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THE STATE OF APPLIED INFORMATION AND COMMUNICATION TECHNOLOGIES AND E-BUSINESS PRACTICES IN BULGARIAN SMALL AND MEDIUM-SIZED ENTERPRISES

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Abstract

Small and medium-sized enterprises (SMEs) represent the dominant form of business organization in the economic system globally and play an important role in the economic development and increased competitiveness of the economy, both in Bulgaria and in the European Union (EU).

The presented article is scientifically applicable in nature and is based on an extensive survey whose purpose is to analyze the current state of information and communication systems in small and medium-sized industrial enterprises in Bulgaria. Based on the collected and processed information the study reveals the current state and existing practices and problems related to the operation and maintenance of specialized information and communication systems and e-business technologies. The presented survey reveals important aspects related to the security of information resources in organizations in order to overcome existing obstacles and disadvantages in the e-business system and to improve it in the future, which will lead to its increased sustainability and competitiveness in the economic market.

Keywords: information and communication technologies, e-business, information security, information resources.

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1. Introduction

Small and medium-sized enterprises (SMEs) represent the dominant form of business organization in the economic system globally and play an important role in the economic development and increased competitiveness of the economy, both in Bulgaria and in the European Union (EU). In the 25 EU Member States, there are over 21 million SMEs, which provided 88.8 million jobs throughout the EU [1].

According to the latest data of the National Statistical Institute (NSI), the number of enterprises in the non-financial sector in Bulgaria in 2015 is 326,380, where the number of micro, small and medium-sized enterprises is predominant (99.8 %) [2]. The observed tendency in the total number of SMEs is growing, in contrast to the sector of large enterprises, with microenterprises being the most numerous [3–5].

The surveyed data show that many SMEs experience financial problems, which suggests cost-cutting and business activity optimization. Taking into account the importance of SMEs in the economy, it must be emphasized that at such a time the ability to effectively use modern information and communication technology (ICT) solutions for electronic business (e-business) plays a crucial role in increasing the sustainability of enterprises and occupies strategic business positions in the newly created Internet economy [6–8]. The global network is being used more and more actively as a tool for advertising the services and products offered by enterprises. It is a mandatory aspect in transforming a traditional business into an electronic one. So, the managers of the enterprises that are seeking to expand the market and increase their competitiveness are faced with the decision of not whether it is time for such a transformation, but how to do it in the best possible way [9].

The clarification of the theoretical justification of the positions of various Bulgarian and foreign authors on e-business and its development on the basis of the introduction of innovations and possible concepts for advanced ICT [9–16] reveals the possibility of improving the operation of Bulgarian SMEs and increasing their competitiveness. Apart from theoretical formulations, however, the desired results can be achieved by determining the actual state of ICT and whether it is necessary to introduce innovative solutions for the development of e-business systems in SMEs. It is necessary to determine the capabilities, needs and restrictions that exist both inside the enterprises and in the surrounding business environment. For this purpose, the research carried out involves an integrated analysis, which aims to reveal the actual state of currently applied ICT practices related to the protection of access and security of information, as well as to ensure uninterrupted access (24 hours/7 days) to information e-business resources in the surveyed group of SMEs.

2. Materials and Methods

2. 1. Empirical basis of the research of applied ICT and e-business practices in Bulgarian SMEs

In the present study a questionnaire survey was conducted independently as a basic instrument for collecting empirical data during the period April-May 2015 at 70 Bulgarian enterprises, where the prevailing part of them are from Sofia, Blagoevgrad and Veliko Tarnovo regions. The survey takes into consideration the advantages of questionnaire surveys as a method which is suitable for the collection of a significant amount of information at minimal cost [17], where in view of the advantages of the modern Web-based surveys, one part (60 in number) of the inquiries were filled out on paper and the remaining (201 in number) were conducted online by filling in a specially developed online form. The inquiries were conducted among 261 participants, 57 % of whom are in managerial positions and the remaining 43 % of whom are in subordinate positions. The affiliation of the respondents according to the number of personnel is as follows: 33 % of respondents work in micro-enterprises; 33 % – belong to small enterprises, and the remaining 24 % – belong to the group of medium-sized enterprises. A total of 90 % of respondents are classified as belonging to SMEs but only 10 % of respondents work in large enterprises (with over 250 employees) [4]. According to data, obtained from the survey, the predominant form of ownership of the studied organizations is private – 68 %, 23 % of respondents are classified as working in state organizations, while only 9 % work in mixed enterprises. It must be taken into account, that the role and importance of this factor for the level and quality of ICT is associated with the budgetary possibilities and restrictions, especially in state enterprises. The questionnaire includes 60 questions in order to get a more complete picture of the state of ICT systems and the applied e-business measures in the studied group of Bulgarian SMEs.

2. 2. Restrictive conditions of conducted research of applied ICT and e-business practices in Bulgarian SMEs

The present article analyses only part of the survey results that are related specifically to the study of the actual state of the internal ICT networks and e-business systems of the enterprises, the preparation and the level of skill of the employees working in the ICT sector and the technical security and protection of the access to information resources of enterprises. The conducted research is representative in nature, so the investigations and the performed analysis, conclusions and assessments of the state of applied ICT practices in organizations are valid only for the object of study. The group of the large participating companies is not a subject of the present study, but has been investigated as a necessary party for comparison and in order to make a clearer assessment of the state of SMEs in the country.

3. Results of conducted research of applied ICT and e-business practices in Bulgarian SMEs

In recent years, the introduction of ICT solutions is implemented more and more actively in Bulgarian SMEs [18] which is due to the new managerial idea of achieving a strategic advantage through ICT investments and their direct impact on improving the quality of automated business

activity in enterprises. This assertion is supported by the results, obtained from the survey on the issue of to what extent the development of the business activity of organizations depends on ICT. From the received information it is clear that almost all of the respondents (97 %) think that no business activity can be implemented without ICT, which means that the surveyed enterprises must not only maintain their ICT, but also introduce advanced solutions to improve their overall strategy for e-business information support.

The availability of computers (especially a new generation of computers) and a local computer network (wired or wireless) in the organizations is the basic condition for the construction of an ICT infrastructure as well as for a variety of e-business purposes. The survey data confirm that regardless of the size of the enterprises, almost all of the studied organizations have developed a computer network which they use in their business activity. The information clearly indicates that the practice in various sized companies is to use different number of computers. So, while in micro enterprises the predominant number is less than 5 computers, in small enterprises the predominant number is more than 5 and up to 10 PCs. And the majority of medium-sized and large enterprises tend to use more than 10 computers in their business. This circumstance is directly related to the scope of activity of enterprises and their financial capabilities, and the need to have skilled IT specialists and to create an ICT maintenance unit should be taken into consideration.

A compulsory aspect of the management of IC systems is the use of various software products in the business activities of organizations and the data received from the survey indicate that the surveyed organizations use the following software products:

- office applications (word processing systems and spreadsheet programs, applications for reading an email, browsing the Internet, etc.) – 42 % of respondents;
- accounting software – 30 % of respondents;
- programming software for human resources management – 16 % of respondents;
- specialized business programs that are related to the subject of activity of the organization – 11 % of respondents;
- other programs – 1 % of respondents.

In this context, it is appropriate in different organizations to have a separate structural unit which is responsible for the maintenance of computer systems and software. But the results of the conducted survey show that the majority of respondents – 70 % – confirmed that such a structural unit is not available in their organizations and these results testify to the existence of risks to the information security and confidential data of the organizations and the possible loss of business benefits. The prevailing number of respondents works in micro and small enterprises (89 %). This result can be explained by the insufficient financial resources which are necessary for setting up a department, responsible for the maintenance of computer systems and software as well as the impossibility to employ qualified ICT specialists, who are responsible for the timely implementation of effective technological innovations that ensure the confidentiality, integrity and accessibility to corporate information assets and resources. Furthermore, despite the fact that according to 97 % of respondents the business activities of their organization are directly dependent on ICT resources, the majority of the surveyed companies (62 %) do not have ICT staff or, in a greater number of cases, it is insufficient and consists of 1 to 3 people.

In recent years, a growth trend in the use of ICT is observed across Bulgarian businesses, where the share of enterprises that have access to the Internet (91.4 %) has a direct influence [18]. These data are also confirmed by the results, obtained in this survey, which show that the rate of Internet connectivity in the monitored enterprises is very high and almost all respondents (97 %) confirm the presence of an Internet connection that is used for various business activities (**Fig. 1**).

The low share of enterprises which implement e-commerce makes an impression in the obtained results, which can be interpreted in close relationship with the backlog of the country against the general background of development in Europe [19] and as a serious indicator of the need for innovative solutions for the development of e-business systems in Bulgarian enterprises.

The development of e-business activity of the organizations should be presented on the Web via an attractive website. It should be as up-to-date as possible, with rich content and an integrated Internet concept. In this way, the organization will send its fundamental marketing message and

build its reputation among customers, partners and counterparties on an international scale. The enterprises participating in this study make no exception, and almost all of them have built a website (92 %). The data, obtained from the inquiry on the influence that the company website has on the development and competitiveness of the business activity of surveyed organizations, indicate that almost all respondents (93 %) reported that the availability of an electronic website affects the activity of enterprises. According to the majority of respondents (53 %), this influence is great and it has led to a sharp increase in the development and competitiveness of the implemented business activity. In addition, in answer to the question of whether the competitors of the studied organizations have a website, most of the respondents (72 %) gave a definite positive response, which in turn is another confirmation that any enterprise that wants to strengthen its presence in the market and expand the scope of its business activities, must make a name for itself in the online space.

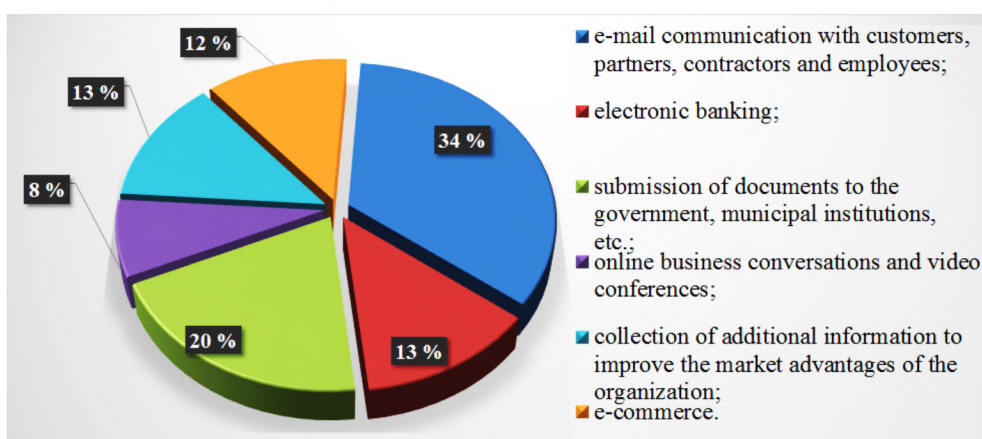


Fig. 1. Purposes of Internet use as part of the business activity of the organizations

The dynamic generation of various information technologies and devices and the ever more active implementation of e-business require the need to ensure processes that are related to the confidentiality and integrity of information assets of the organizations and the availability and authentication of the authenticity of employees, partners and customers. The conducted study revealed problems with the undervaluation of e-business systems, which are exacerbated when considering the state of information security in the surveyed enterprises. In this sense, more than half of the respondents (55 %) are not aware of and cannot answer the question of whether analyses were conducted to assess the state of information and communication support and the level of information security in the organizations. Moreover, 42 % of respondents in the analyzed organizations are in managerial positions, which is a very high percentage and this can be regarded as a reason for concern in view of the issues discussed.

At the same time, the indicated problem could be linked with the inability to acquire sufficient timely information on ICT issues and take relevant measures and approaches for the protection of and access to information assets due to financial difficulties or lack of ICT skills and qualified personnel. It follows from the above that the majority of the surveyed organizations are not capable of performing periodic innovations of their ICT systems, including of introducing and implementing active measures (through appropriate technological innovation) that help to increase IC and prevent critical risks and threats to the confidential information resources of the organization.

In addition, the majority of respondents (67 %) are of the absolute opinion that no properly documented information security policy exists, that taking into account the affiliation of respondents according to the size of the companies shows that this problem is concentrated mainly in micro and small enterprises (85 %). This, in turn, can be interpreted as a serious risk and a threat to the confidential information assets and resources of the surveyed organizations. Thus, the e-business system can be seriously threatened and a situation can occur where competitive organizations and business entities can acquire key data and important information.

Based on the information, obtained in the survey on the type of methods that are used to identify the staff when accessing information assets in the organizations, a username and password or personal identification number are indicated in the first place as the predominant method of identification (66 %) (**Fig. 2**). The second most common methods of identification, used by the surveyed enterprises, are the identifications performed by means of personalized cards (21 %) or electronic cards (9 %). Only 2 % of all surveyed respondents confirmed that their organizations use fingerprint identification. Biometric technologies that provide a high degree of precise identification [20–23] are not used by the surveyed group of organizations. Thus, taking into account the global data and studies related to breaches in security of the information resources of organizations reveals disturbing facts about the existing risks in the corporate information system, including essential disadvantages of the approaches based on the possession of physical objects and those based on the knowledge of certain information, as they can be forgotten, lost, provided to somebody else, or even stolen by ill-intentioned people.

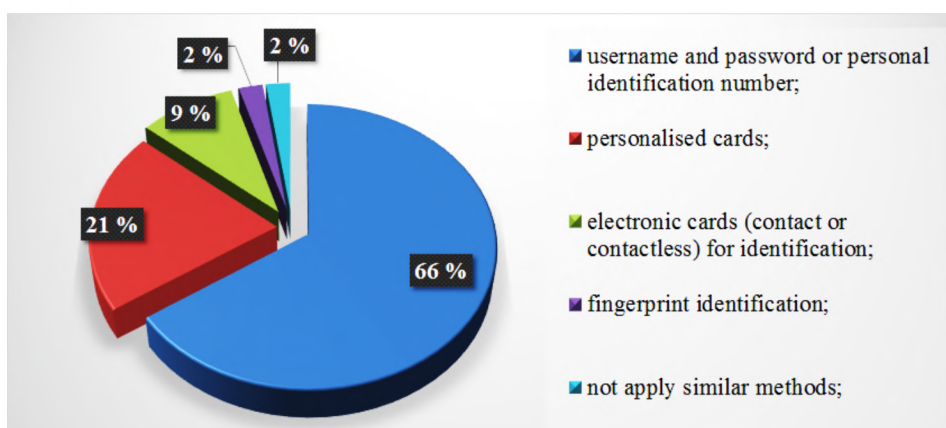


Fig. 2. The use of the methods of identification by staff to control the access to information assets and resources

These arguments are supported by results from the survey question about the existing disadvantages of the methods of identification of employees when accessing the information resources and assets of the organization (**Fig. 3**).

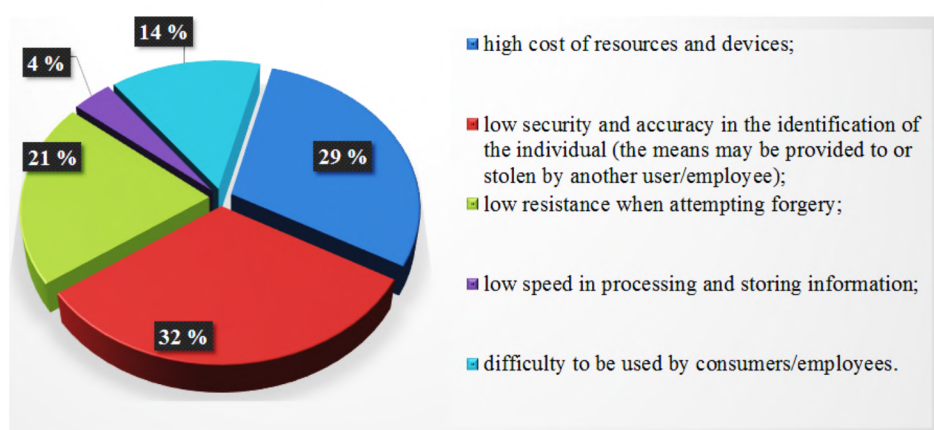


Fig. 3. Disadvantages of the methods of identification when accessing information resources

In this regard, the study makes an inquiry on whether the organizations applied methods to increase the control over employee access to information resources and assets. The results again showed a poorly localized attention and insufficiently active measures in this direction, in consequence of which problems can occur in the business activities of organizations and confidential

data and business benefits can be lost. In this sense, 85 % of respondents agree that their enterprises do not use methods for increasing the access control of the employees. At the same time, 70 % of the respondents find that there is a need to further increase the level of security when employees access the information resources and assets in the organization. Moreover, 60 % of them are employees in managerial positions, which fact emphasizes the depth of the assessment and the urgent necessity of the introduction of actual measures.

When providing access to the network information systems and e-business assets of the organizations in continuous mode 24/7 to employees, partners, contractors and customers, a server system must be ensured, which requires increased use of electricity, cooling as per the parameters of the machine and permanent (software and hardware) maintenance. In the conducted research, more than half of the respondents (72 %) confirmed that their organizations have a server/servers. But when examining the storage requirements for the server/servers, it becomes clear that: 20 % of the respondents claim that the servers used by their enterprises are stored by external organizations; 28 % confirm that the servers are stored in the same way as all other computers in the organization, without meeting the requirements that are needed to overcome the premature aging of the equipment and a possible failure to operate 24/7. Such negative influences could lead to missed business opportunities and loss of clients and partners for the organizations.

In addition, more than 75 % of respondents have indicated that their enterprises do not have an uninterruptible power system (UPS – Uninterruptible Power Supply) during the operation of the server/servers, which is a prerequisite for the loss of key and critical data and information in case of unexpected disruptions of electricity or electric shocks.

The survey reveals the fact that almost all respondents (94 %) claim that the monitored enterprises use devices for the climatisation of the work environment (temperature and humidity), which are air conditioning (61 %), central climatisation (11 %) and ventilation (22 %). However, almost half of them (49 %) are convinced that it is necessary to improve the level of control of the temperature and humidity on the premises where information and communication devices are stored.

It is clear from the data in the conducted study that the majority of investigated businesses (95 %) do not use spare devices for monitoring the ICT environment (a specialized electronic device for precise air-conditioning and control of the temperature and humidity). Obviously, this is one of the serious shortcomings in terms of the exploitation of the ICT devices and server machines, because such innovative technologies could facilitate the performance of remote monitoring of communication premises in organizations and warn of critical conditions of the surrounding environment, which may adversely affect the entire information resource of the organization and could result in the loss not only of critical data, but also of expensive information and communication equipment.

In conclusion, almost all of the surveyed organizations have set up an Internet connection and an electronic website, which are some of the basic steps to build and implement a successful e-business. But it should be noted, that these resources should be available 24 hours a day, 7 days a week, and 365 days a year, and this is the reason why necessary ICT equipment and qualified support for continuous operating mode must be ensured. However, the majority of the surveyed organizations do not have an ICT department and enough staff to maintain computer systems and software, which necessitates the use of third party services. And this is a deficiency that shows insufficient assessment of the importance of the management of the e-business ICT system.

