind of job in your locality?	Easy	13.6	31.3	33.2	32.0
	Difficult	55.0	43.0	45.1	44.2
	I don't know	29.4	25.7	21.7	22.5

Source: Parashchevin (2021, pp. 691-692).

Table 8

**Availability of work in Ukraine in the period 1994-2021**

Indicators	Answer options	Survey time			
		1994	2006	2015	2021
Do you currently work in the public or private sector?	In public sector	51.2	24.8	18.9	19.4
	In private sector	6.1	22.6	36.5	39.7
	In both	1.8	3.2	1.7	3.7
	I am not working.	39.3	45.2	41.8	36.8
To what extent are you satisfied with your job?	Rather unsatisfied or completely unsatisfied	37.1	33.8	31.1	21.7
	Hard to say	24.2	24.2	19.8	24.4
	Rather satisfied or completely satisfied	33.3	41.1	48.5	53.8
Does the nature of your current work match your professional and personal level?	Yes	26.8*	-	30.8	29.0
	No	16.4*	-	21.4	26.7
	I don't know	7.9*	-	5.5	7.4

Note: \* Data are reported for 2010.

Source: Parashchevin (2021, pp. 693–694).

At the same time, while in 2002 only 2.7% of respondents easily found a job, then in 2021 there were 9.3% of them, which means an increase of only 6.6 percentage points, that is, at the end of the observation period only about 10% of respondents could easily find a job based on their existing qualifications. Thus, access to the labor market by qualification was quite limited, which indicates that the jobs offered required workers whose qualifications did not meet the requirements. Thus, the labor market was characterized by a mismatch between the qualification requirements of employers for the labor force needed and the qualifications that the labor force received during the training process. It could also be that jobs of the appropriate nature and content were either not created or were reduced, and workers with previously obtained qualifications had rather limited opportunities for employment.

In such conditions, the national labor market as an institution was in such a condition that it failed to perform the necessary function of support for the workers' social rights regarding their employment. At the same time, we note that, in essence, the situation remained largely unchanged even after a two-decade period. That is, it was so both during the period of recognition of Ukraine as a country with a market economy in 2005–2006 and for all the following 15 years, until the start of the war in 2022.

Next, we analyzed a number of other characteristics by which employees looked for a job, in particular, based on existing qualifications, but without sufficient earnings, which, certainly, would only allow to satisfy the pressing problems of current life to a certain extent, since life without sufficient earnings is one when there are no opportunities for savings, or it is necessary to look for second and third jobs. As shown in Table 7, the situation in this part of the responses received is somewhat better compared to the previous one, but for the majority of respondents, 54.5%, it was difficult to find a suitable job in 2021, although the proportion of those who could find the job easily was, in 2021, more than twice as high as the previous one. But since for the majority of those who sought work on the grounds that excluded the level of sufficient earnings, there are grounds to argue that even this segment of the labor market did not fulfill the function of support of relevant social rights. The same conclusion is characteristic of the market segment where job was sought regardless of the seeker's qualification.

The situation on Ukraine's labor market in a market economy after 2005–2006 significantly changed for the better in the segment of seekers of any job. Here, more than a third were able to easily find one, and only 44.2%, as of 2021, could not easily find such a job (most likely, part of them were employed outside the legal labor market).

Taken together, all of the above indicates that in Ukraine, under the above conditions for finding work for a significant number of the population, according to the survey materials received, there were difficulties with access to the market, **which is the first point. Secondly**, in Ukraine a significant number of job seek-

ers constantly encountered difficulties, or had difficulties to a significant extent (53.8% of respondents, people in this group were either completely or greatly dissatisfied with their main job) (Table 8). **Thirdly**, during the period for which this analysis was conducted, a deep restructuring of employment took place in the form of transition from public to private sector. One of the reasons for this state of affairs was the extraordinary transformation of employment. While in 2022, after almost 10 years of the formation of a market economy, 51.2% of respondents worked in the public sector, and only 6.1% of respondents were employed in the private sector with almost 40% unemployed, then in 2021, that is, after 20 years, 19.4% remained in the public sector, and 39.7% moved to the private sector. This means that throughout the entire period of transformational changes, that is, during 30 years, there was a continuous restructuring of the economy and employment, but the labor market failed to properly support the social labor-related rights, which is suggested by the fact that the majority of employed were dissatisfied with their work. **Fourthly**, in the labor market, about a third of the employed (26.7% of respondents) worked on jobs, which did not match their professional and educational level. There is an imbalance between labor demand and supply in the labor market. **And fifthly**, the professional training of labor force, still fails to match the structure of qualification demands set by the labor market, which calls for profound changes in education and occupational retraining.

