State Regulation of Economy Corresponding Psychological Reasons of People

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Abstract

The article considers the state regulation of economy that meets people's psychological reasons, reveals the psychological way of people's life; the psychological attitudes of business and state are presented, the psychological behavior models of people are described, the behavior peculiarities of economic management subject are described.

Keywords: institutional economics; the psychological way of people's life; psychological attitudes of business and state; psychological behavior models of people; the psychological structure of institutional economics subject; special behavioral psychology.
1. Introduction
In modern market conditions the phenomenon which used to be called "the invisible hand of Adam Smith", performing the function of economic relation self-regulation is superseded at a global level by the rules established by mega corporations or the unions of powerful states. The regulation of the market economy is performed by a state at the level of individual countries which managed to preserve the independence and sovereignty. At that institutions, the level and the mechanisms of economic relation regulation largely depend on the human factor, which becomes a decisive one, but not always an objective one in the creation of institutions and the rules of their work, adequate to psychological reasons of people. This may lead not only to economic losses of a state, but also to the weakening of its sovereign unity.

2. Institutional Economics Psychology Has Its Inherent Fundamental Values
The psychology of institutional economics has its inherent fundamental values which help to preserve a state and its people. It is based on the use of control mechanisms corresponding the cultural, natural, spiritual and psychological reasons of people. This psychology may effectively solve the state and commercial objectives and ensure the following conditions on a systematic basis:
- the preservation of Russian people life conditions, accumulated in its culture;
- the maintaining of psychological way of people similar to Russian type of produced economic system;
- the achievement of interest balance between the psychological attitudes of business, state and the psychological behavior models of people;
- the perception of information by the subject of the institutional economics similar to its psychological structure.

This approach corresponds not only the national interests of a state but also the principle of high-quality variety maintaining among economic system participants (economic, cultural, spiritual, psychological one). It contributes to the preservation and the strengthening of this system stability [1].

The emphasis on institutional economics psychology is not an accidental one. Without taking into account the psychological factor of the modern mechanisms of institutional economy are defective. They do not provide an effective impact on economic system objects. A proper functioning effect of the institutional economics is provided only by the creation of special psychological relations between an economic system, a business entity and society development targets. At that the society development targets determine this or that psychological type of business entities.

On the basis of the historical civilization way of Russia development, this country has such attitudes, which are focused primarily on the highest spiritual goals of life, because the greatness of its people, its contribution to the history of mankind are determined not only by the power of a state and the level of economic development, but above all by the spiritual culture of people. The economy is only one means of spiritual goal achievement.

A complex system of psychological relations is established in the process of development between institutions, business entities and society in general. A certain type of economic system of society develops the corresponding type of a business entity with its inherent special psychology of behavior, which is regulated by institutional economics.

3. Modern Type of Economic System
The modern type of economic system is determined in relation to the well-known triad of production factors: "land - labor - capital", which shows that economic systems may be
differentiated according to three main types with different psychological attitudes of activity and conditioning the use of an adequate international management [2].

The first type of economic system is focused primarily on the "ground" and is a natural-oriented one. Its peculiarity is in business entity development, which has a deep sense of its dependence on natural resources and environmental conditions. This type of business entity has an impact on the formation of a corresponding psychological portrait of society, sensitive to the change in the state of nature, providing the fundamental basics of its life activity. The psychology of human nature dominates here.

The second type of economic system is focused on "work" and develops a different business entity, the subconscious mind of which is dominated by the attitudes aimed at the pre-emptive use of its labor abilities. The state of nature for it is seen primarily as the means of production and the working conditions do not play a determining role in comparison with the labor. As a rule, the society focused on the "work" develops a passive psychological attitude towards environmental issues and to the activity aimed at the preservation of natural resources.

The third type of economic system is focused primarily on "capital". The psychological portrait of such a society is characterized by the use of ways of life, aimed at capital increase and, above all, on financial capital increase. In this case, the society is developed actively manipulating by psychological attitudes, providing the creation of wealth, based on the management of various types of capital.

Thus, each type of economic system is characterized by its own special psychology of behavior, the psychological way of society life, and therefore an adequate psychology of institutional economics. Due to the variety of economic system types the problem of choosing the society development path and its institutions becomes a principal one, which fully takes into account the psychological characteristics of people and its targets.