4. Conclusions

1. Many of the surveyed organizations do not correctly assess the scope of the e-business system (including their managers) by failing to take into account the need to assess and support specialized information systems and resources, including portal sites, e-commerce systems for managing customer relationships and more. This fully applies to the surveyed SMEs that lack sufficient financial resources.

2. In the surveyed organizations there is a problem with the elaboration of an adequate assessment of the state of e-business ICT resources. Moreover, the managing staff underestimates the importance and nature of information security.

3. The obtained survey data are disturbing and suggest risks to both the uninterrupted access to the information assets of the enterprises and to the confidential data and information security, because servers are a computer resource with critical information for organizations that need to be maintained 24/7 under the operating requirements, set out by the manufacturer.

4. Most of the organizations underestimate the importance and the role of information security as a key aspect of sustainability, development and competitiveness of the business activity globally. This in turn can be a serious risk and threat to the confidential information assets and resources of the surveyed organizations and can result in the occurrence of critical situations, which is fully applicable to the surveyed micro and small enterprises.

5. The organizations are characterized by a lack of activity in the introduction of innovations in the sphere of information support and a low level of information security of the applied methods of identification, which shows an urgent need for the implementation of appropriate technological solutions that are available for the limited budgetary possibilities of SMEs in the country.

The performed analysis and obtained results are a logical basis for the future development of an approach for the introduction of technological innovations by means of which to improve the e-business strategy in Bulgarian SMEs, prepared on the basis of popular good international practices and trends, and comply with existing factors and prerequisites in Bulgarian enterprises.

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THE ANALYSIS OF THE U.S. EXTERNAL DEBT IN TERMS OF FACING THE CHALLENGES OF THE WORLD ECONOMIC DEVELOPMENT

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Abstract

The up-to-date approaches to external debt and its effects on economic processes entrench the standpoint of debt financing being the distinctive feature of the modern inclined-to-liberalization world. Subsequently, unhampered capital flow between economies is the offspring of macroeconomic equilibrium, since the allocation of capital based on barrier-free movement pays the way for factor prices levelling. Given these points, commodity prices develop a propensity for adjustment, financial system acquires sustainability and reliability. This research builds on existing knowledge in the domain of debt and is conducted in pursue of analyzing the U.S. external debt and effects it has on both the U.S. Economy and the global economy. Prior to looking into the external debt itself, the research study reveals the latest world financial and economic tendencies, the distinguishing features of which are low interest rates and smoldering economic growth. The IMF dubbed this economic agenda as "...a low growth, low-rate area" [1]. Along similar lines, the results of the research lend firm support to the view that the U.S. external debt poses little threat to the world economy in the short-run, since the U.S. economic growth outpaces debt servicing costs build-up. However, in case of the emergence of an economic decline, the United States may face challenges of debt servicing in the long-run perspective, hence fail to comply with the sacred principles of debt relationship such as timeliness and solvency.

Keywords: the U.S. external debt, the U.S. national debt, debt financing, debt effects, solvency and liquidity.

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1. Introduction

Should an economic agent run into a situation of total spending outrunning total income, it is mandatory to look for the financial sources in order to raise the extra funds [2]. Admittedly, there are roughly two options such as borrowing from either banks or capital market and assets selling a market participant can choose in order to finance troubling budget items. Doubtlessly, by going to borrow on a regular basis in the long term, an economic agent will inevitably run up against a mountain of debt, which is highly likely to turn into an onerous financial burden.

While viewing debt from the macrolevel perspective, it is necessary to emphasize the importance of carrying out a reasonable debt management policy as the inherent component of sustainable development and national security. It is a well-established fact that both advanced and developing economies worldwide intensively engage debt financing for various purposes, most of which concern dealing with budget deficit and covering programs falling into social domain. Meanwhile the asset selling option is at great demand in the nongovernmental sector, the fraction of funds a government is used to accumulating by selling assets is infinitesimally close to zero. On this logic, there is only one option left for a government to draw on in order to catch up with spending such as borrowing the extra funds. In case of subjecting to chronic budget deficits a government suffers threatening debt the burden of which is in all likelihood to put pressure on a country in the long-run.

By conjuring up a hypothetical situation under the conditions of which a government has already built up the substantial amount of debt, it is mandatory to consider two financial spillovers and their effects on an economy. Firstly, being both at the state of full employment and in need of receiving a loan, a government wedges between private sector's demand for the external financial resources for investment spending and financial markets supply of thereby. Literally, a government affects the equilibrium of a capital market, inducing increase in interest rates and hampering economic growth in the long-term. Secondly, a current budget deficit covered by a debt financing is likely to undermine programmes counted in the items of future budgets. Besides debt financing, raising tax and cutting off government spending are another options to cover the gap, but doing

so in times of impending debt burden may cause both more pressure on tax payers and the socially impaired. As a consequence, intensified taxation will cause investors' sentiment to come out, hence leading to capital outflows and growing reluctance to grant holiday on interest and capital repayments, debt prolongation or extra loans. Importantly, should a government affirm the need for more borrowings, it will undoubtedly fetch up in debtor's prison.

Of particular importance to research on debt matter is external debt and its effects on economy. Being a structural element of a country's national debt, an external debt bears more menace to financial and economic stability than the liabilities of government to its residents. The very definition of an external debt refers to financial debt or obligation a resident owes a nonresident usually as a result of certain business operations [3]. At this point, the most important aspect of an external debt is that in case of insolvency capital movement adopts a procyclical feature, hence value leaves an economy in the time the latter requires it at most. Taking into account the fact that advanced economies have developed substantial amounts of national debt, the noticeable fraction of which accounts for liabilities to nonresidents, it is of indisputable importance to give an account of the nature of national debt, putting a special emphasis on the external constituent. Of particular importance is the analysis of the U.S. national and external debt, since the stability of the undisputed world economic leader, the national currency of which is international money and accounts for the substantial fraction of international reserves of countries across the world, is of the highest priority as to ensuring world sustainable economic growth and financial stability.

2. Literature review

There is no denying that a number of economists have dedicated their research studies to the investigation of the matter of debt and indebtedness. Given this orientation, it is well worth indicating the fact that there are chiefly two contradicting perspectives from which the matter of national and external debt is viewed.

Firstly, national debt is approached from a burden-free standpoint. With this in mind, national debt is regarded as the redistribution of income between the owners of debt securities at a certain point in future. Hume, Smith and Ricardo, the adherents of the English Political Economy, set up the economic category of "healthy finance", putting forward an argument that debt financing is at odds with financial stability, which amounted to deficit-free budgeting [4].

A conflicting viewpoint is supported by Lerner, Keynes and Krugman, who strenuously defend the essentiality of debt financing in an economy's strategic development [5–9]. Peculiarly, Lerner devised the concept of functional finance, suggesting that national debt can be effortlessly accumulated and will not draw an economy in excessive unbearable expenditures or losses [8, 9]. Keynes adopts the position that debt financing should be directed at real sector qualitative and quantitative extension [6]. This means sustainable economic growth, which creates favorable conditions owing to the multiplication effect of involved loans. Thus, economic growth guarantees timely and complete debt servicing and minimizes risks and harmful effects national debt may have on an economy. Of particular importance to this research is the view of contemporary American economist Paul Krugman [2]. The scientist draws attention to opportunity-oriented nature of debt [7]. That is to say, by achieving and sustaining the pace of economic growth more intense than the accrual of debt, strategic economic planning may overlook permanent accumulation and build-up of debts [2].

3. Purpose and goals

The purpose the current research seeks to achieve is to provide a better understanding of the nature and effects of the U.S. external debt and dissect whether the current value of the U.S. external debt poses a threat to both the U.S. economy the world economy; outline core theoretical and fundamental essentials of both national and external debt.

In pursuit of fulfilling the purpose of this research paper, several goals have been set and can be defined as follows:

1. To give an account of the current and historical economic and financial trends and tendencies. With the context of this goal, it is necessary to highlight the de facto effects the recent economic events have had on the world economic agenda.

2. It is of vital importance to find out the place of external debt in the domain of national debt and gross external debt.

3. Carry out the analysis of the U.S. external debt by calculating the major indicators. Of particular importance in terms of this goal is to demonstrate the extent to which the U.S. economy is subjected to debt burden. Particularly, indicators are to be used to define vulnerability, solvency, repayment capacity, liquidity, reliance on short-term financing and repayment risks.

4. Methodology

The theoretical pillar of the current research paper consists in the views of prominent economists investigating the matter of debt and related issues. The statistical data for analysis derives from the data repositories of official institutions. The methodological approaches applied in the research paper for attaining the purpose and achieving accompanying goals include customary methods of obtaining knowledge such as observation, analysis, synthesis, comparison, deduction and induction.

5. Results

Prior to investigating the matter of national debt, it is well worth outlining the current trends of the global financial environment and the world economy. The agenda of the global financial system has prominent features such as low interest rates, weak growth and uncertainty about vectors of political development and structural drawbacks for banks [1]. Financial risks have been invigorated since the beginning of the second quarter of 2016, namely United Kingdom's exit from the EU and high unpredictability with respect to political events in Europe. Far-reaching repercussions for financial stability and economic growth are also intensively fueled by legacy burden, wealth inequality, the profitability shrinkage of advanced economy banks, sensitive shortage of bond yields, impacted lending conditions, etc [5]. According to the analytical data contained in the IMF 2016 Global Economic Report, the global growth rate in the first half-year of 2016 dwelled on 2.9 percent, which has turned out to be somewhat lower than in the previous year [5]. Such a protracted slowdown, combined with low inflation levels and cheap-money monetary policy, has created adverse and difficult circumstances for bonds with medium-term and long-term maturity to provide their owners with increasing yields. Inversely, the bond yields have been keeping to edge lower, just as global real long-term interest rates did throughout the first six months of 2016 [1].

Political collisions between Russia and the Western World also contributed to a visible decrease in crude oil prices at the end of the first half-year of 2014, which in turns paid the way for commodity prices to slide down. However, as chronic political rivalry stepped into the phase of remission, crude oil prices began to recover in the second half-year of 2016. Although the January of 2016 has broken a record by becoming the month of the lowest crude oil prices in a 10-year period, the oil prices rallied up by 50 percent up to \$45 at the end of the summer of 2016 [5]. The economic trend of partial recovery in commodity prices is also applicable to for coal prices, which have gone 32 percent up since the February of 2016. However, the prices of natural gas have still been rolling down due to weakening demand in Asia and oil overproduction in Russia, having reached 6-percent decrease since the February of 2016. Apart from energy supply, nonfuel commodities such as agricultural and metals have gained some value by 9 percent and 12 percent respectfully. Thus, partial recovery in commodity prices indicates the existence of a recovery stage, which can be regarded as somewhat steadfast, though crawling and liable to recession. The modest recovery in commodity prices has gone along with the stabilization of exchange rates. The major exporters of commodities (Russia, Brasilia, South Africa, etc.) have watched their national currencies appreciate in relation to the reserve currencies. The appreciation of these currencies has contributed to the strengthening of investors' sentiment, which was related to the expectations of low interest rates in advanced economies [5]. Of equal importance in terms of this research is the economic agenda of the United States of America. There is no point in doubting the fact that the United

States plays the crucial role in the world economy, since the country's currency fulfills the function of world money and literally every country holds a great deal of its international reserves in the U.S. dollar. Ranking above others, it is worth mentioning that the U.S. demand for commodities accounts for a mountain of supply generated by newly industrialized countries, especially China, India and some of East-Asian countries. Being responsible for the creation of a slew of added value, the U.S. companies make direct investments in those countries, fueling their economies with opportunities for a robust national income, employment and overall well-being. For instance, the U.S.-China economic relations distinctly demonstrate the interdependence between the advanced and newly industrialized economies. The United States runs chronic trade deficits with China and the figure ran into \$365.7 billion in 2015 [10]. Not surprisingly, the U.S.-China trade deficit of 2015 established a world record as the largest trade deficit amount. This amount is highly likely to keep climbing up, for the U.S.-based business entities allocate their production facilities in China in order to benefit from lower wages Chinese labor market offers, hence reducing cost of production. On these grounds, the majority of the U.S. imports is attributable to those U.S.-based companies, which in turn require the low interest rate environment in order to keep operating on the market. To sustain the U.S. interest rates low and keep Yuan relatively low to the U.S. dollar, China purchases the U.S. Treasuries and thus invigorates the U.S. economy with highly liquid capital. Should unfavorable circumstances occur and demand for the U.S. debt securities start to diminish, the U.S. interest rates will edge higher, foreign investments flow will weaken, USD will depreciate and then press down bond yields and thus demand will further decrease. Taking into account the role of both the U.S. dollar and China commodity volume in the world economy, the China-USA economic relations are the pillar of the world economic stability and sustainable development. Thus, the U.S. sustainable economic development and growth is a must have of the world economy to remain healthy and lasting in the long-run.

First and foremost, as have been noted the United States is currently the world economic locomotive. However, over the last few decades the U.S. contribution to the world economic growth has noticeably shrunk [11]. While excluding a few remarkable moments of intensification in that period, the United States appears to have been losing momentum for the last half of century [5]. There is compelling evidence in support of the claim that although consumption growth underpinned by expanding payrolls and strong labor market has still been and is expected to remain sturdy and lasting, the United States is highly likely to run up against slow-down problem, for 1.1-percent economic growth is the best perspective economic and financial analytics give [5]. Among factors exerting pernicious influence on the U.S. economic vector of development, the most threatening ones are a considerable drawdown of inventories, tottering business fixed investment, capital spending shrinkage, affected by appreciating dollar export-oriented industries and decline in nonresidential investment [5].

To give a clear illustration of the U.S. economic current agenda and perspectives, some attention should be devoted to the economic dynamics in historical view. On the basis of the evidence currently available, the U.S. economic contribution to the world economy has shrunk by half since 1960 (to the date, it amounts to 22 percent of the global GDP), when the GDP equaled 40 percent of the world GDP (Patton, 2016). While the pace of economic growth measured in the U.S. GDP-to-the World GDP ratio remained stable in the 1960s and up to the beginning of 1970s, the period from 1968 to 1980 featured gasoline shortage, immoderate inflationary pumping, oil embargo, expediting corporate innovative activity with relative effects on production facilities (automatization) and other economic and social trends, including social disturbances such as, for example, racial collisions [11]. On the other hand, the amount of the U.S. national debt (this definition encompasses public debt, government debt, sovereign debt and foreign debt) has been accumulating since the American Revolutionary War (1775–1783), particularly since the time when the federal government was coerced into adding balance sheet items standing for financial liabilities related with debt formation. At the moment, the U.S. national debt clock strikes almost \$20 trillion, revealing the fact that the USA is by far the largest debtor in the world [12].

Of peculiar importance to the current research is the U.S. external debt, or foreign holdings of the U.S. securities. A special emphasis should be placed on the U.S. debt securities such as the

U.S. Treasuries. The U.S. external debt includes both the fraction of national debt accountable for the liabilities of a central government, government agencies and public corporations controlled by a government to foreign economic agents plus debt owed by the U.S. private sector to foreign economic entities. For a deeper understanding of the U.S. economic agenda and historical trends, the dynamics of the U.S. economic growth and debt accumulation is provided in the accompanying figure (Fig. 1).

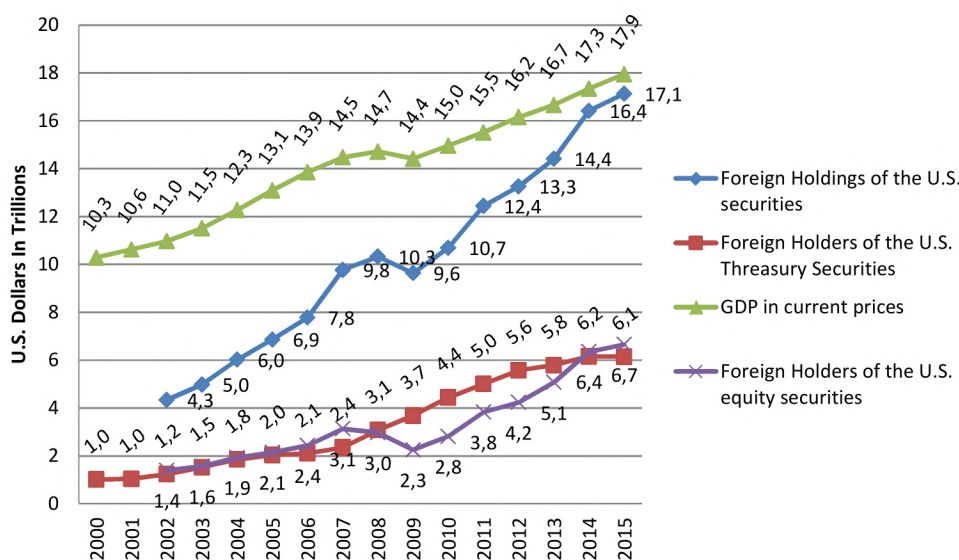


Fig. 1. The dynamics of the U.S. economic growth and external debt accumulation

Source: calculated by the author on the basis of the data derived from the U.S. Department of Treasury [13–16]

In terms of the U.S. external debt, it is necessary to bear in mind the fact that it is constituted of both debt and equity securities. In turn, debt securities encompass the liabilities of the U.S. Treasury, U.S. Agency and Corporate (non-Treasury and non-security debt). The available evidence on the fig. 1 seems to suggest that the growth of the U.S. external debt outruns the pace of the U.S. economic growth. Besides, the amount of liabilities to the foreign holders of the U.S. Treasury Securities increases at the same pace as the U.S. GDP does, which indicates the strong long-term economic relations between the United States and its partners, particularly those foreign holders of the U.S. Securities. Furthermore, the amounts of both debt and equity securities hold by foreign economic agents generally draw abreast, indicating similar demand for the U.S. debt and equity securities on the world capital market. At this point, the financial credibility of the U.S. Treasuries regarded by far as the most stable securities equals to that of equities. Taking into account the fact of the U.S. external debt is building up more invigoratively than the pace of economic growth, it is of indisputable importance to carry out in-depth research into the area of the U.S. debt.

Prior to moving from the shallow outline of the U.S. debt issues lied out above to the thorough analysis, it is well worth clarifying the nature of and difference between national debt and external debt by providing consecutive breakdown of the given definitions. In this context, of particular importance to the current research are the dimensions and frameworks of external debt.

National debt defines liabilities a specific country represented by a government owes its creditors. To be attributed to national debt, a liability must be outstanding and exist in time and space. The formation of a debt liability is the economic action where a creditor provides certain amount of economic value in the form of financial and nonfinancial assets to a debtor under contractual agreement [3]. The definition of the national debt is used interchangeably with government debt, sovereign debt and country debt. Particularly, in the United States national debt breaks down into public debt and intergovernmental debt. Out of \$20 trillion of the U.S. national debt, public debt accounts for the two-thirds and is owed by the U.S. government to both residents and nonres-

idents of various economic sectors (banks, households, nonfinancial corporations, governments), which holds official certificates promising to repay borrowed money at a certain rate, often fixed, of interest at a specified time and denominated in Treasury bills, bonds and notes [17]. The rest fraction of the U.S. national debt is the government debt owed by the government to itself and denominated in Government Account securities. The major holders of those securities are trust funds and Social Security Fund. Within the context of public debt, it is necessary to distinguish the fraction of debt a government owes to its foreign creditors.

