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VALUE PRIORITIES IN THE ECONOMIC RELATIONS SYSTEM

This paper investigated the nature and place of value priorities – civilization values in the economic relations. Priority characteristics have been identified that have a profound impact on the country's economic relations system, which in turn also applies (reflects) of tourist attractions. Key coefficients were found to allow further research into the direction of this paper. The goal and objectives have been achieved.

Keywords: *value priorities, economic relations, system of economic relations, national economy, statistical national coefficients*

Relevance of the research topic. Preface. The development of the Ukrainian economy requires new approaches to the economic activity of all economic entities, formation of new ideas about the role of components that influence the transformation processes. Such an important component of economic activity in the transition economy are value priorities, which largely determine the level of economic activity in the country, the degree of economic development, the rate of economic growth. Without updating the value priorities, it is impossible to overcome the factors of the imbalance of economic development on the way of its transformation into a socially oriented European economy. The problem of value priorities is relatively new in economic theory and is therefore under-researched both in Ukraine and abroad.

Formulation of the problem. Its relation to important scientific or practical tasks. Therefore, the economic theory faces the task of defining the essence of value priorities, their functions and tools to evaluate the real situation and provide conditions for updating the value priorities to help accelerate Ukraine's European integration.

Analysis of recent researches and publications. Selection of previously unresolved parts of the overall work problem. The notion and essence of the transformation of value priorities in the system of economic relations were engaged in such famous scientists as: M. Weber [1], A. Smith, F. List; Nobel Prize in Economics (2002) Vernon L. Smith [7], R.M. Sheremeta [6]; O. Turchynov, P. Unguryan.; O. Romanenko [2]; etc.

At the same time, today there are no complex deep developments, generalizations and proposals on the role of value priorities, economic culture in the development of economy, which would form the theoretical foundations and methodological approaches to the development of the state strategy for the renewal of value priorities, economic culture as a means of economic growth in the context of Eurointegration. It consists of the study of the nature and place of value priorities in the system of economic relations. In defining the world characteristic trends and offering the newest ones, which will have a fundamental impact on the system of economic relations of the country.

The object of the study is the value priorities of the national economy. The subject of research is theoretical, methodological and institutional-applied principles, practical tools for transformation of value priorities of national economy development.

Presenting main material. It's developed a set of scientifically grounded theoretical and practical recommendations, according to the world statistical trends of determining the place of countries in the world economic arena, to find positions of value priorities in the system of economic relations.

Material and methods. Theoretical and methodological basis for research should be scientific concepts, theoretical developments of Ukrainian and foreign scientists on the problem of transformation of value priorities of the national economy. The information base of the research is: statistical materials, which allowed to trace the impact of each element of values of the culture of work and culture of management, the development of motivation for productive work and the development of entrepreneurship to update the value priorities, economic culture of workers in Ukraine. These key factors make it possible to carry out further studies according to the direction of this work. The scientific results obtained, which will be obtained during and as a result of the research, are planned to be used at different levels of the state branch of government.

Results. According to scientific studies [1, 2, 6, 7], which were started in particular by the classics of economists and sociologists of the 15th century Reformation, it can be argued that the role of value priorities in the system of economic relations is integral. The great example is building such a powerful state as the USA, as well as a less powerful union like the European. The data in its policy was based and still is based on the principles of morality, spirituality, values that remain up to date, and borrowed from different countries of the world, in particular ours [3, 4].

There are a number of world sociological statistical value trends of the present [5] for determining the positioning of countries in the world arena, in particular economic ones, which are correlated with the following indicators:

- happiness index,
- confidence indicator,
- intellectual ratio,
- emotional intelligence,
- heart intelligence (coefficient of love),
- coefficient of spirituality.

According to the above quorum, and based on the formula proposed by British scientists in identifying cause and effect values to determine happiness levels [8], we propose, for further development, our own coefficient of determining the impact on the economy of a democratic country, which is at the stage of testing.

Below is the given testing formula (1) for calculating the complex of intellectuals indicators.

$$w_0 + w_1 = \sum_{j=1}^t \gamma^{t-j} IQ_j + w_2 \sum_{j=1}^t \gamma^{t-j} EQ_j + w_3 \sum_{j=1}^t \gamma^{t-j} LQ_j + w_4 \sum_{j=1}^t \gamma^{t-j} \max(SQ_j - CI_j, 0) + w_5 \sum_{j=1}^t \gamma^{t-j} \max(CI_j - SQ_j, 0) \quad (1)$$

In this formula, t means the investigated object, w_0 – «normal» level of complex of intellectuals indicators. γ is a coefficient ranging from 0 to 1, decreasing as an object doesn't work on level of it's own set of indicators, IQ_j is intellectual ratio, EQ_j is the emotional intelligence, LQ_j is the heart intelligence (coefficient of love). w_4 reflects happiness index if SQ_j , whose happiness is «measured» coefficient of spirituality of CI_j . w_5 , in contrast, reflects the confidence indicator of CI_j .

Scientific novelty. It is to develop a set of scientifically grounded theoretical and practical recommendations, according to the world statistical trends of determining the place of democratic countries in the world economic arena, to find positions of value priorities in the system of economic relations.

Conclusion. The essence and place of value priorities in the system of economic relations are investigated. The world characteristic trends are identified, and the newest ones, which have a fundamental impact on the system of economic relations, are proposed, which in turn also applies of tourist attractions. Key coefficients were found to help further research in the direction of this paper.

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