One of the reasons is that in Ukraine, as of 2026, after more than thirty years of independence, there is no national labor code or other document that would define and, accordingly, regulate labor law. After long attempts to consider and approve the labor code over the years, as of the beginning of 2026, a draft Law of Ukraine “On Labor” (Verkhovna Rada of Ukraine, 2026), was submitted and registered, which, on the one hand, proposes to streamline existing subordinate legal acts that are outdated by now, and most importantly, is an attempt to implement a labor legislation, which is since long ago typical in international practice.

The latter is important in terms of harmonizing Ukraine's labor rights in the context of the EU accession. However, during the discussion and adoption of the said law, it will be necessary to adjust the draft taking into account the existing practice of EU countries, according to which in these countries such an important component as collective agreements acts as a mandatory addition, because collective agreements serve as the basis of labor legislation. The above mentioned draft law provides for a priority or gives preference to individual contracts, which threatens the prospect of its implementation and raises the possibility of not achieving the desired success, since, as we have shown above, in Ukraine, more than half of the surveyed testified to the lack of ability at the individual level to secure their rights and defend their interests through appropriate legal actions, while the majority, as of 2021, testified their poor living conditions. In view of the above, and also due to the fact that in Ukraine there are certain problems with the manifestation of individualism in general, in this case, regarding labor legislation, one

should expect its relatively low effectiveness, in particular, as to the formation of proper conditions for the implementation of the “European Pillar of Social Rights”.

A market economy, as such, encompasses or should encompass all factors of production, that is, along with fixed capital and land, a labor market should function. As for the inclusion of labor in the market mechanism, as K. Polanyi (2021) pointed out that “... to include [labor - V.H.] in the market mechanism means to subordinate the very substance of society to the laws of the market”. The latter in a philosophical sense means that labor function as a carrier not only regarding a resource, but also regarding, as is well known, many other properties of life and vitality, and only as a result of socialization and, in particular, economic socialization does it act in the labor market as a resource necessary for production activity, which we will discuss in another article, which will be published in the journal “Economy of Ukraine” in 2026.

As a result of the above, there is reason to conclude that there is a duality in human abilities, one of which is the ability to productive labor, which means that in market conditions, labor as a resource in a market economy is, according to the conclusions by K. Polanyi (2021), a self-regulating system of markets, governed by market prices and nothing else but market prices. Such a system, if it is able to organize the entire economic life of society without any help or intervention from the outside, deserves the name of self-regulating. At the same time, the labor market in itself, as experience shows, does not have any self-regulating features, and it is no coincidence that in the European Pillar of Social Rights, which functions in the European Union, two of the three elements are related to the functioning of labor market.

## Conclusions

The functioning of Ukraine’s labor market and the activities of individuals seeking job on it, as suggests the absence of a self-regulating system, since, as proven above, it was not able to organize appropriate activities, hence it failed to realize the rights to work for everyone. The labor market in Ukraine and the system that regulated it, primarily the state, did not ensure equal opportunities and proper access, which effectively prevented the realization of social rights. The study shows that working conditions did not meet the requirements, primarily in terms of wages, since it was easier to find job when an employee agrees to any job, that is, a person (in advance) agrees to any job, including those, which do not correspond to his qualifications or other parameters, which leads to a loss of efficiency for the entire economy.

Conclusions regarding the content and nature of the labor market that emerged during the years of reforms should be supplemented by one important component, which is related to overcoming the discrepancy between supply and demand in the labor market identified in this article. This can be realized through



economic socialization, which the population has undergone and should continue to undergo in accordance with the conditions of the post-war recovery of the Ukrainian economy, which will be based on a new type of planned order, in particular, in the context of Ukraine's accession to the EU.

The conceptual model of economic socialization of the working-age population on the path to Ukraine's membership in the EU during the post-war recovery of Ukraine's economy should primarily be based, as follows from the above, on the following pillars:

- content of secondary socialization;
- methods of secondary socialization;
- and agents of secondary socialization.

The implementation of the above guidelines in post-war conditions is an extremely important aspect of economic development, since in the context of the secondary socialization towards a European-style society, it is important to take into account the attitude of Ukrainians both to economic freedom and to methods for its improvement, since, in particular, in 2022, in the Economic Freedom Index (The Heritage Foundation, n.d.), Ukraine ranked 130<sup>th</sup> among 177 countries in the world, and occupied the penultimate place in Europe. This state of affairs with economic freedom in Ukraine will be a serious limitation to foreign investors in their participation in both recovery and, most importantly, reconstruction and development. The above is extremely important for overcoming the existing development gap. There is also a need of new research for the substantiation of developmental proposals on economic socialization, in particular, that related to the primacy of the individual over the collective and the popularity of freedom and physical activity in upbringing children, including the government's incentives for relevant public educational institutions and educators.

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