According to the Guide for Compilers and Users elaborated by the International Monetary Fund (IMF), the definition of gross external debt encompasses the outstanding amount of current liabilities consisted of principal and interest and owed by residents to nonresidents of an economy [3]. However, the external debt should be approached not only as the element of national debt, but as an independent economic category. From the perspective of national debt, hence government view, external debt is a fraction of a country's national debt borrowed by the central government from foreign economic agents such as banks, nonfinancial corporations, international financial institutions, governments and government agencies. As an independent economic category, external debt represents all financial liabilities the residents of both different types of ownership and various economic sectors owe to the corresponding nonresidents. In a nutshell, as the component of national debt, external debt represents the liabilities of government and related organizations to foreign economic agents, meanwhile as an independent category it represents the liabilities of all economic agents of a specific country to the economic agents of a foreign country.

Additionally, it is reasonable to give a window into publicly guaranteed private sector external debt represented by debt securities emitted by private sector, but contractually guaranteed by a public sector, which embraces monetary authorities, general government and public financial and nonfinancial corporations (entities the half of voting power of which owned by a government). Although such debt is incurred by private sector, in case of poor solvency or total insolvency a government is obligated to shoulder a debt burden.

The most important aspect of the phenomenon of external debt is that by discharging liability a debtor incurs outflow of economic value from their economy. Meanwhile the fraction of national debt, which excludes liabilities to foreign economic agents, does not entail outflow of capital in the form of debt payments but redistribution of economic value between debt securities holders and their corresponding debtors, external debt inherently begets capital outflow, hence has unfavorable effects on the balance of payments, national currency and overall financial sustainability of a debtor-country.

Make no mistake, external debt can be described in secular language as a time bomb, for slowdown in economic growth incurs investors' sentiment and thus the holders of debt securities claim debt repayments from borrowers on short notice. Such panic-stricken stampede on the debt securities market drives market prices far below the nominal prices of securities and launches the process of market bubble formation and expansion. The rapid contraction of the market prices of debt securities is the final stage of the economic cycle dubbed as a bubble. Effervescent market behavior leads up to erratic selloff of debt securities at miserable prices, ending up at tremendous losses, which investors/creditors inevitably suffer. It all boils down to the fact that external debt trends and tendencies a country features are the starting point of economic analysis in the context of research on the matter of the U.S. debt. To pour lucidity on the matter of the U.S. external debt, it is worth taking into account the notion of the American economist Douglas Holtz-Eakin, who put forward an argument that the U.S. Treasury is highly viable security and the emergence of any shortcomings or "cracks" in that system would undermine the global financial system and is likely to engender a global economic recession [17].

The **Fig. 2** elicits the fact of constantly increasing external debt-to-GDP ratio, indicating the likelihood of an apparent increase in debt crisis threat under adverse economic circumstance. However, the accretion of the U.S. export has been significantly outrunning external debt service costs for over the last decade and the friction of short-term debt in the total external debt tends to slide painstakingly during the last five years. Associated with the arguments aforementioned is a claim that although the accumulation of debt outpaces the build-up of the GDP, the United States demonstrates robust repayment capacity and tapering-off reliance on short-term financing. Despite

of the U.S. international reserves shrinking in relation to short-term external debt accumulation, the country shows high level of liquidity and solvency.

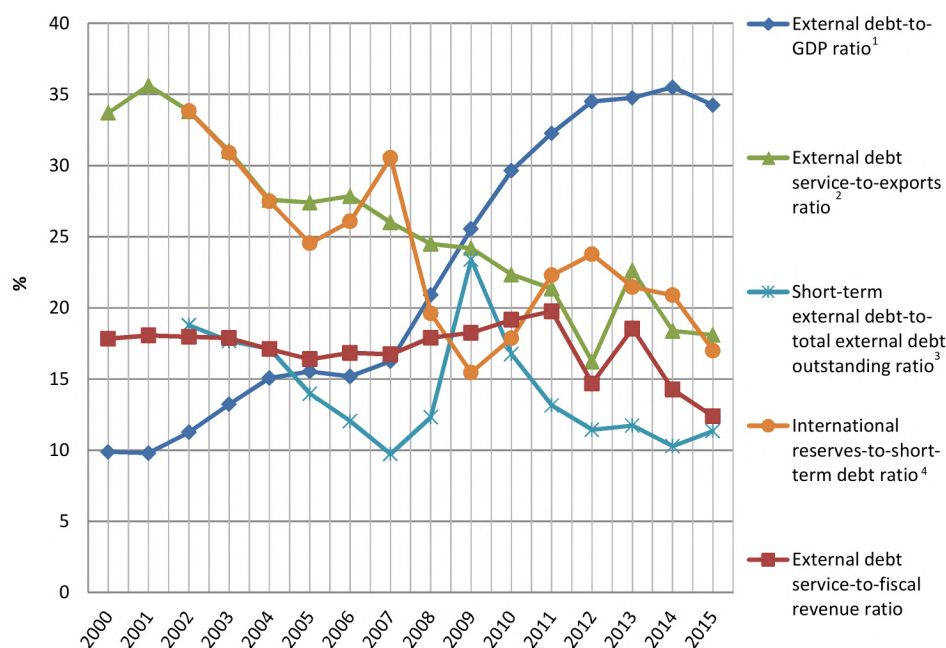


Fig. 2. The dynamics of the selected external debt indicators

1. The external debt equals to the foreign holders of the U.S. Treasury Securities
2. The short-term external debt is the foreign holders of the short-term U.S. Treasury Securities; the total external debt outstanding is the foreign holders of the U.S. Treasury Securities.
3. The short-term debt is the holders of the short-term U.S. Treasury Securities

Source: calculated by the author on the basis of the data derived from The Statista Portal, 2016; The U.S. Department of Commerce, 2016; Treasury Direct, [3, 10, 13, 14, 17–20]

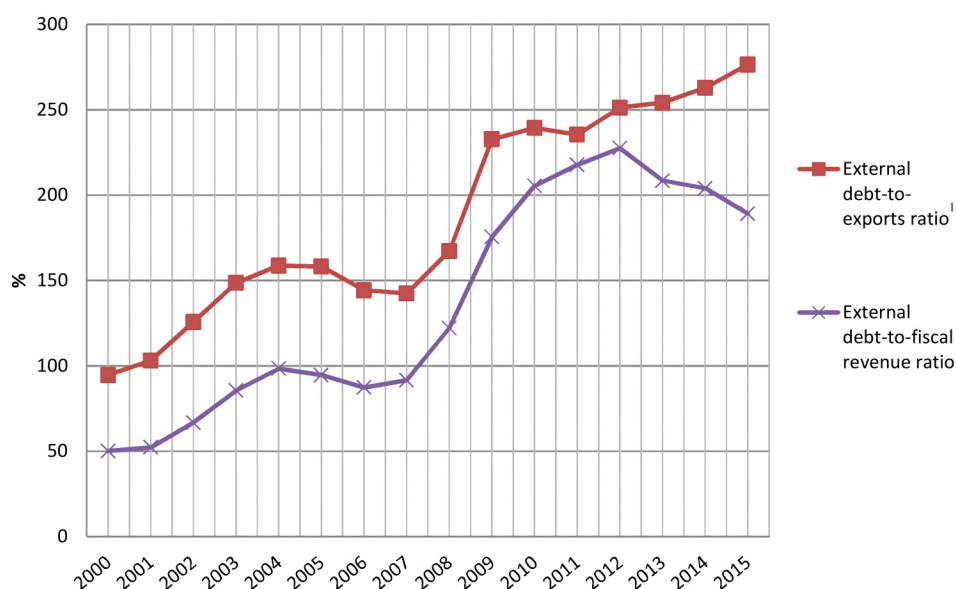


Fig. 3. The dynamics of the selected external debt indicators

1. The external debt equals to the foreign holders of the U.S. Treasury Securities

Source: calculated by the author on the basis of the data derived from The Statista Portal, 2016; The U.S. Department of Commerce, 2016; Treasury Direct, [3, 10, 13–15, 18–20]

Pursuant to the **Fig. 3**, the United States seems to have run up against nagging debt burden, which cannot be covered up by export revenues and public resources for payment. However, the American economist P. Krugman (2013) puts forward an argument that the absolute value of debt is poorly informative for conducting the accurate analysis of a country's debt issues [2]. The economist strenuously argues that the debt-to-GDP ratio should be given priority while carrying out analysis. On these grounds, as shown in the **Fig. 2** the external debt-to-GDP ratio has been less than 35 % over the last half of decade, eliciting the fact that United States bears relatively little debt burden against the country's foreign partners. Moreover, the external debt-to-GDP ratio has been displaying the uneventful and stable tendency to near-35-percent development since 2011 with an apparent shift to decrease in 2015 (**Fig. 2**). Moreover, the **Fig. 2** also demonstrates the solid trend of the external debt-to-fiscal revenue ratio having been sliding down since 2013. On this logic, by sustaining economic growth at a pace more intense than that of the build-up of external debt service costs, the United States will effortlessly cope with external debt payments in terms of timeliness and completeness. However, in case of economic slow-down, the world economic leader may run into difficulty in debt servicing and repayment.

6. Discussion

On the basis of the analysis introduced above, it is worthwhile considering the importance of external debt while conducting voluminous analysis of a county's national debt. The results of the current research give a window into contingent threats and opportunities that external financing based on the principles of serviceability, timeliness and obligation may bring along. As have been noted in the results paragraph of the research, the U.S. external debt represents little threat, since the country sustains high level of credibility and constantly proves its solvency and financial stability.

The results are relevant for being applied to the analysis of world financial stability at large and the health and robustness of the U.S. economy and financial system in particular. The fact of the U.S. economic growth, being at a pace more intense than the accrual of external debt service costs indicates financial stability and sustainability in the short-run perspective. However, from the standpoint of the long-run effect, the U.S. external debt may convert into a morbid economic formation, which will pose a danger to the entire global economy.

This research paves the way for further analysis of the nature of the U.S. external debt. Particularly, it is of paramount importance to carry out the long-run analysis of the effects of the U.S. external debt and indebtedness on the U.S. economy in particular and the world economy in general.

7. Conclusions

On the basis of the research study conducted, it is plausible to draw the following conclusions.

Firstly, the current tendencies of global financial system and world economy display tapering-off growth and low-interest vector of development. In-house disturbances in the EU related to United Kingdom's abandonment, rigorously fluctuating oil prices and widely-extended "cheap money" monetary policy predetermine unfavorable expectations for long-term and medium-term securities, on which their owners count in anticipation of robust yields. In light of all this, the dwindling profitability of securities is highly likely to pose a danger to countries with substantial amount of national debt, but especially those with noticeable external debt.

Secondly, external debt should be viewed both as the component of national debt and as an independent category. As the component of national debt, external debt represents the liabilities of government and related organizations to foreign economic agents, meanwhile as an independent category it represents the liabilities of all economic agents of a specific country to the economic agents of a foreign country.

Thirdly, the analysis of the debt-related ratios has showed that the current U.S. economic growth outpaces the build-up of the external debt servicing costs. It all boils down to the fact the U.S. economy is not under the immediate threat of the emergence of a debt crisis. However, in the long-run perspective, the United States may face formidable challenges as to solvency and liquidity in case of an economic decline.

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THE STUDY OF PEDAGOGICAL PRACTICE OF MOBILE LEARNING IN RUSSIA

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Abstract

The analysis of Russian and international experience of mobile learning is given in the article, the components of mobile learning (mobile devices, net technologies, pedagogical technologies) are revealed, pedagogical conditions of introduction of mobile learning in practice of Russian school are formulated.

The special attention is paid to importance of the use of mobile learning under conditions of transfer to the new educational standards, because the use of mobile devices at the lessons develops in pupils the ability to work with information, interact with a teacher and other pupils in net. It is demonstrated, that mobile learning is oriented on the attainment of meta-subject educational results, favors the formation of ability to study during the whole life.

The existing practice of mobile learning (inverted lesson, park lesson, distant courses and so on) are analyzed. The importance of pedagogical technologies, oriented on the wide independent work of the pupils is proved.

The prospects of further studies on this problem are described, the necessity of specialized training of teachers to the use of mobile learning at school is proved, the list of topics for the study in the system of qualification improvement of the teachers and forms of the work with them is given: webinars, qualification improvement courses and also informal improvement of qualification in net communities (blogs).

Keywords: mobile technologies, mobile learning, mobile devices, pedagogical practices of mobile learning, pedagogical technologies, pedagogical conditions of mobile learning.

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1. Introduction

Mobile learning is associated, first of all, with mobile information technologies that is technologies, based on the use of mobile devices and modern net technologies. The tablet computers, smartphones, navigators, readers and other ones that provide the work with information can be named among the mobile devices. Mobile technologies changed the ideology of work with computer programs in many aspects, made it more comfortable and fast. The advantage of mobile devices is that they always accompany the modern human, have a small size and can be connected to internet in practically any place of the world and in any moment. The advantage of net technologies is that the user can connect to the program and program products in any place, at the same time the joint work in net, when several persons work on creation of documents, is possible. From this point of view it can be considered, that the mobile learning it is any learning activity that mainly or exceptionally involves the mobile devices and net technologies instead of ordinary desktop computers with set software.

Today in Russian learning takes place a contradiction between the needs of pupils, who are ready to use mobile technologies in learning and unreadiness of teachers to use the existent practice of mobile learning.

2. Analysis of the literature and statement of the problem

The analysis of international experience in this field is presented in “UNESCO recommendations on the policy of mobile learning” [1], prepared by UNESCO institute according to information technologies in education (ITE UNESCO). The manual gives rather comprehensive definition of the very term – mobile learning (m-learning): “M-learning provides the use of mobile technology both separately and together with other informational and communicational technologies (ICT), for organization of learning process not depending on place and time. The learning can take the different forms: using mobile devices pupils can gain an access to educational resources, connect with other users, create content at class and beyond it. M-learning includes the arrangements, necessary for attaining the aims of the learning, for example, effective management of school systems, improvement of interaction between educational institutions and pupils’ families” [2]. The main advantages of m-learning are reasonably presented in materials of Recommendations and in analytic note. The main among them are: the widening of possibilities and guaranteeing of equal access to education, individualization of learning, instant feedback and possibility of operative evaluation of the results of learning, possibility of involvement of pupils with limited health abilities in learning.

The term “m-learning” is relatively new and rather debatable for Russian education. The first studies of the problem are related to 2008. Kuklev V. A. in his work underlines that the necessity of introduction of m-learning is caused by the features of development of informational society, psychological features of growing generation, oriented on the wide use of computer in both routine life and study [3]. Since 2008 the necessity of m-learning introduction increased because of wide use of mobile devices and broadening of their technical possibilities, appearance of new mobile devices with special applications, oriented on the learning.

Generalizing the practical experience of introduction of the model “1 pupil – 1 computer” in Russian and foreign education, Yarmakhov B. B. analyzes the main notions, connected with m-learning: mobile educational environment, e-textbook, e-mark book, e-copybook, e-portfolio [4]. Methodological manual, prepared by the author, played very important role in understanding of the essence of m-learning but today it is necessary to rethink many author positions because of the change of possibilities of mobile devices, essential development of net informational technologies and also transfer to realization of federal educational standards of new generation (FES) and professional standards of a teacher.

In Russian studies on the problem is underlined that the term “m-learning” can be interpreted rather widely. In educational process the mobile can be [5]:

- devices, used at learning (any mobile devices and net technologies);
- pupils (at learning they can be at classroom or beyond it, to move round the class or round the school, to work in different teams (of equal or different age) and so on);
- the learning process itself (the different types of lessons: traditional (at classroom, according to the schedule), “park”, “museum”, “theatrical” ones become real; the teacher is not only educator that conducts lesson, but also the virtual teacher (for example, the teacher in internet from other region, other school); e-textbooks and different i-resources are widely used in learning).

Despite such wide possibilities of m-learning introduction there are a lot of problems and risks of m-learning use at Russian schools. Shyshlovskaya Y. V. [6] names the following:

- it is not always possible to organize the equal access of pupils to mobile devices and high-quality high-speed internet;
- the school infrastructure must change, not the prohibition to use mobile devices at school must be actual, but their wide use for the solution of different problems and that needs the change of school accommodations, appearance of free internet access zones;
- the questions of health protection and establishing of substantiated norms and rules of e-devices use are urgent.

From the point of view of the author of this article, the solution of the following questions is no less important:

- the change of pedagogical worldview of all participants of educational process: leaders of educational organizations, teachers, parents is needed (from the presentation of ready knowledge to the different forms and ways of information receiving, processing and mastering);

– the risks, connected with informational safety that sometimes deny the attempts of mobile devices use at educational institutions, need the special attention.

The training of all categories of educators (leaders, teachers, tutors) to the m-learning use in professional pedagogical activity is very urgent today [7].

3. Aim and tasks of research

The following aim was set in the research: to study the experience of m-learning use at Russian and world educational system.

For attaining the set aim the following tasks were formulated:

1. To study the existent pedagogical practices of m-learning.
2. To determine pedagogical conditions of m-learning use at Russian school.
3. To reveal the directions and ways of teachers training to m-learning use in professional pedagogical activity.

4. Materials of research

The ascertaining experiment demonstrates that today the experience of m-learning organization in Russian education is not wide but there is a series of interesting pedagogical practices, realized by Russian teachers:

- “inverted lessons” (new material is studied at home and the task of lesson – systematization of received knowledge and its active mastering);
- out-school lessons: “park” lesson, “museum” lesson, “theatrical” lesson (it is especially suitable for the lessons of history, geography, literature, biology and so on), when mobile devices are used for video recording, photos preparation, working process fixation and other aims;
- the widening of possibilities of organization of project and research activity of pupils, integration of class and out-class work by the inclusion of m-learning elements;
- the use of infographics means on mobile devices for teaching of pupils to use the methods of information structurization, its folding and unfolding (very interesting infographics was elaborated by TV channel Culture, it can be actively used at studying history, literature, geography and other subjects).

Let’s note that there are many interesting technological solutions for m-learning realization such as the use of:

- e-forms of textbooks, elaborated by all publishing houses together with paper learning literature [8];
- specialized mobile learning environments, for example, “Mobile e-school” [9], this project is realized by the team of specialists under the guidance of Kondakov A. M. within FSES realization;
- the possibility to use of Russian platforms of opened e-education Universarium [10] and Stepik [11], and also Intuit, center “Specialist”, ABBYY, Netology and many other;
- the systems of video-lessons on the main subjects of school program: infourok [12], interneturok [13];
- interactive constructors of net didactic and methodical materials (tasks [14], cross-words [15], online tests [16]);
- instrumental environment for creation of learning applications for tablets by Apple “Ex-plications” [17].

The components of m-learning were determined at the research:

- m-devices (tablets, smartphones, navigators, readers and other devices);
- net (crowd) technologies and their means: general ones, for example, Google applications: disk, sites, blogs, maps and specialized pedagogical ones, mentioned above;
- pedagogical technologies, oriented on active independent work of the pupils and creation of educational products at learning.

Professional complications of the teachers of schools of Leningrad region were also studied. The ascertaining experiment demonstrated that the conditions for the use of such learning are absent in most educational institutions for today, so the necessary organizational-pedagogical conditions were determined:

1. Creation of technical base (determination of the methods of m-devices use: their purchase by educational institution or BOYD (Bring your own device method – when pupils bring to the lessons their own devices)).