The modern psychology of institutional economics treats the subject of life activity not only from an individual and a social group member, but also as an image reflected in people's minds. The motivation of an expert in the field of institutional economics, interacting with business entities during the development of regulatory mechanisms and their implementation in practice, is based not only on a material basis. It has the economic consciousness of a person, formed on the basis of life sensations, an accumulated experience, the overcoming of difficulties. An unconscious origin in the psyche of an individual and a mass, which is rooted in the set of events, relationships, and emotions fixed in memory is of great importance. The nature of active volitional actions among economic entity subjects is different in different types of economic systems, as they are determined by the value of goals set before them. Therefore the issues that reveal the genesis of the target society values, related economic systems and their institutional display are very important here [3].

The values and goals of society development should relate to the main levels of institutional economics and to similar psychological patterns of behavior among economic agents. This is achieved as follows.

On the system level, touching upon the entire system of institutional economics with its hierarchy of goals and relationships, value goals should be considered, laid deep in the subconscious of people, possessing the property of remarkably high stability and conditioning a certain type of a person psychological behavior in the process of management. They should permeate and unite all levels of the institutional economy system, providing a link between them and a common psychological basis.

Thus, depending on value orientations, targets and society psychology the
prerequisites are developed for a differentiated selection of a particular type of economic system and corresponding institutions, specific techniques and management tools. Therefore, at the system level of targeted impact on certain types of economic systems their right identification and the determination of inherent psychological society code becomes a principal one.

4. Situational Level of Purposeful Impact on Economic Systems

The situational level of purposeful impact on economic systems ensures the compliance of the concept and regulatory mechanisms with specific situations. It is aimed on the regulation objective achievement by the most effective way. The impact of system goals on regulation objects occurs through the influence on the extent of their freedom by their restriction or expansion.

A regulation object may have several degrees of freedom.

First of all, it's a limited freedom in which the subject of regulation forces a dependent object to perform tasks. Secondly, it's a motivational freedom in which the subject of regulation should find reasonable motivations stimulating an object to perform a task. Thirdly, this is a high degree of freedom at which a regulation subject may impact effectively act on a relatively independent object using finer tools - psychological technologies.

Based on an object freedom degree, such control methods as coercion, motivation and conviction are used traditionally. However, their influence takes on a different quality and is enhanced significantly when they are used in close relation with space and time (past, present and future), in various combinations, depending on the desired control goals. In this way the past may be related with the present and the future. It can be used in combination with the future without going through the present. For example, choosing from a number of state historical events only its negative moments and focusing one's attention on these moments through all available communications, you may try to manipulate its future denying the development strategy of the present, as the consequence of the negative past, forcing new civilizational values alien to people's culture.

The process level of regulation is important because it provides a solid realtion of regulatory functions and enriches the system with life activity energy through these functions. The main feature of the process regulation is in the fact that it is closely related to the development and decision-making. The process regulation permeates almost all types of space-time relationships.

The system, situational and process regulation levels are in a constant interaction. The knowledge of the links between them allows you to see the mechanism of system regulation development as a whole and develop the impact measures of a regulation subject on its individual peripheral levels in order to influence on a system level. The biggest changes at the system level are achieved when a single chain of impact on relations is developed in time and in space.

Thus, the institutional economics psychology has a complex layered structure, the most important element of which is an individual, a person. The importance of an individual is determined by the fact that a character and mental attitude of subject-subject relations comes from it. These relations are developed in the process of targeted impact on economic systems. In this regard, the factor of ontological complexity accounting of a man's structure as organism, individual, personality and individuality plays a special role in the institutional economics [4].

The attitude of society to formal and informal regulatory institutions is at the basis of institutional economics psychology. With the support of the institutions by society,
expressed in their recognition through the implementation and the observance of the established rules and regulations, institutions are fixed and become the part of people's culture. A typical example of a positive attitude to institutions is a German society. Every resident of Germany in his psychological attitudes towards life activity tends to comply strictly with the laws, and not to look for ways to get around them. This strengthens the institutions, through the impact of people's culture on their activities. On the other hand, this shows the influence of institutions on culture through the strengthening of order, taking the form of law recognized by society.