2. Creation of special “spaces” of free access to internet at school, it may be not only learning classes but also the special zones in corridors, library, assembly hall and other school accommodations.

3. The choice of adequate pedagogical technologies (project, technology of critical thinking development, case-technology and other) that must be oriented on active independent work of the pupils, formation of universal learning actions, and reflection must play the important role in them.

4. Creation of special resources for presentation of the course and results of m-learning – from the large-scale mobile educational environments to the small target sites or blogs. It is very comfortable to use the portfolio (web-portfolio) technology at learning process, when pupils during the whole study collect and systematize the ready tasks, review the works of their mates, receive recalls on their works and present all materials as paper of e-portfolio.

5. Solution of organizational problems (possibility of class division in subgroups at activities with m-devices, conduct of certain activities by two teachers, training of pupils-assistants of the teacher, involvement of parents in certain types of activities).

6. Purposeful training of pedagogical staff (corporate, if possible) to the use of this form of learning, active exchange of experience, net presentation of schools working experience on sites and blogs.

7. The solution of normative-legal questions, connected with guaranteeing of information safety under conditions of open educational environment.

5. Interpretation and approbation of the results

During the research it was established, that for inclusion of the elements of m-learning in educational activity of the school the special expenditures are needed, but they can be compensated by the advantages of m-learning:

- distinct orientation on the attainment of meta-subject educational results: the use of mobile devices helps in formation of all types of universal learning actions (cognitive, regulative, communicative);

- the possibility to realize the new approaches to the assessment (involvement of pupils in the process of assessment, increase of the role of reflexive instruments of assessment (questionnaires, mark books of learning activity and other), the use of computer instruments of assessment (tests, interactive tasks);

- orientation on the increase the share of pupils’ independent work, moreover the independent work can be organized in interesting form, taking into account the mentality of modern children, oriented on the wide use of computers in life and study;

- the support of widening of the spectrum of informational resources, used at learning (e-textbooks, e-educational resources, crowd instruments and services).

Today the educators (leaders of pedagogical organization and teachers) are trained to the gradual introduction of m-learning in the practice of schools of Leningrad region. For this aim:

1. Informational materials with the review of essence and pedagogical practices of m-learning are presented on educational portal HOR [18]. These materials are freely accessible to the teachers of Leningrad region.

2. The blog for discussion of experience of introduction of m-learning practices in school work is created [19].

3. Webinars, discovering the essence of m-learning and presenting the existent pedagogical practices, are conducted.

4. The program of qualification improvement of teachers in the fields of m-learning is prepared. For the present time such program includes 18 and 36 hours of training and the following sections: essence of m-learning, pedagogical practices of m-learning, organizational-pedagogical conditions of m-learning use, limitations and risks of m-learning.

6. Conclusions

Today the change of Russian school mission takes place; it is transformed into multi-functional center of the local community with orientation on joint activity of pupils, teachers, pupils' families in the context of personal development and "education through the whole life". In the solution of such problem the consolidation of resources of all participants of educational process is necessary, at the same time the different types of resources are considered – from intellectual to technical ones.

At the first stage of research the set tasks were solved:

- the existent pedagogical practices of m-learning, their revelation and analysis must be continued;
- pedagogical conditions of m-learning use at Russian school were determined;
- the directions and methods of the teachers' training to m-learning use in professional pedagogical activity were revealed, it was recognized, that the educators' training must be both formal (courses of qualification improvement) and informal.

The attitude to m-devices of all subjects of educational process as to distracting from educational activity must be changed. We must learn to understand them as essential help in realization of individual learning trajectories, attainment of personal, meta-subject and subject educational results, involvement of the learning person in creation of learning environment.

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THE FEBRUARY REVOLUTION OF 1917 AND UKRAINIAN OFFICERS: THE CHOISE OF POLITICAL ORIENTATION

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Abstract

The article is devoted to social and political moods of Ukrainian officers in the Russian imperial army in Ukraine. It shows the conditions of their condition at the fronts of the First World War on the eve of the February revolution of 1917.

An attempt was made to ascertain the political position of Ukrainian officers, their moods, behavior, social and political attitudes in the period of revolutionary events in Ukraine in 1917 and in the first months of establishment of the Ukrainian statehood. The article shows the personal officer's attitude to the change of the political system and the attention is focused on the problem of choosing their political path.

Keywords: the February revolution, Ukraine, Russian Empire, officers, political orientation, the Ukrainian Central Council.

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1. Introduction

During the First World War on the territory of the Ukrainian lands were Russian army, which as a result of the February revolution of 1917 became a powerful centre for democratic and national liberation movement. A certain percentage of the personnel of the Russian army were Ukrainian officers. They were actively included in the revolutionary process, which covered the Ukrainian society after the overthrow of the Russian autocracy and quickly became a separate element of national military movement. Officers had one of the leading roles in the Ukrainian people's fight for the statehood, because it had brightly pronounced state character, which occupied an important place in the process of national revival of Ukraine.

2. Analysis of researches and publications

The problems of social and political moods of Ukrainian officers during the February revolution are not fully disclosed and represented in fragmentary mentions in the works of Ukrainian authors. To this theme a few authors have been approached in different aspects: author [1], in particular concerning on the first steps in the military building in Ukraine, author [2] wrote on the some aspects of relations between Ukrainian officers and government, author [3] particularly with regard to the February revolution events at the front, author [4] wrote on the influence of the February revolution regarding the officers.

However, as I remarked, in Ukrainian historiography the specified issue was not a separate object. Therefore memories by authors [5–7] and others officers, that were written during the Ukrainian revolution 1917–1921, are an important source for illustration of these issues. As well as materials from the Central state historical archive in Kyiv, in Lviv, and the State archive of the Lviv region.

3. Aim and objectives of the research

The goal of this study is an attempt to outline the situation of Ukrainian officers before and during the February revolution of 1917, the influence of the February revolution of 1917. Moreover, the tasks in this article are focused on the highlighting social behaviour, psychology, personal moods and choice of political orientation of Ukrainian officers against the background of the revolutionary events in Ukraine through their memoirs.

4. Results of research

With the outbreak of the First World War, on the territory of Ukrainian lands laid South-Western front – one of the largest fronts of the Russian army, as well as a small part of Romanian front. The composition of South-Western front consisted of 7, 8, 11 and a Separate

army. As of March 1, 1917, its personnel were 2 million 281 thousand soldiers, officers and military officials. The Ukrainians in it were 1/3, and on the Romanian front 1/4 of its staff. All non-Russian contingents on these fronts were 65 % [1].

In general, in the Russian army at the beginning of 1917 were 6 million 798 thousand soldiers, and those who were in spare parts – 2 million 260 thousand. Ukrainians was approximately 3,5 million of this composition. As you can see, the Russian army almost 40 % consisted of the Ukrainians [1]. However, only a small percentage of officers belonged to the higher officers, that is, before the generals. The middle and lower ranks, which included the Ukrainians, were the basis of the officer corps of the Russian imperial army.

Events at the front in early 1917 were unfolding not in favor of the Russian Empire and its army. There has been fraternizing with the enemy and defections that have undermined, and so weakened the army and threatened to the state. Those events were brightly highlighted in the memoirs by officers, members and contemporaries of the time. Therefore in the army there had been indiscipline: in officer's memory flashed images of the first days of the mobilization of 1914 and the "masses of soldiers on active service and in reserve which in the rows went to the front", Colonel Mykola Galagan remembered [5].

Ukrainian Colonel Volodymyr Kedrovskyi pointed out that the situation at the front was complex, the food was getting worse every day, and silent protest grew among the officers [6]. Besides, General V. Petriv recalled in his "Memoirs" ("*Spohady*"):

"The whole load based itself on them, on their lives and their health, and reverberation of political struggle that went on in political centres for power, forced the officers to ponder over who is to blame for all those failures and wasting their lives and come to conclusions only negative about the existing order, higher headquarters, and managing leadership" [8].

A centurion ("*sotnyk*") of the Ukrainian People's Republic Army Nykyfor Avramenko with this in mind noted that "in the infantry there was a gap and it has become a little dimmed" [7]. And soon mostly junior officers "almost openly expressed their views, in solidarity with the soldier: when will the war end?" [7].

Moreover, among the lower officer ranks in January-February, 1917, according to the reports of the head of Volyn provincial gendarmerie management, the spread of illegal organ "the Soldier's journal" ("*Soldatskiy Viestnik*"), which reported on strikes and massacres in the Empire, took place [9]. Therefore, the attitude of the regimental commanders and other officers until the abdication of emperor Nicholas II was mostly calm, and as noted by General Vladimir Selivachev, some even said directly: "We even knew and were expecting" [10].

The orders about the renunciation of the Imperial family and the events in Petrograd were received by the troops of the South-Western front very late. In particular, about this Colonel M. Galagan, mentioned:

"Life went past the orders, but the revolution has carried out its aims and objectives, ahead of various official messages that passed all stages of the long military hierarchy and very late reached the bottom and efficient army" [5].

But the officers felt that something had happened. For example, V. Kedrovskyi said about this: "it is clear that in Petrograd there was something extraordinary. But why we, the army, don't know anything?" [6]. And in spite of this, "there would be no doubt that within a few days the whole front learns about the coup, because to hide such an event, of course, nobody can" M. Galagan considered [5].

The news about the abdication of the Emperor Nicholas II from the throne a significant portion of officers embraced with great joy. Colonel V. Kedrovskyi focused on the first officer's impression from concerning Emperor's abdication. In this case he reflected on pages of memoirs:

"Finally brought the Newspapers...Hands are shaking, turning its.....True!...we are reading the tenth time of the last Manifesto of Nicholas II and tears of joy fill my eyes...Something comes up in my throat and pressure in it...I want to run on the street to congratulate all with the holiday of freedom...dreams come True!" [6].

Nevertheless, soon the revolutionary movement has penetrated different layers of the Ukrainian society, in particular the officers and the whole Army. As was mentioned by Volodymyr

Simiantsev in his memoirs “the Years of the Cossacks” (“Roky kozakuvannia”) – “Ukraine was raging all around” [11].

The revolutionary moods spread on the army and it influenced very negative. The cases of desertion were oftentimes, which eventually became a mass phenomenon on the front [12]. Thus, in particular General Mikhail Alekseev wrote to the War Minister Alexei Guchkov: “the armies of the South-Western and Romanian fronts only with advanced positions at the same time (1–7 April 1917) 347 soldiers deserted” [4]. Every day discipline has been falling, and culprits of a breach of military duty, treated to possible punishments with complete indifference. Therefore, this has led to the weakening of the authority of officers and managers. Some officers were removed from power over their subordinates, and the power in the front regiments was placed under the control of soldiers committees. To restore damaged credibility and to resolve the increasingly growing contradiction was impossible. Consequently, among the officers, their morale was falling more and more [12].

During the chaos and disintegration of the army, the Russians more fell under the revolutionary and anarchist influence. Therefore they have been losing morale, but the Ukrainians at that time were more stable, and there was a definite Ukrainians officer’s demarcation from Russian officers. As Colonel Volodymyr Savchenko considered: “now not only Ukrainian officers, but even ordinary soldiers, looked with disdain on their Moscow comrades” [13].

In the early days of the revolution, Germany was actively engaged in propaganda, both in the rear, through its spies, and on the front under the guise of local truces and fraternization. As a result, the soldiers no longer eager to fight, to “prove, as a Russian citizen defends his free Russia” [4] and the officers no longer advocated a war to win.

After the fall of the monarchy, the officers began to gather meetings about how to proceed further. And among them was the uncertainty about whether right if they were going without permission of senior management, and aren’t they violating the discipline. Subsequently, however, junior officers, mostly ensigns, who welcomed the fall of the autocracy, became democratically minded and were ready to support a democratic system in the state and the army.

Gradually in the attitudes of soldiers and officers had been a great change. The warriors are already without the slightest fear widely used the rights of free citizens. Already none thought about the illegal meetings or the illegality of the committees, as it was at the beginning of the revolution. On the contrary, it was commonplace, sanctioned and confirmed by corresponding official acts.

In general, after the February revolution of 1917, the officers were divided into two categories. On the one hand, most of them declared themselves to be Democrats. It mainly consisted of non-staff officers. The small part of the staff officers also joined it after the revolution, – said M. Galagan, “began to adapt for military mass – walked on their hind legs” [5]. On the other hand, the second part of cadre officers was in opposition to the institution of new orders in the army, seeing in it the lowering of their situation. In particular, personnel officers negatively turned against the military Minister, Alexander Guchkov, who issued the Order No. 1 on 1 (14) March 1917. According to that order, the weapon in the military parts should be under the control of company soldier and battalion committees and in no case can be issued to officers. Besides, the order gave civil rights to the soldiers, put them on an equal footing with officers outside the service. It cancelled bestowal of honour, titles of officers and generals. Officers should respectfully refer to the soldiers and greet them by the hand [14].

This order provoked an outrage and concern in the staffs of the armies of the South-Western front, and in the headquarters. The staffs quickly announced that decree the fiction and the trick by the attackers and threatened with punishment all those who were spreading it. For example, on 6 March, the staff of VII army published its order, stating:

“According to special announcement by the Minister of justice Kerensky and Chairman of the Board of deputies, the order of this is pure fiction and is distributed by evil persons who nothing to do with the government and the Board of deputies do not have...in the case of appearance this order immediately to convey. Persons, who try to spread the orders, to arrest” [3].

However, the spontaneous revolutionary movement of the Ukrainian officers could easily gain the character of the ruins and the mess, as not all officers were willing to support the new democratic system in the state and the army. However, as pointed out by M. Galagan, there was a

small organized part of the army, which under the leadership of the adherents of the old Imperial order, who were officers of higher ranks, could master the situation and return everything to its previous state. There existed a certain amount of military who didn't want to change the order in the state. M. Galagan remembered:

"I told colonel...about the revolutionary events and asked to give the appropriate orders. The colonel began to prove to me that Russia "not a single day can exist without the Emperor" [5].

But not all ventured on a decisive step against the revolution.

With the formation of the first government in Ukraine – the Ukrainian Central Council (*"Ukrainska Tsentralna Rada"*), officers of the highest rank had adopted a new system of government, the new Ukrainian government; however, they feared that they would be relieved of command. Thus, as colonel M. Chebotariv wrote:

"It were all old people in high ranks...they All spoke Russian, they apologized that do not know their native language, because, they said, "You know that we all learned in Russian, etc., but at the same time they assured in their greatest loyalty to the Ukrainian authorities, they urged that they will try to know their native language. They were afraid to be removed from places they occupied" [15].

In the memoirs, M. Galagan states that among the military there were many energetic individuals in whom quickly evolved just "Ukrainian spontaneity of the senses" (*"ukrainska stychiy-nist' chuttia"*) and mental consciousness of the belonging to Ukrainian nationality. Thus, M. Galagan reflected: "among the last i recall one outstanding officer, company sergeant. Once speaking with him, asked him, when he became Ukrainian. He, smiling, replied: "You last year said that I had a moustache of the Cossack-Zaporozhets". I really Zaporozhian Cossack; I am from the Katerynoslav region – right from the Zaporozhian host. It turns out I have long been Ukrainian!" [5]. So, again, in these memoirs, that very often mentioned "Ukrainian song was heard everywhere, and the Russians also sang Ukrainian songs, often horribly mangling Ukrainian words. All the warriors – Ukrainians have been speaking among themselves "differently" – in Ukrainian – and it was considered normal. Sometimes elders, adapting to it, in the relations between themselves and soldiers of the Ukrainian language used this language or some expressions, not even noticing deviation from ascription to use of the Russian language" [5].

On 9 March 1917 the Ukrainian Central Council issued a proclamation "To the Ukrainian people", where called on the peasants, workers, soldiers and intellectuals to remain calm, to join political, cultural, economic unions and associations. Ukrainian officers were among the first who responded to that appeal. On the same day at a meeting of the officers and soldiers of the Kyiv garrison town organized the Ukrainian Constituent Military Council headed by Colonel Mykhailo Glynskyi, who demanded from the Temporary government of Russia "will make to Ukraine even before the Constituent Assembly the same legal act that has already been published for Finland and confirm for the Ukrainian People all rights and liberties" [2].

At the same time was formed the Officers trade Union headed by Colonel Leonid Novosyltsev, who defended the professional interests of officers. The Union opposed the Temporary government of Russia because it considered its power from the Ukrainian Central Council [8]. However, not all officers first recognized the Central Council. In particular, in March 1917 in Kyiv was established the all-Russian military Union, which in its appeal to soldiers at the beginning of April 1917, recognized that "the Provisional government, to the convocation of the constituent Assembly, is the only legitimate and responsible executor of the will of Russia" [16].

Subsequently, a junior and part of senior officers supported the Ukrainian Central Council in its first steps, for they hoped to create a strong state and army. It is evidenced by the congratulations, which were received in the spring of 1917 from a variety of military units, formations and front. They were especially numerous in April 1917, after the Ukrainian National Congress, which the Ukrainian Central Council was recognized as a representative body of the Ukrainian people. In particular, the 4 officers of the cavalry division wrote that they were "waiting for a democratic Republic, independent Free Ukraine" [17]. At the same time, the military garrison of Kremianets sent a telegram, which stated that at the meeting "accepted very much to welcome the Council in a new composition and support it by all means for the aspirations of national-territorial autonomy of Ukraine" [18].

The Ukrainian Central Council, considering the deployment of the Ukrainian movement in the army, paid some attention to military affairs. It formed a military commission to coordinate actions of the Ukrainian military movement, which announced the convening of the First all-Ukrainian military Congress on May 5, 1917. The key point of the Congress was that the officers supported the Ukrainian government and has recognized the Ukrainian Central Council as the only competent body called upon to resolve all matters relating to the Ukraine [19]. The second all-Ukrainian military Congress on June 17, 1917 also announced that will provide active and strong support of the Central Council in all its activities, and appealed the Ukrainian people to comply strictly with its regulations [20].

5. Discussion of the results

The proposed theme of research, particularly with regard officer's political orientation during the the February Revolution of 1917, distinguishes the new aspect of the life and daily life of Ukrainian officers within the Revolution of 1917–1921 on the Ukrainian lands.

The received results continue the scholarly direction of research in the sphere of officer's image, especially in the issues of social behavior and social transformation due to the February Revolution of 1917.

It is necessary to notice, that the investigated problems with regard to the social and political challenges, moods will be useful for complement of Ukrainian stratum's participation in the state building of Ukrainian People's Republic against the backdrop of the revolutionary processes in Ukraine in 1917.

6. Conclusions

To sum up the above discussion, it needs to be stressed that events at the front in late 1916 – early 1917 unfolded not in favor of the Russian army, so gradually the officers were beginning to experience the inevitable changes. At that time Ukrainian officers anticipated the approach of some transforms in the country. Therefore, officer's relation to the abdication of Emperor Nicholas II and the fall of autocracy in the Russian empire were largely peaceful.

However, the explosion of the February revolution of 1917 brought chaos in the empire and at the front. As a result, the former Russian army suffered demoralization and was in disintegration. Officers who lost power had to elect a political way: to support the Ukrainian government, the newly formed the Ukrainian Central Council, or to obey the Provisional government of Russia.

Ukrainian officers after the February revolution of 1917 were divided into two categories. Most of them declared themselves to be democrats. The base was not regular officers, who were prepared to support a democratic system in the state and the army. The second part of cadre officers was in opposition to the installation of new system in the army, to the Charter changes, seeing in it a lowering of their status. Advantage won the first category, particularly young Ukrainian officers who reacted positively to the fall of autocracy in Russia and support the Ukrainian Central Council. They tied their hopes with the creation of the Ukrainian state, and national army.

In general, the political views of politicians of Central Council and Ukrainian officers coincided. They saw the future state structure of the former Russian Empire as a Federal democratic Republic, in which Ukraine should be a standalone unit.

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THE TOBACCO MONOPOLY: THE WORLD AND DOMESTIC EXPERIENCE

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Abstract

The article analyses the historical and economic development of the tobacco market from its cultivation in America to the formation and operation of monopolies in European countries. The features of the tobacco market in Ukraine, from the time of origin until now, are studied. Researches testify to the fact that tobacco cultivation began in America, and in the sixteenth and seventeenth centuries tobacco production became common all throughout Europe. There were three main historical and economic ways that tobacco was brought to Ukraine: from China, Turkey and European countries. Major tobacco plantations were located in Poltava and Kherson regions, eastern Galicia and Podilia, etc. First tobacco factories as well as trading departments came into operation in the eighteenth and nineteenth centuries. As far as tobacco industry developed by leaps and bounds and brought substantial profit, tobacco production and sales volume of tobacco products were controlled on the state level by means of excise taxes and monopolies. In the first third of the twentieth century, there was a number of monopolies (among them Austrian, Polish, Hungarian, Russian and some other) that were quite successful. After the Second World War tobacco industry in Ukraine could develop on the basis of tobacco factories in Lviv, Kyiv, Cherkasy, Kharkiv, Zhmerynka, etc. and due to the import of tobacco products. In the twenty-first century, tobacco market in Ukraine has to undergo some major changes on both legislative and practical levels.

The results of this study are important for understanding the history of tobacco industry on national and international levels.

Keywords: cultivation of tobacco, the tobacco monopoly, labour relations, factory, production, tobacco products.

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1. Introduction

The studying of each industry allows analyse the world economic development. The tobacco market has centuries-old socio-economic features. On the one hand, tobacco is harmful for human health, on the other, it is an important source of financial revenue to the budget of any state. Therefore the tobacco industry needs the government control. State tobacco monopolies started operating in the 19th century. The studying of these monopolies provides the better understanding of the historical and economic prospects for the tobacco industry on Ukrainian lands and the economic policy of Ukraine at the present stage.

2. Literature review

Tendencies in the development of tobacco monopoly enterprises became the subject of the study “The economic and legal framework for the regulation of economic activities of the tobacco industry enterprises in Ukraine” [1]. Economic and historical aspects as well as forming and functioning stages of the tobacco market on the international level, and the development of the Ukrainian tobacco subcomplex is the subject of dissertation “The economic mechanism of tobacco market functioning in Ukraine” [2]. Given study highlights the specific historical and economic aspects of the tobacco market development without paying due attention to state owned tobacco monopolies. General aspects of the tobacco industry are covered in encyclopedias [3]. A brief botanical description and history of tobacco cultivation is provided in such works as “Tobacco from the historical, chemical, and toxicological point of view” [4], “Tobacco production in Ukraine” [5], “Tobacco: its cultivation and preparation for sale” [6] and “Tobacco and its consequences” [7]. Establishing and peculiarities of development of the Polish tobacco monopoly in 1920s and 1930s are highlighted with the help of the archival documents and publications, e. g. “The Polish Tobacco Monopoly 1919–1925” [8], “The Polish Tobacco Monopoly as an employer” [9], “The Polish Tobacco Monopoly 1926–1927” [10], “The Polish Industry and Trade. The address and information book

of industry, trade, and finance enterprises in the Polish Republic” [11]. However, tobacco monopoly has not been studied as a separate historical and economic phenomenon in historiography yet.

3. The aim and objectives of research

The purpose of the article is to show the development of tobacco industry from the tobacco cultivation stage to the period of state tobacco monopolies activities, outlining peculiar historical and economic features of tobacco industry in Ukraine.

To achieve this goal the following tasks have been set:

- highlight the historical and economic ways of tobacco cultivation and development of the world tobacco market;
- investigate the process of formation and operation of tobacco monopolies;
- analyse the history of tobacco industry in Ukraine.

4. Materials and methods of research

The methodological basis of the given study stems from the principles of historicism and objectivity. Economic theory methods were used along with general and special historical methods, namely deduction, induction, generalization and systematization of historical facts, comparative analysis, system functional analysis, etc., as well as methods of mathematical statistics. Problem-chronological approach was used to present the collected material.

5. Summary of the basic material and its study

The tobacco monopoly is one of the most common financial monopolies. It is global, and the tobacco industry has been considered as one of the most lucrative sectors of the economy for the past several centuries. The concentration and centralization of capital and production have become the economic basis for the operation of tobacco monopolies. A monopoly on tobacco is characteristic of many European countries, and tobacco enterprises are one of the most investment attractive.

A special monopoly on tobacco products has its backstory. The cultivation of tobacco begins in the 16th century. They say that when navigator Christopher Columbus came to America, Aborigines presented him dried leaves of a plant “petum” which they rolled in tubes and smoked, calling such tubes “a cigar”. The seeds of this plant were brought to Spain after the second voyage of Columbus. The plant got its name from the province of Tobago (island of Haiti). According to another version, the Spanish monk Romano Pane saw this plant in Santo-Domingo in 1496. He described the properties of tobacco in one of his letters which he sent to Europe. In 1511 Romano Pane’s letter was published for general consumption [4]. In 1520 the court physician of the King Philip II Francisco Hernandez brought the plant from America to Spain and Portugal. In 1560 the French ambassador of the Portuguese court Jeon Nicot sent a tobacco plant to the Queen of France Catherine de Medici (*Nicotiana tabacum* – named in honour of the ambassador) from Lisbon. In 1563 tobacco came to Poland from Turkey. The same year, the professor of the Krakow Academy Marcin Siennik described the properties of this plant. In 1566 tobacco came to Germany thanks to an inhabitant of Augsburg Adolf Okko [7].

Originally, tobacco was used during religious rituals, and later as a medical plant (to cure headache, eye pain, toothache, apply to wounds, including burns), and later for snuffing, chewing, smoking. In 1615 the first mention of processing tobacco as an industry plant in Amersfoort (the Netherlands) appeared [4, 5]. The tobacco production spread by rapid leaps throughout Europe, Africa, Asia and the World.

By the way, it was prohibited to use tobacco for smoking in many countries. For example, Elizabeth, the Queen of England, was one of the first strong opponents of the cultivation and trade of tobacco. France also prevented the expansion of tobacco smoking. People who smoked were sentenced to death in European cities of Bern and Lüneburg. Originally, tobacco was considered “the devil’s toy” in Italy. Popes even offered to unchurch people who smoked or snuffed tobacco. In the 16th century smokers were also persecuted in England. In 1604 the King James Stewart took the throne and declared the smoking “harmful, impious, and unworthy of a civilizational human being occupation”. The King wrote the tractate “A Counterblaste to Tobacco”, which ends with the

words: “A custome lothsome to the eye, hatefull to the Nose, harmefull to the braine, dangerous to the Lungs”. It was the first popular book about the harmfulness of smoking” [4, 6].

Despite a series of denials and harmfulness for human body the rate of tobacco trade and size of tobacco plantings were growing. At the end of the 16th century almost all European states cultivated tobacco, gradually introducing a monopoly. In 1834 France grew about 11.500.000 kg of tobacco leaf in a year, Austria grew 20.000.000 kg, Hungary grew 2.720.000 kg, Portugal grew 1.300.000 kg (1 kilogram= about 250 pieces of leaves). Tobacco trade produced considerable revenue, and prices of tobacco were growing every year. For example, in 1850 revenues from the sale of tobacco totalled 122.068.401 Francs in France, in 1860 it was 187.400.000 Francs, and it was about 8 million pound sterling in England. As of 1863 the tobacco companies of the Austrian Empire had a great production potential, their annual output was more than 850 million pieces of cigars of different types [7, 10]. At the beginning of the 20th century the largest tobacco plantations were in the USA, India, and the Russian Empire. The tobacco industry in the Russian Empire produced 2.5 % of all the state revenues in 1913; in 1922 the tobacco excise duty came up to 7.7 % of all taxes [5, 6–10].

For centuries the tobacco production in Ukraine has been of great importance for the development of agriculture. It is accepted that the Ukrainians got a tradition of cultivating tobacco from the Tatars, and the Ukrainian name “tyutyun” is of Turkish origin [5–6]. A contemporary economist Yevgeny Mykhaylov claims that the tobacco market in Ukraine was formed many centuries ago, historical and economic ways tobacco came to Ukraine are different: it got to the left-bank Ukraine from China, to the Crimea from Turkey and Persia, to the right-bank Ukraine from the countries of Europe [2, 6]. Most tobacco plantations were situated in Poltavshchyna, Kharkivshchyna, in the Eastern Galicia, Podillya, Khersonshchyna, Katerynoslavshchyna, Tavriya. The tax exemption privilege, given by Vladyslav IV to Pereyaslav, evidenced that the tobacco market existed in Ukraine. In 1661 the Moscow government begins to fight tobacco smoking and issues several strict orders, prohibiting the import of tobacco into Ukraine. However, the prohibition was local. In 1717 at the order of Peter I the first in Ukraine and in the Russian Empire tobacco factory was built in Okhtyrka (Kharkivshchyna) that grew the best types of tobacco [3].

It is known that, according to the official data, more than 1.5 million kg of tobacco crop was harvested in 1723 from 83 “hundreds” (1 “hundred”=1 are =0.01 hectare) of Hetmanshchyna. Not only Cossacks but also other social groups cultivated tobacco. In the 18th century the Markovych family, Polubotok, Skoropadsky, Myloradovych, Kochubei, Gorlenko, and others had big tobacco plantations [5, 9].

Later a number of small tobacco factories appeared. In the second half of the 19th century tobacco and common tobacco industry began to grow. At the beginning of the 20th century several tobacco joint-stock companies were created in the Russian Empire and in Ukraine. A syndicate, which concentrated about 75 % of the cigarette production, appeared in 1913. In 1913 109 tobacco and common tobacco factories, which employed about 6 000 workers, acted in Ukraine (9 provinces). They produced 3.1 billion cigarettes (12 % of all the products in the Russian Empire). In 1911 1883 tons of common tobacco and 194 tons of tobacco were produced in 8 Ukrainian provinces. The common tobacco production was centered in small enterprises in the places of the common tobacco production, and the tobacco production was centered mainly in the larger cities (Odesa, Kyiv, Kremenchuk). Ukraine processed not only its own tobacco but imported tobacco too. The Ukrainian factories exported part of their production to other areas of the Russian Empire, even abroad. In the 1920–1930s a considerable concentration in the tobacco industry took place [3].

At the beginning of the 18th century the active tobacco cultivation in Galicia began. A commercial direction was developing instead of a consumer one in tobacco production. For the most part it was grown for sale. “Tobacco takes little place, but plugs many holes” – these were the words farmers described a tobacco as a culture that gave a great yield per unit [5]. Cultivation of tobacco required intensive care. The Turkish proverb says: “Tobacco makes a master’s eye [5]. Even a tobacco duty was introduced, therefore every farmer gave a certain amount of tobacco leaf to the owner of the land. From the middle of the 18th century tobacco has been grown for industrial needs. Registration books recorded tobacco watchmen; and it indicates that there were tobacco plantations in Ukraine, and that magnates produced tobacco products. The first shops and factories for process-

ing tobacco leaf were created, a tax on tobacco was introduced. In 1778 a tobacco monopoly was introduced in Galicia, after it had become a part of Austria; and in 1784 Emperor Joseph II issued the tobacco patent. The State began to control the production and circulation of tobacco products, purchased private tobacco factories. In the 1930s of the 19th century the Austrian Tobacco Monopoly was formed. It owned five tobacco factories: in Vynnyky, Krakow, Monastyryska, Yagilnytsia, Zabolotiv; trade departments in Lviv, Stanislaviv, Kolomyia, Peremysl, Rzeszow, Nowy Sacz, Wadowice. In Galicia, the tobacco companies in Zabolotiv, Monastyryska, Yagilnytsia, and the office of purchasing tobacco in Borshchovychi [5–6, 8] purchased and fermented raw materials. The tobacco companies of the country employed a lot of manual workers. In particular, the largest tobacco factory in the Western Ukraine – Vynnyky factory – employed 1230 workers (962 women and 268 men) in 1886. Every year their number was growing, and as of 1910 it was over 1500 people that showed the intensive development of the tobacco industry [5, 12].

At the beginning of the 20th century tobacco production produced the considerable revenue for a state: with the help of the excise duty in the Russian Empire, and with the help of the tobacco monopoly in Austria-Hungary. The First World War negatively affected the economic situation of the region. Almost all of the tobacco factories of the Austrian tobacco monopoly, except Krakiv tobacco company, suffered damage.

In 1918 the property of the Austrian tobacco monopoly got into the ownership of the Polish authorities. The Polish State began to control profits from taxation of tobacco production. For this purpose the Directorate of Polish tobacco monopoly in Warsaw was created in 1919. Polish tobacco monopoly began its activity with the Krakow tobacco factory. Later, with the support of the Ministry of Treasure, the Polish Tobacco Monopoly took a clear position on the reconstruction of factories and departments of tobacco trade in Zabolotiv, Monastyryska, Yagilnytsia, Borshchiv (territory of Galicia), construction of new factories in Warsaw, Lodz, Radom (a city in the central part of Poland), and the purchasing of private factories in Kovel (Volyn area) and Poznan (city in the Western Poland) [5, 9].

In 1919 about 470 thousand kilograms of tobacco raw materials were processed at the factories of the Polish Tobacco Monopoly, and in 1925 it was more than 17 million kg of tobacco, which was used for producing 56 million pcs. cigars, about 8 billion cigarettes, 12 million kg of tobacco [10].

As of 1926 the Polish tobacco monopoly owned 22 tobacco factories and a significant number of trade departments, which employed approximately 13 thousand regular workers and 3 thousand temporary and seasonal workers [11]. The tobacco companies have used both local and foreign tobacco (Brazilian, Greek, English, American, etc.). Turkish and English tobacco was in great demand [1–3, 13]. A significant number of tobacco products were imported from abroad.

The Polish Tobacco Monopoly had close economic ties with Hungarian, Yugoslav, Russian tobacco monopolies. For example, in 1925 about 4 million kg of tobacco were purchased in Yugoslavia, 350 thousand kg were purchased in Hungary, 660 thousand kg were purchased in the USSR. One of the conditions of trade relationship between tobacco monopolies was exchange of tobacco for local products (oil, salt, etc.) [8].

The tobacco industry has quickly developed in other countries too. For example, from 1 July 1923 to 30 June 1924 monopolistic tobacco factories in Hungary processed about 31 million kg of tobacco, in 1923 factories in the Austrian Republic processed about 17 million kg of tobacco, factories in Czechoslovakia processed more than 20 million kg of tobacco [8].

In 1939 the Polish Tobacco Monopoly, like other monopolies, was eliminated. In the post-war period the production of tobacco products on Ukrainian lands continued to develop through the activities of tobacco factories (the largest of them are Lviv, Kyiv, Cherkasy, Pryluky and Kharkiv ones), tobacco-fermentation plants (the largest are Zhmerynka, Simferopol, Berehove and Borshchagiv ones), and others. In 1978, 7.1 billion cigarettes were produced in the USSR, that is 20 % of the All-Union production [3]. At the moment, the Ukrainian tobacco market is not balanced; the difference between supply and demand of home-produced cigarettes is covered by legal and illegal imports of tobacco products from Russia, Moldova, exports of surplus production to the EU. Tobacco subcomplex annually provides more than 3 % of the state budget. Almost a half of Ukrainian population smokes (the first place in Europe and the eighth place in the world) [2]. In 2000 the

domestic tobacco companies produced about 58 billion pieces of cigarettes, mostly in big tobacco companies in Kyiv, Pryluky, Kharkiv, Kremenchuk, Cherkasy [1].

At the moment, the tobacco market in Ukraine requires balancing by means of the production of Ukrainian raw materials, making changes to the legislation that would regulate mechanisms, setting quotas, licensing of production, export and import.

6. Discussion of the results

Practical significance of this study is that the material of the paper can be used in some areas of scientific research (when writing articles on world history and economics) as well as socio-economic and regional studies. The findings of this study can be used for the further analysis of the problems related to the socio-economic history of Ukraine and economic history of the world.

7. Conclusions and perspectives of the research

Numerous researches have proved:

1. Tobacco cultivation began in America, and later tobacco production spread throughout the territory of Europe. In the nineteenth century tobacco market witnessed substantial changes, including the switch from free competition to the operation of monopolies.

2. In the nineteenth and twentieth centuries syndicates became an important component of economic development in European countries, including Austrian and Polish tobacco monopolies, which had a clear organizational structure and functioned on the basis of regulations (patents, laws), which made centralization of capital and production legal.

3. Since 1940s tobacco companies in Lviv, Kyiv, Pryluky, Kharkiv, Kremenchuk and Cherkasy were engaged in tobacco production. At present, tobacco market in Ukraine requires the precise balancing on both legislative and practical levels.

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SOCIAL ENTREPRENEURS IN LEBANON: AN EXPLORATORY STUDY OF WOMEN ENTREPRENEURS ENGAGED IN THE PROFESSIONAL INTEGRATION OF LOW-SKILLED WOMEN

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Abstract

In a country like Lebanon, where the participation rate of women in the labor force is low, around 24 % in 2014 [1], women social entrepreneurs try to alleviate this problem by targeting Low-skilled women. Our exploratory study aims to identify the motivations of six women social entrepreneurs. These entrepreneurs perceive that low-skilled women need to be reintegrated into society and suffer from gender discrimination at hiring in Lebanon. They also have personal experience that has sparked their interest in the employment of low-skilled women. Interactions with marginalized women and gender discrimination lived throughout their personal and professional lives are also considered as important motivators. Finally, women social entrepreneurs point out that working for the professional integration of low-skilled women gives them personal satisfaction while taking a limited risk. Our qualitative exploratory study was supplemented by a quantitative study among fifty-seven low-skilled women to ascertain the motivations of the women social entrepreneurs who employ them. The results seem to confirm the majority of motivations reported by social women entrepreneurs especially in term of personal satisfaction.

Keyword: citizenship theory, entrepreneurial motivation, professional integration of low-skilled women, social entrepreneurship; women social entrepreneurs.

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1. Introduction

Social entrepreneurship has taken an important place in the academic field of entrepreneurship [2–8].