Let us now turn to psychological techniques of institutional economics. They are used in competing struggle of economic systems for resources. Penetrating all the components of institutional economics, which makes a focused impact on economic systems, they are realized through culture and politics, with the inclusion in the process of a wide network impact (the network of international and domestic organizations). Each organization has specific resources inherent in the nature of its activities (from data to financial, technical, technological, organizational and intellectual support), the integration of which for a specific purpose and objectives provides an integrated effect of impact which significantly exceeds the effect magnitude obtained by summing up of organization results acting on their own.

5. Psychological Technologies of Institutional Economics

The psychological technologies of institutional economics, tend to focus on the active character of transformations. They are a very delicate, often intangible instrument of deliberate impact on the economic system through the processes of social development. The entities which implement these technologies are not public ones, hidden from society and invisible in its usual organizational forms. The results of their activity are tangible. They are manifested through specific, occurred events with far-reaching consequences. These events seem to be improbable or accidental at first glance, but later they are very productive in terms of super-system purposes set and implemented by institutional economics subjects. Only a comprehensive view on the events, penetrating into the depth and essence of phenomena caused by the use of institutional economics psychological techniques, lets you bring together seemingly disparate events into one picture, to see a true image of clearly interrelated processes and events implemented by the subjects of institutional economics in all its glory [5].

A distinctive feature of modern psychological technologies for institutional economics is that they influence and deform the civilizational foundations of society. Such technologies are focused on the formation of a certain psychological component among the population living in a particular area. As a rule, the psychological technologies of institutional economics are related to socio-cultural issues. In order to protect such technologies against an unauthorized use of in relation to the economic systems and society one should use the mechanisms of society and culture self-organization maintaining. State, municipal and public authorities should be able to influence the socio-cultural processes, supporting their positive development, by an indirect regulation of life activity in the interests of the multinational Russian people. Besides the use and strict measures related to the maintaining of integral strategy for traditional social and cultural environment development, the regulation of inter-ethnic relations within the legal framework and the values of people. Such civilizational self-organization mechanisms which protect the national economy of the country from the psychological impact by providing and maintaining the sovereign unity of its multinational people are extremely important here [6]. In order to achieve this goal one must develop the basic qualities of Russian civilization through systemic and institutional
mechanisms of cultural integration. During the process of integration the performance of such an important mission of Russian people, as the elaboration of symbiotic, cultural space without conflicts, operating on common values and sense regulators of activity with the elements of general social identity becomes a very important one. The spiritual basis of such a mission performance for Russian people can be ensured by Orthodoxy around which other country religions are united, constantly producing world formation ideas and contributing to the dialogue development between different cultures on an equal basis.

The use of psychological impact technologies on society and economic systems through institutional economics is closely related to the information space. It is a significant part of the environment in which such technologies are implemented and developed. The deformed Russian information space must be aligned and adjusted under spiritual values and the system, consolidating the ideological and social views of people. In order to maintain the creative spiritual trends in Russian society one should focus his attention on the development of local socio-cultural processes that contribute to the overcoming of society spiritual disorganization in regions.

During the targeted regulation of local socio-cultural processes, it is reasonable to ensure that a large-scale conflict environment and an imbalance are not developed between regulation and self-organization mechanisms. In this regard the tradition of socio-cultural sphere design shall be restored. It will allow to identify the priority socio-cultural spaces, the most important species of cultural activity and the key links of social relation development [7].

6. Conclusions
Based on the information stated above one may conclude that the formation of economic systems is focused on the obtaining of wealth at the expense of resources. It reflects the orientation of an individual on economic results obtaining. Indeed, in the economic systems with the focus on "earth" the goals and dispositional concept of a personality will be differed materially from those which inherent in the economic systems focused on "capital". Therefore it is very important that the regulation was adapted to a business entity, or vice versa, transformed a subject "semantic basis" according to an ideal model, which is offered by the dominant groups.

7. Summary
Thus, the intended effect on complex economic systems is not a strictly deterministic science, but an art. A profound knowledge of human nature is a decisive factor here.

Conflict of interest
The author confirms that the presented data do not contain any conflict of interest.

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