According to the authors [7], “social entrepreneurship encompasses the activities and processes undertaken to discover, define and exploit opportunities to strengthen social wealth through the creation of new enterprises or the management of existing organizations in a way innovative”. However, it seems difficult to determine the extent of this phenomenon, since the production of statistical data does not make it possible to accurately estimate the number of social entrepreneurs [4]. The author [9], reports that women’s entrepreneurial activity is relatively more important in the field of social entrepreneurship, but differences appear between countries. While in Hungary and Romania there is a relative predominance of women, Spain and the United Kingdom have a majority of male social entrepreneurs. Some countries show an equivalent number of women and men as social entrepreneurs. According to the authors [10], women social entrepreneurs are more numerous than men social entrepreneurs in several countries, including Lebanon.

Researchers in the field of female entrepreneurship invite the academic community to investigate the interconnections between women’s entrepreneurship and social entrepreneurship [11, 12]. Thus, the authors [13] investigated the social entrepreneurship of women in neighborhoods in France and note that the stories testify to a desire for economic emancipation and social motivations deeply rooted in their territory. To our knowledge, there is no research on social entrepreneurs who work on the issue of gender equality. In other words, there are no studies that show the professional integration of low-skilled women through women social entrepreneurs. Our study focuses on this

issue in Lebanon. Indeed, the number of research in entrepreneurship is low in Lebanon and, to our knowledge, the research in social entrepreneurship is almost absent. An exploratory study identified the motivations of Lebanese social entrepreneurs (male-female confused) [14]. This paper aims to extend this study by focusing on women social entrepreneurs whose objective is to work for the professional integration of low-skilled women.

In this regard, it seems important to note the low participation rate of women in the Arab labor force. ILO figures in 2014 [1], show the following figures: 20 % in Saudi Arabia, 15 % in Algeria, 24 % in Egypt, 16 % in Jordan, 27 % in Morocco, 29 % in Oman, 14 % in Syria, 25 % in Tunisia, 29 % in Turkey and 24 % in Lebanon. Although the participation rate of Lebanese women in the labor force is relatively small, it should be noted that a significant proportion of them are among the 100 most influential Arab women [15].

In view of these numbers, there is a clear interest in the study of women social entrepreneurs engaged in the professional integration of low-skilled women in Lebanon. According to the authors [16], in Lebanon, women represent 71 % of students enrolled in the social sciences compared to 29 % of men. Moreover, the number of women graduates is 32.67 % in the Lebanese university which is the only public institution of the country and 36.95 % in the private universities (latest statistics of the Central Administration of the statistics in Lebanon in 2007–2008). Women represent 55 per cent of university graduates [17]. If they represent one-third of Lebanese students, women are less able to access positions of responsibility. According to the author [18], women represent 3.1 % of Lebanese parliament, 6.7 % of ministers, 6 % of ambassadors, 28 % of judges and 17 % of trade union councils. Let us note that in Lebanon, companies are more inclined to recruit a man because of the persistent patriarchal model [19]. The World Bank report in 2009 suggests that female entrepreneurs contribute more positively than male entrepreneurs to the employment of women in Lebanon. But there is no research that highlights the contributions of women social entrepreneurs to the employment of low-skilled women in Lebanon, hence the choice of our field of research. This study will therefore answer the question: What are the motivations of women social entrepreneurs engaged in the professional integration of low-skilled women in Lebanon? To answer this question, we will proceed as follows. In a first step, we will present the literature review. In a second step, we will present the experimental procedures of our research. Thirdly, the main results will be proposed. Finally, we will discuss them and present a modeling of the motivations of women social entrepreneurs engaged in the professional integration of low-skilled women in Lebanon.

2. Literature review

In this section, we will discuss social entrepreneurship (2. 1) and observe social entrepreneurship adapted to the Lebanese context (2. 2).

2. 1. Some definitions of social entrepreneurship

The social entrepreneur is defined as one who “seeks to generate resources to maximize the social value created, the social impact of his action” [5]. The authors [20] define the social entrepreneur as “a visionary individual whose primary goal is not to make profit, but to create social value, capable of both grasping, to exploit the opportunities presented to him, to gather the resources necessary for the conduct of his social mission, and to find innovative solutions to the social problems of his community, not covered by the system in place”. The authors [3, 8] and [7] observe that social entrepreneurship meets social needs not yet satisfied by the state and/or the commercial sector. These definitions, although interesting, have been developed from examples from developed countries. The particular context of this research, including the absence of the role of the state and the presence of marginalized or excluded women in society, lead us to consider the following definition: “The concept of social entrepreneurship refers to the existence of two fundamental elements: 1 – the discovery and exploitation of business opportunities, through the identification of new problems not yet explored or filled by traditional organizations, and 2 – the creation of social value to individuals in difficulty [7].

2. 2. The theory of citizenship adapted to the motivations of women social entrepreneurs in the Lebanese context

Most social entrepreneurship studies identify definitions of social entrepreneurship and explain the evolution of the field [2–4, 6, 8]. This research work is therefore a continuation of this work and mobilizes the theory of citizenship to understand the phenomenon of Lebanese women social entrepreneurs. This theory demonstrates the positive character of citizenship, which ensures the inclusion in society of individuals most likely to face discrimination, prejudice or disadvantage [21]. In terms of legal status and civic engagement, “the theory of citizenship permeates discussion of difference and discrimination” [22]. The author [22] who adapted this theory to social entrepreneurship for people with disabilities, note that understanding citizenship plays an essential role in the participation of marginalized populations in society. According to the author [23], civil, political and social rights must be recognized so that full citizenship can be evoked. The author [24] relied on this theory to explain discrimination in countries of patriarchal culture. This author emphasizes fidelity to the head of the patriarchal family and the strong sense of male privilege based on the obligations of women with few rights.

The theory of citizenship highlights the importance of equality in society and thus seems relevant in the context of women social entrepreneurs in Lebanon, particularly in terms of their motivations. Indeed, the rather independent, active and graduate woman in the cedar country, unlike many Arab countries, remains marginalized in comparison to man and does not have the same rights. She has no right to pass on her nationality to her child or her husband, although it is now possible in several Arab countries such as Morocco and Tunisia. Moreover, the unemployment rate continues to evolve in Lebanon and affects 25 % of the working population in 2014 (figure of the Ministry of Labor) [25]. Among women employed, 68 % are single and 29 % are married, compared to 47 % married men and 51 % single men. Thus, the number of married employees is much higher [26]. In a society of patriarchal culture, companies are more inclined to recruit a man [19]. Similarly, in many cases, the design of children leads to a cessation of work, which is why the labor force consists of 24 % in 2014 [27], compared with 76 % of men in Lebanon.

Women entrepreneurs remain a minority in Lebanon. According to the IFC [28], a study of 539 micro-enterprises in Lebanon, shows that business owners men represent 76.4 % against 23.6 % for women. Women entrepreneurs were, however, better trained than male entrepreneurs with 39.2 % of female entrepreneurs with university education, compared with 23.2 % for men. A study of 109 women and 126 men by the World Bank in 2009 reports that in Lebanon women are less likely than men to be entrepreneurs but more likely to be majority shareholders in their companies.

Unfortunately, the literature of social entrepreneurship remains undeveloped, particularly with regard to the motivations of women social entrepreneurs. A study of seventeen social entrepreneurs in Lebanon reveals the following motivations [14]: passion, determination, integrity, enthusiasm, sense of purpose, patience, open-mindedness, curiosity, innovation, creativity, flexibility, social awareness, stubbornness and generosity. The authors point out that entrepreneur did not intend to create a social enterprise, but wanted to overcome the needs they had identified in society. Many of them mentioned personal experience that triggered their interest and willingness to set up the business. The experience of death, war, travel and interaction with marginalized people. Although interesting, this study did not dissociate the motivations of men and women. Yet gender discrimination in Lebanon as well as patriarchal culture is important and triggering factors for the creation of enterprises by Lebanese women [29]. Our work will therefore highlight the motivations of women social entrepreneurs engaged in the professional integration of low-skilled women in Lebanon.

3. Experimental procedures

In this part, we will present the type of our research (3. 1), the sample and the data collection (3. 2).

3. 1. The type of our research

Semi-directional interviews were conducted and questionnaires were administered in order to propose a modeling of the motivations of women social entrepreneurs engaged in the professional integration of low-skilled women in Lebanon. The information will be presented in the following

by analyzing the qualitative and quantitative data resulting from interviews and questionnaires. Concerning the type of information gathering, we carried out a clinical research by interviewing women social entrepreneurs to collect the necessary data [30]. A pilot interview was conducted with the women social entrepreneur Maud Jabbour, which promotes the professional integration of low-skilled women through its “women to women success” business. This interview allowed us to partially elaborate the questions of our semi-directive interview. Questionnaire data were collected from low-skilled women employed by women social entrepreneurs interviewed to confirm or deny the motivations of these entrepreneurs.

3. 2. Sample and data collection

In this section, we will present our sample (3. 2. 1), the data collection and analysis (3. 2. 2), the questions of the interview (3. 2. 3) and the operationalization of the questionnaire variables (3. 2. 4).

3. 2. 1. Sample presentation

Our sample consists of six social entrepreneurs and 57 low-skilled female employees. It seems important to say that the number of NGOs providing seasonal work to rural Lebanese women is rather high to our knowledge, but there are no statistics on women social entrepreneurs in Lebanon. Moreover, there is no legal rule allowing the registration of a company under the name of social enterprise in Lebanon. All social enterprises are registered until now as NGOs or Limited liability company, Ltd. The following table shows the characteristics of the women social entrepreneurs contacted.

Table 1

The main characteristics of the women entrepreneurs interviewed

Name of respondent	Age	Marital status	Number of children	Diploma	Company name	Number of employed women	Number of years in business	Field of activity
Maud Jabbour (NGO)	32	Single	0	Master in human resources	Women to womensuccess	13	4 (since 2012)	Restoration
Mabelle Chedid (NGO)	31	Married	2	Master in agriculture engineering	The foodheritagefoundation	23	3 (since 2013)	Traditional Lebanese food products
Sarah Beydoun (limited liability-company, Ltd)	42	Married	2	Master in sociology	Sarah's bag	250	16 (since 2000)	Handicraft bags
Mme X (limited liability-company, Ltd)	55	Married	3	Bachelor in business administration	x	42	17 (since 1999)	Crafts
Mme Y (limited liability-company, Ltd)	56	Married	3	Bachelor in business administration	y	31	16 (since 2000)	Crafts
Mme T. B (limited liability-company, Ltd)	52	Single	0	Bachelor in business administration	z	7	17 (since 1999)	Restoration

Source: Authors

Note that all companies are located in Beirut. But, the women who work with Chedid are mainly in Bekaa, Chouf and Akkar. The number of women working with Beydoun is 200 ex-prisoners outside the company and 50 prisoners in Babbda prison.

Regarding the main characteristics of low-skilled women interviewed: their age varies between 32 and 65 years, 7 % are single, 24.6 % are married with children, 57.9 % are widows with children and 10.5 % are divorced.

3. 2. 2. Data collection and analysis

Our research is based partly on the “snowball” method. It started on 30 July 2015 with a non-directive interview with the woman social entrepreneur Maud Jabbour. The contact details of Jabbour were obtained through a student of management sciences at the Lebanese university. She provided contact information for other social entrepreneurs with the same profile as her. It seems important to say that through our family network we were able to contact two social entrepreneurs (Mrs X and Mrs Y) whose names cannot be mention for reasons of confidentiality following their request. These entrepreneurs, having created in the fields of the manufacture of clothes and handicraft items, provide jobs for widows not graduated women in the field of handicrafts. They find that low-skilled, widowed mothers deserve help because they have more responsibility against their children.

We interviewed the six women on the motivations that led them to create a social enterprise. The interviews were carried out by telephone during the months of July and August 2015. The choice of the telephone interview is explained by the agenda of the interviewed women entrepreneurs. We proposed to conduct face-to-face interviews, but respondents preferred telephone interviews. The duration of each interview varies between 40 and 45 minutes. The six interviews conducted thus allowed to generate four and a half hours of work in the field. The processing of the qualitative data was done manually by comparing the speeches of the interviewees.

Quantitative data, through a questionnaire administered face-to-face and by telephone to 57 women employed by the six women social entrepreneurs, supplemented our qualitative data. We have begun administering the questionnaire on June 28, 2016 until August 5, 2016. Given that our study is exploratory, we have chosen an almost equal number of employees. There are 10 employees from each company and seven employees from Mrs T. B company's who has only 7 employees. Concerning the analysis of the quantitative data, simple frequency analyzes followed by the variance test “Anova” via SPSS 17 were carried out. The Anova test can be performed when comparing several samples of the same size or not. In our case, there are six groups or six quasi-equal samples. The Likert scale with five point scale from “strongly disagree” to “strongly agree” was used at the level of independent variables.

3. 2. 3. Interview questions

First, we gathered general information about women social entrepreneurs and their companies. Second, to identify the motivations of these entrepreneurs engaged in the professional integration of low-skilled women, we asked the following questions:

- What does the term “social entrepreneur” mean to you?
- Why did you choose to recruit only unqualified or low-skilled woman?
- Do they suffer from gender discrimination in hiring in Lebanon?
- What is your goal?
- What is their profile?
- An entrepreneur demonstrates risk-taking, desire for success, independence, time management etc...?
- What describes you most?
- What do you think about the role of the state in the professional integration of low-skilled women in Lebanon?
- Have you had a personal experience that triggered your interest in creating a social enterprise engaged in the professional integration of low-skilled women in Lebanon?

3. 2. 4. The operationalization of the questionnaire variables

We asked the low-skilled woman about their age and marital status (single, married with children, married without children, widow with children, widow without children, divorced). Then, we asked them to answer our questions by using Likertscalewith five point scale. Our question is the following:

- Do you think that your job manager as a woman social entrepreneur recruited you because:
 - A. It is a personal satisfaction for her (persatis);
 - B. Social entrepreneurship does not present a risk for her such as traditional entrepreneurship especially when she recruits low-skilled women (lowrisk);

- C. She perceives that the number of low-skilled unemployed women is high in Lebanon (highlsuw);
- D. She already faced gender discrimination in hiring (gendisc);
- E. She perceives the absence of the state's role in the professional integration of low-skilled, widowed, raped or prisoned women ... etc (statabs);
- F. She attended orientation sessions on social entrepreneurship (socialor);
- G. It is an act of charity for her (chartact);
- H. She had interactions with you before recruitment (interber);
- I. She has experienced family problems (famprob);
- J. She experienced gender discrimination in childhood (gendisch).

4. Results

In this section, we will present the results of interviews with women social entrepreneurs and the results of the questionnaire administered to their employees.

Women entrepreneurs point out that social entrepreneurship is a “business” to find solutions to social problems and represent a personal satisfaction. They aim to empower low-skilled women “marginalized to their senses” who need help. Their motivation is also a matter of personal satisfaction and not of a need for balance between personal and professional life since 4/6 women entrepreneurs are married with children. In other words, entrepreneurs with children, in general, have embarked on entrepreneurship to manage their time at work (professional life) so that they can spend a good time with their families (personal life).

Time management is a permanent concern for women. The authors [31] highlight the importance of reconciling work and family life by women entrepreneurs and ensure that they constantly have to arbitrate between professional activity and presence with their families. In our research, social entrepreneurs who are married with children observe that it is a personal satisfaction because the balance of time normally desired by non-social entrepreneurs is not too much realized in the social field that requires more energy to spend on their senses.

Chedid says, “Although i am busy and i keep thinking about my work that requires a lot of energy, i can manage my time better than when i worked full-time.”

The six social entrepreneurs identify this as a safe job. Two entrepreneurs have attended orientation sessions with social mentors and consider themselves courageous. Contrary to the known concept of risk-taking, Lebanese women social entrepreneurs do not view social entrepreneurship as a propensity for risk-taking. They observed that they were well trained and had enough information to start their projects.

Jabbour observes: “Our work is very tiring, but not risky. The orientation sessions followed by the Al-Ahli group at the “ESA” business school in Lebanon really encouraged me to launch my project which did not require huge start-up capital.

The absence of the role of the state in the support of marginalized women (low-skilled, victims of the violence of their husbands ... etc) constitutes an important motivation for them. For example, Chedid says that “women in homes need independence, are low-skilled and the state cannot even solve these problems, does not care for these women. We do not have electricity 24 hours a day, a water crisis and a waste crisis that started as you know. “The state therefore has difficulties in addressing social problems and the support of marginalized women is not a priority.

The six social entrepreneurs identify that the social need persists. They ensure that there are many low-skilled women or who cannot work outside their homes because they have children. Three entrepreneurs decided to participate in the training of these women by offering orientation sessions in cooking or preparing traditional food products. Their goal is to enable these women to become professionals who can offer their culinary preparations to companies or women who have a job and do not have the time to cook healthy dishes for their children and husbands.

Beydoun is recruiting ex-prisoners who prepare hand-made bags. X and Y recruit low-skilled widowed women and teach them to work in crafts. Beydoun asserts that “no one in Lebanon is interested in prisoners, especially ex-prisoners. It is a neglected need in our country that marginalizes these individuals although a good number of them experienced very hard things. All without

exception note that the unemployment rate of women is high and that gender discrimination in hiring exists in the country of cedars.

Jabbour and Chedid (two entrepreneurs) attended orientation sessions at the ESA (Business School in Lebanon) on social entrepreneurship and corporate social responsibility. Jabbour has crossed many unskilled women who cannot find a job to help their husbands or who are raped by their husbands and want to become financially independent to be able to divorce and stop their “own slavery”.

Beydoun declares that the professional integration of ex-prisoners women represented her thesis in master degree in sociology. She insists on the absence of the role of the state at this level. Entrepreneurs (x and y) note that it is an act of charity. X observes: “I am interested in recruiting unskilled women in need of help. I am particularly interested in low-skilled widows, because i find them weak in our society in particular financially and i exchanged a lot with many of them before launching my project.

T, B, X and Y relate their experience of gender discrimination experienced during their childhood from their fathers. TB says “my father assured me that i will not do anything with my diploma that will stick on the kitchen wall when I get married. For that, and as a reaction, i refused marriage and become a social entrepreneur only recruiting non-graduate women who suffer from the discrimination of their parents, and even from their husbands. My father always wanted me to feel that i am inferior to man. My brothers know today that i have succeeded in life especially on a professional level”. Mrs. X says, “My father always told me that i am different from my brothers. Everything was forbidden except studying, because i was always brilliant at school, otherwise he wanted to forbid me school too. I am not ashamed to say all that and you have guaranteed the anonymity for me. I went to the city of Beirut to pursue my studies at the university after several problems (I will not go into details). Today, i am married to a politician. And i am very satisfied, because i am brilliant in my field as well as he and i help him sometimes. Moreover, my brothers and my old father are very proud of me at the moment.

Concerning the results of the employee questionnaire, six variables were highlighted by women employees:

- The personal satisfaction felt by the woman social entrepreneur with 49.1 % who agree and 40.4 % who strongly agree;
- The high number of low-skilled unemployed women in Lebanon with 84.2 % who strongly agree;
- The perception of gender discrimination in hiring experienced by low-skilled women with 33.3 % who agree and 54.4 % who strongly agree;
- The absence of the role of the state in the occupational integration of low-skilled women in Lebanon with 40.4 % who agree and 59.6 % who strongly agree;
- Social entrepreneurship is an act of charity with 33.3 % who agree and 66.7 % who strongly agree;
- Interaction with low-skilled women prior to recruitment with 73.7 % who agree.

On the other hand, employees are almost neutral about the absence of risk in social entrepreneurship, the follow-up of orientation sessions by the women social entrepreneurs, the fact of experiencing family problems and gender discrimination experienced by social entrepreneurs during childhood. Taking into consideration the six variables above, the Anova test on the six groups of women employees from six social enterprises shows that the variable “persatis”, which means personal satisfaction with regard to the occupational integration of low-skilled women is the only significant variable with a “sig” equal to 0.036 below the threshold of 0.05. Note that the Anova test was performed because the distribution of the six variables follows the normal distribution following the Skewness and Kurtosis test for which the values vary between –2 and 2.

5. Discussion and limitations

The results of our study show that women entrepreneurs chose to integrate low-skilled women into the workforce because they found that there was a social need and gender discrimination in the country of cedars. Women account for 71 % of students enrolled in higher education in the

social sciences in Lebanon compared with 29 % for men [16]. It seems important to note that Saint Joseph's University in Lebanon has offered training in social entrepreneurship since 2014, which triggers a reflection on the sex of entrepreneurs taking part in this one-year training and on the gender of social entrepreneurs in Lebanon. For women social entrepreneurs, contrary to the well-known concept of entrepreneurial risk-taking, social work is considered a risk-free and courageous job, especially for those who have undergone well-organized orientation sessions in Lebanon by Al-Ahligroup, the partner of ESA business school.

Regarding the point of view of employees, the variable "persatis" meaning personal satisfaction in terms of the employability of low-skilled women are the only significant variable depending on Anova test. We decided to present all the motivations detected via social entrepreneurs and low-skilled female employees, as our study remains exploratory. The motivations of women social entrepreneurs who work for the professional integration of low-skilled women can therefore be summarized in the following figure:

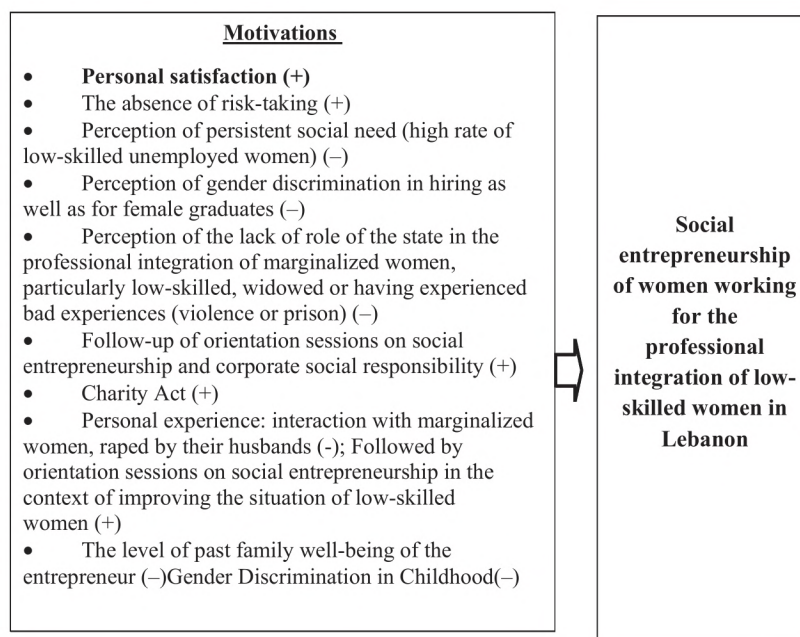


Fig. 1. A first modeling of the motivations of women social entrepreneurs working for the professional integration of low-skilled women in Lebanon

Source: Authors. Caption: (+) Pull pattern; (-) push pattern

In the modeling above, we have classified the motivations of women social entrepreneurs into push (-) and pull (+) patterns. The pull patterns show the presence of a positive factor that triggered the choice of the insertion of low-skilled women by social entrepreneurs. Push patterns represent a reaction to a negative factor that triggered their choices. In addition, we have highlighted the most significant variable according to the Anova test "personal satisfaction related to the professional integration of low-skilled women".

Concerning the limitations, the qualitative study via interview with 6 women social entrepreneurs and the quantitative study consistent of 57 low-skilled women seem limited. The number of women social entrepreneurs and the number of women employees remained low, but access to interviews was difficult and contact with employees was more than difficult.

6. Conclusion

This work made it possible to identify the motivations of women social entrepreneurs working for the professional integration of low-skilled women and thereby to better understand the phenomenon of social entrepreneurship by women. The six women interviewed observe that this

kind of entrepreneurship gives them personal satisfaction and represents a risk-free work, unlike non-social entrepreneurship. They perceive the high rate of low-skilled unemployed women, the absence of the role of the state in the occupational integration of marginalized women, particularly low-skilled women, widows or having experienced bad things (violence or prison) and discrimination of women in hiring. The meeting of marginalized women, violated by their husbands and the follow-up of orientation sessions on social entrepreneurship in the context of improving the situation of low-skilled women also constituted important levers of motivation.

The results obtained via questionnaire seem to confirm the majority of the motivations of women social entrepreneurs: the personal satisfaction felt by the entrepreneur, the high number of low-skilled unemployed women in Lebanon, perceived gender discrimination in the hiring felt by low-skilled women, lack of role of the state in the professional integration of low-skilled women in Lebanon, social entrepreneurship is an act of charity and interaction with low-skilled women.

On a practical level, better coordination with local businesses is suggested for women social entrepreneurs. This allows the social entrepreneurs to better understand their recruitment needs for non-graduate women and thus improve the skills of low-skilled women in more specific areas. Women social entrepreneurs recruit low-skilled women in the field of cooking, catering and craft industries. We invite them to organize training sessions for clerks, waitresses or reception staff. In this way, these entrepreneurs will increase the employment chances of low-skilled women. Also, women social entrepreneurs will strengthen the role of low-skilled women in Lebanon and contribute even more significantly to economic growth through increased employment.

On a theoretical level, our work partially invalidates the literature related to risk taking by the entrepreneur. Women social entrepreneurs note that social entrepreneurship is risk-free work, unlike non-social entrepreneurship. In this regard, women social entrepreneurs (two entrepreneurs) insist on the importance of well-organized mentoring sessions by mentors in Lebanon, notably by the Al-Ahli Group, an ESA partner. Also, we stress the importance of the theory of citizenship. This theory, which permeates all discussion of difference and discrimination among marginalized populations in society, has been extended to the context of women social entrepreneurs. In this context, the gender discrimination experienced by women social entrepreneurs is potentially a new variable to be inserted in the studies on the motivations of these entrepreneurs.

At the level of limitations, this work is part of an exploratory study and therefore has methodological limitations linked in particular to the difficulty of generalizing these results because of the simple qualitative and quantitative nature of the study. In terms of research prospects, the confrontation of the modeling of women social entrepreneurs working for the professional integration of low-skilled women to all women social entrepreneurs represents a promising track. However, it remains difficult to achieve for contextual reasons related to the lack of cooperation on the part of Lebanese institutions and governmental organizations and the reluctance of women to accept interviews given by their social status. Nevertheless, it is not to be overlooked if we want to better understand the activity of women social entrepreneurs and their motivations in Lebanon.

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THE RESEARCH OF TECHNOLOGICAL APPROACH TO THE MODELING OF INFORMATION AND ANALYTIC PROVISION OF MANAGING AN ENTERPRISE

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Abstract

The article is devoted to the solution of actual problems of innovative development of information and analytical provision of managing an enterprise according to the newest technology. A number of recommendations concerning technological upgrading foundation of modernization of information and analytic provision of managing an enterprise are elaborated. Technological approach to the modeling of information provision of business management is substantiated. Actualizing information and analytic provision of managing an enterprise has been carried out in developed flexible information system that is organized as internal network structure. Technological foundation of information and analytical process enterprise to modernize has been considered based on the modern tools of information and communication decisions. Information and analytical provision of managing have been developed through internal and external parallels of impact, which interconnection coordinates theory, methodology and organization of information processes with actualization of its model. The model of information and analytic provision of managing an enterprise according to the individual characteristics of corporate culture, and information environment and development strategy of business entity on the basis of characteristics of technological provision of information process is developed. Information complex has been suggested as developed system with technological process of forming initial data and modernizing processing, transmission and storage of information in accordance with distinctive characteristics of enterprise and general tendencies of its development.

Keywords: information technologies, development technologies, provision of business management, modeling.

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1. Introduction

Modern information and technological transformation of socio-economic relations are causing scientific developments for provision of all levels of information requests with minimization of information asymmetry. Not only the factors of “physical world” (such as physical capital), but also technology, communications, institutional paradigm of economic theory, intelligence, knowledge, thinking are contributing development of enterprise information environment. Information and analytic provision of managing an enterprise is formed and developed under the impact of environment, in which business entity carries out activities according to the processes of processing, transmission and storage of information, implementation of technological and communication innovations that are the result of technological development of global economy.

With the development of information economy the proprietors and managers in a new way evaluate the need for modernization of management on technological and communication basis that is substantiated by the computerization of information system as an integrated organization of data, technologies, communications, algorithms, methods, principles, etc. Modification of information

processes gets particular relevance, for what their models are formed on the basis of personalized characteristics of enterprise activity.

2. Literature review and problem statement

The formation model of information and analytical provision of managing an enterprise envisages announcement of transition to new methodological level of information processes on the basis of implementation of technologies with modification of enterprise information environment for increasing the efficiency of making decision. European intentions of Ukraine concerning the integration into global economic environment are considered [1]. The new approaches to organization of management system to obtain sustainable competitive advantage are substantiated [2]. Organizational aspects of forming management policy and regulation of information processes are suggested [3]. The development of information and economic environment are substantiated by developing new and qualitatively best technology [4]. The model of corporate information system is suggested that contributes to automation of core directions of business activity [5]. The actualizing ways of forming information in the accounting system are described [6]. Organizing communication environment in the accounting system is considered [7]. The impact of globalization processes on development of enterprise information environment is described [8]. The dependence of information and analytical provision of managing on the development and implementation of innovative technologies is substantiated [9]. The emergence of synergies in enterprise information system is described [10]. But systematization of approaches to development of information and analytical provision of managing an enterprise in conditions of communicative rationality of global information space, redesigning of economic relations is topical. It is necessary to generalize the empirical experience of processing, transmission and storage of information, modification of theoretical, organizational and methodological foundations of information processes, organization of enterprise information environment taking into account the need for customization (formation of data at new quality for satisfaction of user's inquiries). The task for modern scientific research is creating a radically new subsystem of enterprise management that should be developed through implementation of technologies and approximation of theoretical and methodological foundations of modern management concepts.

3. The aim and the tasks of the study

The aim of research is formation of the model of information and analytical provision of managing an enterprise for forming information that performs a specific group of management tasks with increasing the transparency of factors of enterprise activity evaluation for interested users and increasing the objective possibility of partnerships with external economic environment.

Following tasks have been resolved to achieve this goal:

- information and analytical process in developed and flexible information system that is organized by internal network structure to actualize;
- technological foundation of information and enterprise analytical process to modernize the considered;
- information and analytical provision of managing to develop through internal and external parallels of impact, which interconnection coordinates theory, methodology and organization of information processes with actualization of its model.

4. Materials and methods of the study

The totality of scientific methods for cognition of processes and phenomena that are basic for development information and analytical provision of managing an enterprise has become theoretical and methodological basis of research. In research were used: nosological method – for concretization of main emphasis at forming model of information and analytical provision of managing an enterprise; the methods of theoretical generalization and comparisons – to determine the prospects and trends technologizing of information and analytical provision of managing; method of analogy – to construct the model of information and analytical provision of managing.

The economy needs changes, transformations and innovations, provided by generation and dissemination of new knowledge that directly depends on planetary information sphere as a result of adapting social and economic institutions to becoming of information paradigm of the modern world development. The need for change of inertial industrial development to the one, which would correspond to the requirements of modern stage of scientific and technological revolution, has become logical [1]. The science as the highest level of developing management, rational and irrational thinking, creativity of intellectual decisions, development of new information tasks are the basis of such changes.

Innovations, needed by the modern economy are emerging from chaos. Practical recommendations on intensification of critical thinking and promoting integration of sustainable development at enterprise model with expansion of core competencies are proposed in scientific research [2]. The provision of enterprise development is implemented through the complex system of organizational, informational, technological, methodological and philosophical redesigning of information process in accordance with achievement of multipurpose aspect of information. The processes that reflecting the impact of formal and informal institutions, rules of which regulate sustainable economic development, provision of business interests and increasing its value through functionalities of innovative products are integrated and interrelated by the use of computer technologies in information process.

The forming model of information and analytical provision of managing has been developed at organizational and methodological level that has revealed new possibilities for modification of enterprise information processes. The modeling of information and analytical provision of managing were carried out on methodology stage, when methods, objects, elements, principles of organizing enterprise information environment that is a base for making decision are elected according to the activity purpose.

5. The results of studies

Information and communication technologies have become a tool that allows organize most effectively the movement of information with ignoring boundaries and time. Technical provision of information system is a complex of hardware and communication tools that are necessary for forming, processing, transmission, storage of economic information. The software includes the totality of programs, adapted to solve specific functional tasks that correspond to technical specifications of hardware and communication system. Software is a basis for organization, management and control of information. Linguistic provision is organized in order to optimize work of the person and machine and for elimination of contradictions at interpretation of entered data with their subsequent processing and generation of cumulative information result. The quality servicing of information and communication technologies depends on three groups of factors:

- 1) that are not directly depends on enterprise (political, economic, scientific and technological factors);
- 2) which are directly depends on enterprise activity and staff qualifications;
- 3) subjective characteristics and the uniqueness user [3].

The uniqueness of technologies at their modification provide the individual approaches to automation of information and business activity that contributes to the development of various software decisions that is more developed in comparison with boxed software. The technologies contributed to intensify «creative destruction» of economy under which business entities should carry out activities [4]. The destruction in this sense has creative character that consists in actualization of rules of formal and informal institutions and achievement of balance at their impact on functioning of economic, social and ecological systems. Modern technological decisions are implemented as creative, in which experience not only programming but also interdisciplinary knowledge from various sciences are generalized that are qualitatively developing information activities of enterprise, market, economy and the world.

The approaches to organizing and servicing business and information processes are implemented at enterprise software as a unity of software and technological decisions and hardware and communication equipment. Universal approach to computer decisions is replaced by individual

approach that is more effective for modern enterprises activity. Big enterprises are organizing own corporate information system that automates core directions of business activity [5]. According to analogy with corporate culture, the uniqueness of software complex is justified considering complex information, financial and economic relations that need consideration of additional nuances of organizing and serving enterprise information system.

Information and analytical provision of managing an enterprise is organized by its inclusion to integrated information and communications infrastructure, which operates through the contours of internal and external appointment. The contours of internal appointment are adapted to servicing of information and communication activity inside the enterprise and implemented by the complex of technical and technological means, organizational systems and regulatory base that serve internal management processes and information flows. External contours serve information infrastructure of economic systems with creating basis for flexible information and communication activity and contributing to servicing of centers and channels of processing, transmission and storage of the data. Internal infrastructure interacts with external infrastructure through the open channels of communication within the limits of access that allows continuous monitoring of requests of different users.

Automatization management of information processes is not strategic goal of enterprise activity but instrument (base) for its achievement. The functionality of technologies for conversion of input data in relevant information in order to meet requests of management process is implemented in technological provision of information system. “Input” and “output” of data are necessary to coordinate with organizing automated system to provide integration between information subcenters and to overcome isolation of information processes.

Technological organization of information and analytical provision of managing an enterprise has powerful instruments and technologies for constructing full-featured integrated platform, which is necessary to support all business applications that are adapted to exploitation, servicing and modification. This is not only work at certain operating system, but also environment of technologies for organizing technological, methodological and professional provision. It is important to organize the processing of information in accordance with determined algorithm and make it such, which corresponds to organizational structure of business entity. Consideration of enterprise information policy that reflects nuances of forming information to satisfy the multifaceted different users’ queries is compulsory.

Technological decisions contribute to efficiency of information and analytical process with new level of servicing corporate database, which accumulates information that is needed for management decisions (**Fig. 1**). It is actualization of information process in developed, flexible system that is organized as internal network structure, which operatively reacts to changes of internal and external environment with increasing rate of reaction for forming quality management information.

Information flow needs to be synchronized at enterprise development considering the communication “subject – subject” in the context of symmetry and the content of information, frequency of communications, etc [6]. In this context it is expedient to use phrase “parallel connections” that more correctly reflects opinion about customizing information processes, because there happens not only synchronization, but also parallel execution of tasks with varying complexity and focus is implemented. It’s organizing bilateral information relations that contribute to detailed elaboration of information management with identifying interdependencies between indicators and impact factors of their receiving.

Information communications are the process of information exchange between elements of management system of different hierarchical levels based on the diversity of connections between such elements to improve coherence of their functioning and interaction (internal communications) and between systems of external environment (external communications) [7]. The communication in information system has economic orientation in spite of dominant social subtext.

Information and communication possibilities of information and analytical provision of managing an enterprise are developing in accordance with modernizing innovative technologies considering the mass character of data and complexity of management tasks.

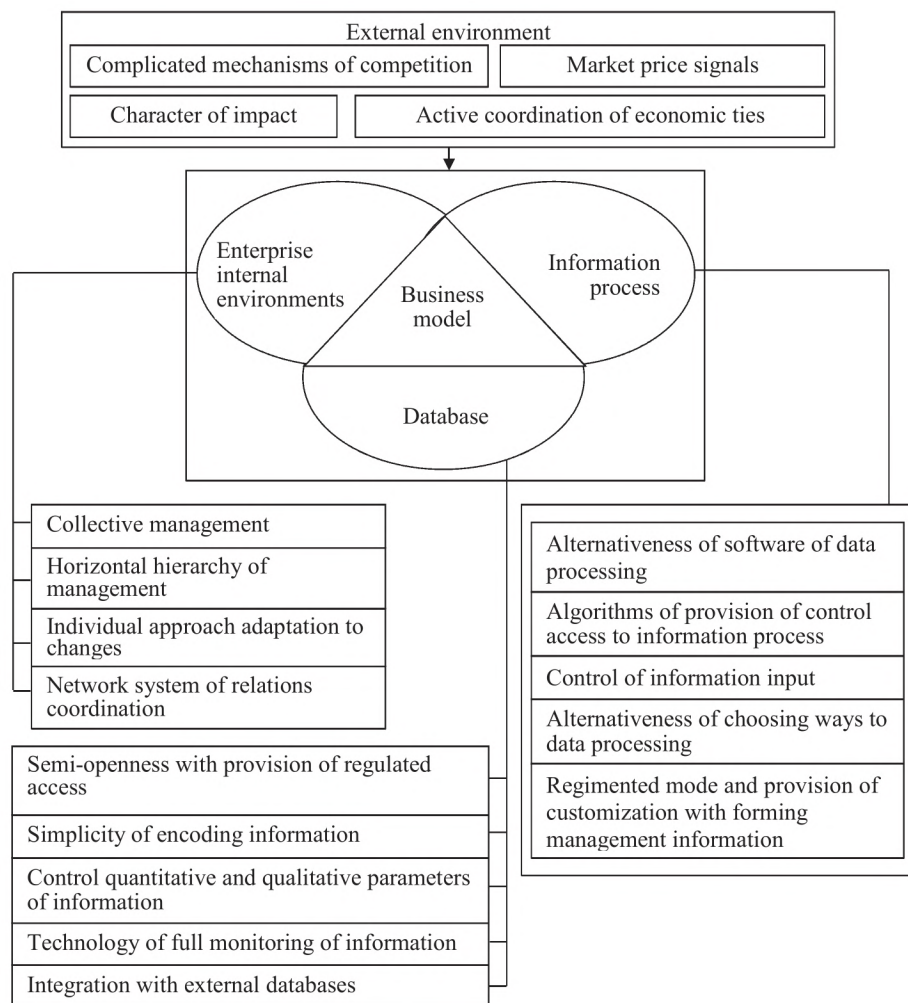


Fig. 1. Technological foundation of modernizing information and analytical provision of managing an enterprise

Servicing of information and analytical provision of managing with implementation of functionalities information and communication technologies is achieved by forming of structure of information relations in integrated enterprise information system, which logic of development strategy of business entity is incorporated with timely identification of changes, setting goals and developing models of appropriate reaction. The results of enterprise activity, which information is processed and generalized by the information system that is coordinated by management decisions, that depends on subsystems of control and analysis.

The new opinion of organizing information and analytical provision of managing is used by modification processing, transmission and storage of information by forming of information complex that functionality of management subsystems, technological support and communications are integrated in. Their implementation actualizes organizing of information system and provision of effective connections between management subsystems with optimization of enterprise information environment. Information complex is designed for measuring, forming, processing, transmission and storage of information about: current indexes of business processes; maximum allowable parameters values in accordance with business goals and strategies; planned indicators according to decisions as unity of opportunities, potential, risks and development strategy; tax payments of reporting period with possibility of analysis of their dynamics; indicators of enterprise activity; data for objective making decision.

Technological process of forming output data is actualized and information process is developed in information complex – database, processing, transmission and storage of data, relevant information in accordance with distinctive characteristics of enterprise, general trends of its development and external context. Information base is not limited to the relevant data in information complex and includes data that are obtained from alternative sources and contribute to increasing professional competence of specialists. Organization of this part of information and analytical provision of managing is coordinated by professional regulators with creating environment for consultation and forming relevant data that are necessary for continuous optimization of enterprise database.

The proposal of organizing information complex is direction of scientific development of information and analytical provision of managing an enterprise going beyond the traditional approach to forming system and considering the functionality of modern information and communication technologies. The processes of upgrading technical, technological and information provision are synchronized in information complex that minimizes disintegration of economic information and reducing the risks in management decisions.

Forming of information is based on software systems and provides designing of database with filters for regulation of information by levels of making decision that is necessary for qualitative information exchange. Information processes are included in the shell of database management systems and their organization is aimed at rational distribution of information resources and to prevent accumulation of unnecessary data [8]. Technological processes in information systems are based on developed databases and search services that provide forming information resources and regulation of time factor with the balance “operativeness – price – quality”.

Technological organizing of information and analytical provision of managing includes search, filtering, synthetic and analytical processing, operative displacement and implementation, systematization, publication and archiving of information in all forms that should be regulated by relevant internal and external standards of legal, organizational and methodological character.

Extremely complicated conditions of economic activity, which are caused by impact of technological and intellectual transformation of society and the economy, require the development and implementation of new management decisions, which basis is information and analytical provision of managing an enterprise. Its forming and using allow improving the information content of decisions and will contribute to their effectiveness.

The organizing of information and analytical provision of managing an enterprise should be modeled according to the different levels of its regulation that cumulatively contributes to result, expressed by universal information resource for database, which is accessible and relevant to all management subsystems. Now not only the developed model of information and analytical provision of managing an enterprise is demanded, but also such model, in which information process is actualized with expansion of competencies of enterprise information system.

Information and analytical provision of managing is a core source of management information. It is advisable to consider not only information, for which economic and legal interpretation is inherent, and also take into account the facts of business activity that are describing strategy and business tasks with forming basis for adequate assessment of financial and business condition of enterprise by indexes of reporting. Information and analytical provision of managing should be developed through internal and external parallels of impact, which interconnection coordinates theory, methodology and organizing of information processes at actualization of its model at three interpretations according to the level of openness and structuring of information concerning different sides of enterprise activity (**Fig. 2**) [9].

The model of information and analytical provision of managing an enterprise is formed according to individual characteristics of corporate culture, information environment and strategy of business entity development on the basis of characteristics of the external environment. The model of information and analytical provision of managing acquires organizational and methodological features, which contribute to forming information that performs some group of management tasks.

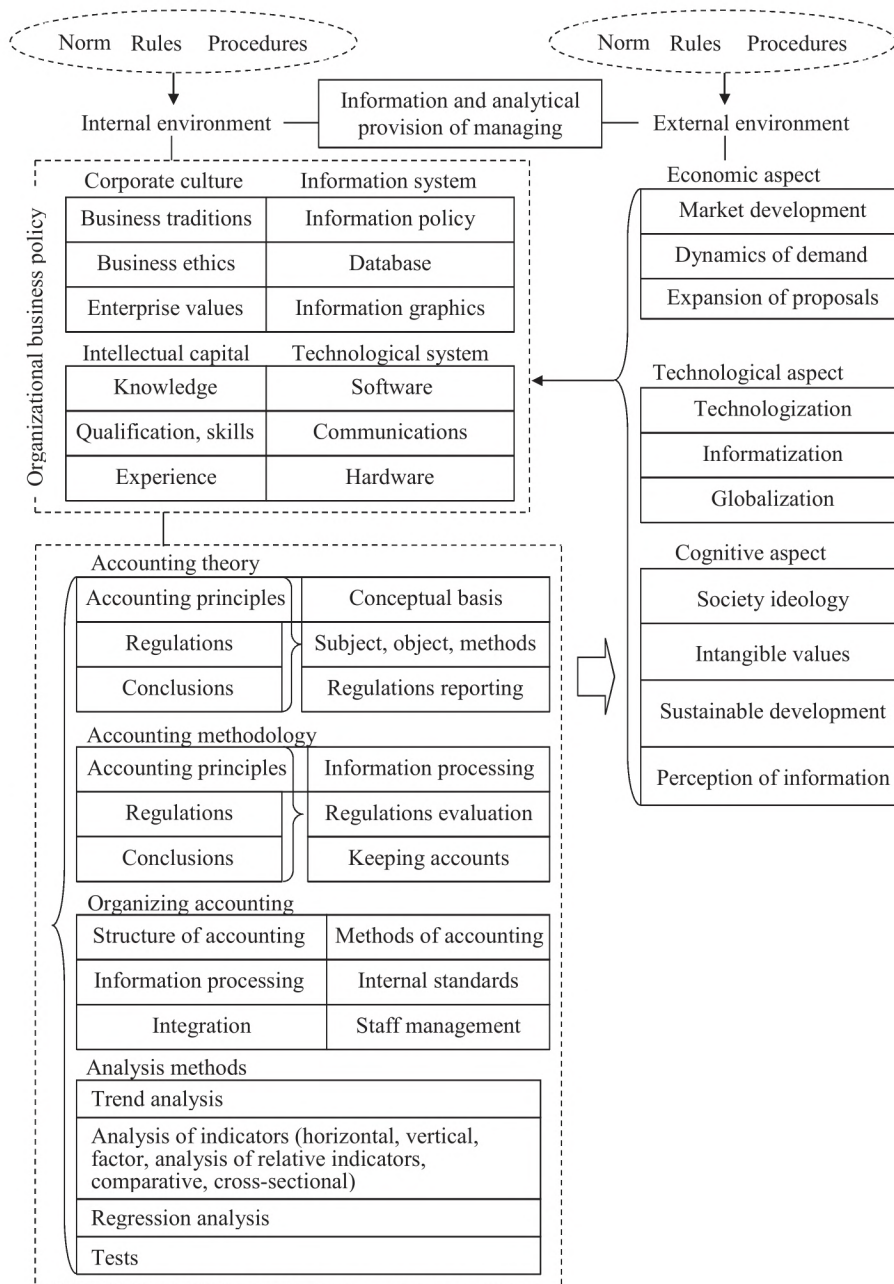


Fig. 2. Model of information and analytical provision of managing an enterprise

Enterprise gets opportunity to establish the effective information basis of management during the forming model of information and analytical provision of managing that fully corresponds to own strategy with objective assessment of possible risks and their prevention and skillful implementation of potential and affects not only revitalization of activity enterprise, but also increases objective possibility of partnerships with external economic environment. The pattern of integration and presentation of data at predetermined form is incorporated in the model of information and analytical provision of managing that causes conditional digits, which characterize the business system with its assets, liabilities, real capital, risk, prospects etc.

The improvement of efficiency of information at information and analytical provision of managing is carried out at the expense of "...synergetic effect as a result of integrating theoretical, methodological and organizational components of forming and provision of all spectrum of information into single system and their complex interactions" [10].

Information and analytical provision of managing for the management environment of enterprise should be conscious choice, business position, which business entity selects the reliable information lever for revitalization of activity that ensures the business dynamic to certain extent. Information and analytical provision of managing an enterprise has high potential as environment of relevant economic information for decision making system.

6. Discussion of the results

Management information is characterized by complex the set of multilevel communications with multifaceted internal organization; considerable massiveness and volume are inherent for it that are directly related to the object of management, which development is carried out in synchronization with general transformations at external economic environment. Management process in this context is based on provision of accurate results of information process and timeliness meets the needs of users in making management decisions.

The proposals for informatization of information and analytical provision of managing an enterprise are designed for: continuity of processing information regardless of its volume in real time; coverage of the entire cycle of processing indicators of enterprise activity; simplification of processing of large amount of information taking into account the different criteria with provision of various information requests; operative synthesis of information during its circulation at the different levels of management; operative transformation of indicators at convenient form for users.

Technology of information and analytical provision of managing has not only processes, and also elements, which characteristics determine the order of information processing. The development of information and analytical provision of managing an enterprise contributed to organic combination of information with characterizing of past, present and future that corresponds to the stages of information process according to the recent results of the implementation of software products and intelligent decisions in processing, transmission and storage of information.

Information and analytical provision of managing is individual information model of enterprise, which is formed as a set of formal and informal rules according to business model, draft decisions and scenario of development that shall be redesigning in accordance with trends of information economy. Forming of conditions for the development requires actualization of information process with synchronizing of changes in enterprise management subsystems. Creative potential as a result of expansion of professional competencies should be implemented at development of information and analytical provision of managing for correct choice of methods, technologies and procedures for its redesign.

7. Conclusions

1. Forming complex automation system of information and analytical provision of managing an enterprise was carried out through integration of information system components, information infrastructure elements, communications and technologies, normative legal, methodical and professional provision that regulates procedure of forming information base to meet the modern user requests in accordance with certain level of access for each of them. Information boundaries of enterprise management have been expanded on the basis of information and communication technologies and integration of formal and informal regulators of organizing information environment that allows increase the total cumulative effect of using information.

2. Organizing information and analytical provision of managing depends on conditions and factors of institutional environment development, technological potential and dynamics of professional provision that is a basis for making managerial decisions, development of business and economy as a whole. Forming model of information and analytical provision of managing as information microenvironment with generation of managerial data and communication links of two-dimensional character (inside and outside), with data integration at clearly defined information boundaries that depend on regulation of formal institutions has been substantiated.

3. Individual model of information links is inherent to each enterprise that involves organizing information and analytical provision of managing, which is formed by some combination of information that provides distinctive features and attributes that reflect business model of enter-

prise, complex of its management patterns and development scenarios. The model of information and analytical provision of managing an enterprise is proposed for formation according to the individual characteristics of business entity on the basis of processes, decisions, competencies and motivations, which are organized and provided by information.

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MODERN UKRAINIAN DRAMA: RAPPORT BETWEEN AUTOR AND READER (BASED ON SOCIOLINGUISTIC SURVEY)

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Abstract

The article provides results of a sociolinguistic survey conducted among students in order to determine successful or unsuccessful encoding of information by author in paratext elements of modern Ukrainian plays. The research confirmed advanced hypothesis and proved that the majority of respondents expect shock and experiments from modern dramas. 250 respondents, who are students of Oles' Honchar Dnipro National University Faculty of Ukrainian and Foreign Philology and Arts, aged 19 to 23, have completed a questionnaire. These were students of philological department, whose professional qualification requires knowledge of works of art, including dramas, selected as respondents since modern Ukrainian drama tends to be rather unpopular and readers are disinterested in reading plays. Analysis of the responses to the questionnaire showed that paratext elements shape future hypothetical communication between author and reader, as well as provide the later with a certain set of expectations from reading the drama text. Genre features of drama stipulate a rich ground for reader's imagination, the range of which has diametrical limits and which determines recipient's personality. Association experiment proved consistency of reader's perception of author's intentions.

Keywords: sociolinguistic survey, Modern Ukrainian Drama, postmodernism, paratext elements, information "decoding".

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1. Introduction

As any art, dramaturgic communication implies an active author and a passive reader who is imaginative, probable and generalized for the former and whose communicative activity is unknown to the author and is only hypothetically projected by an addresser. However, potential reader as communication participant is a key factor in the choice of explication language means of the author, which leads to high pragmatic potential of a play and successful aesthetic impact on the reader.

Reading dramatic work is closely linked to recognition process which "implies establishment of similarity between what is being perceived and what is already known" [1]. Recognition process appears to be most important at the stage of first-time reading of the play, including its title, genre-defining subtitle, dedication, list of characters. These paratext components of dramatic work demonstrate author's preview of further plot and events of the play, reader's interest in this work, which causes pragmatic significance of the components of dramatic text.

A sociolinguistic survey was conducted in order to identify whether author's encoding of information in paratext elements of the play was successful or not. The findings revealed potential readers' reactions to the proposed names of modern Ukrainian plays, typical predictions of the content of dramatic works and willingness to read them based on their title.

Sociological survey is not a new method in modern linguistics and is actively applied in scientific research on the problems of bilingualism and surzhyk (L. Masenko [2], A. Ruda [3], S. Sokolova [4]), on the features of sociolects (O. Danilevska [5], L. Lysak [6], A. Bolkova [6]), on the study of interpersonal conflict (L. Bilokonienko [7]).

2. Aims of the research

The initial hypothesis which lay the ground for our survey is as follows: young readers are eager to encounter scandalous behavior and eccentricity in modern dramas; "decoding" of author's information in paratext elements of plays arose from individual peculiarities of potential readers.

3. Methods of the research

With help of a group survey 250 respondents aged 19 to 23, students of the Faculty of Ukrainian and Foreign Philology and Art in Dnipro National University Oles Honchar, were interviewed. Relevant information was collected at extra-curricular meetings with a group supervisor from students of III–V courses who were offered 20 different questions. The choice of informants can be justified by two reasons. Firstly, current lack of popularity of Ukrainian drama and absence of readers' interest in plays resulted in selecting students of philological department since their qualifications require knowledge of fiction, including drama. Secondly, their reading experience enables to define precision and suitability of author's paratext elements of modern drama correctly. This time results of our survey not only show readers' interpretation of author's encoding of certain information, but also determine horizons of readers' expectations from modern drama.

Questionnaire sample

1. Do you read modern plays?
A. Yes. B. No.
2. Works of which modern playwrights do you know?
A. Ya. Vereshchak. B. N. Nezhdana. C. O. Mykolaychuk-Nyzovets.
D. P. Arie. E. S. Shchuchenko. F. V. Serdiuk.
G. A. Bahriana. H. No one I. Your option _____
3. Which directions, in your opinion, are more typical for modern Ukrainian drama (select 1–2 options)?
A. Romanticism. B. Absurdism. C. Postmodernism. D. Realism.
E. Your option _____
4. Which paratext component, to your mind, is the least significant for dramas?
A. Genre-defining subtitle. B. List of characters.
C. Dedication. D. Epigraph. E. Title.
5. Select **three** of the below mentioned plays which you would like to read.
A. "Icon". B. "Glory to the heroes". C. "The gods are dying of boredom".
D. "Crazy". E. "Interrogation of the dead". F. "Hope".
G. "Token". H. "Pornography". I. "Lizykava".
J. "Summer is almost gone".
6. Classify the below mentioned plays as to the century in which they were written (XIX, XX or XXI). There are **five** plays for each century.
"Rainbow" (1), "Marusia Shurai" (2), "Association Pshyk" (3), "Oksana" (4), "Khulii Khuryyna" (5), "Smart and fool" (6), "Plasticine metal" (7), "Rush-catchers" (8), "Defense of Busha" (9), "Pork liver" (10), "Two families" (11), "Earthly sea" (12), "Mushrooms seem to be meat for the hungry" (13), "Shaggy-legged" (14), "Recording" (15).

XIX century	XX century	XXI century

7. Which title embraces the main topic of the play best of all?
A. "Desire for extreme" – a play about a new kind of relax for the rich – "a weekend" in jail;
B. "Romeo and Jasmin" – names of two characters in love with each other;
C. "It is better to eat a brick" – a play about relationships between subordinates and an autocratic manager;
D. "Station" – a play about a mysterious station which you cannot leave.
8. Which title embraces the main topic of the play best of all?
A. "About train, suitcases, junk and something else" – a story about tragic love.
B. "Gastarbeiters' seasons" – a play about life of Ukrainian migrant workers in Germany.
C. "David" – a drama about life of David and his big family.
D. "Treat me with nuts" – a play about relationships between men and women with the slogan "Do not restrain your desires!"

9. Try to determine plot of the play "Rhododendron" by its title.
 - A. This is the name of a wedding agency where the events take place.
 - B. "This is the name of a flower which symbolizes love between main characters".
 - C. "This is the name of a character, landed on the Earth from space".
 - D. "This is the name of a family estate in England".
10. Try to define plot of the play "Marinated aristocrat" by its title.
 - A. A play about the career of a poor cook who dreams of making a fortune and fame with help of a mysterious recipe of marinade.
 - B. The title explains the final part of the play in which the main character is killed and marinated in formalin.
 - C. A play about family life of an oligarch who dreams of purchasing the earl title.
11. Try to determine plot of the play "Last slaughter" by its title.
 - A. A play about an unsuccessful entrepreneur, who had to slaughter all the animals in the farm that went bankrupt.
 - B. A play about an accident in the mine.
 - C. A play about bloody clashes between members of criminal youth gangs that conflict.
12. Try to determine plot of the play "Buy the lunar path!" by its title.
 - A. A play about entrepreneurs, who are selling land on the Moon.
 - B. A story of unhappy love, the symbol of which was a Moon path (as a combination of night and moonlight).
 - C. A play about stealing an ancient fresco "Moon Path" two young female criminals.
13. Choose the title of a play for the following plot: a young film director Genio Bobyk wants to produce a play of Eugène Ionesco that is his desired wish. Looking for money, Genio has more and more debts and his wife leaves him. Finally, selling a part of his liver to donors, Genio does produce a play.
 - A. "Crazy director".
 - B. "iDream".
 - C. "Everything for the performance".
 - D. "Money and Ionesco".
 - E. "Genio and Ionesco".
 - F. "Idée fixe".
14. Choose a title for a play with the following plot: a young architect Viktor, having come back after studies in Europe, is working on an order from a new city administration. However, his creativity is broken against the walls of bureaucracy and bribery. So he faces the choice: to come back abroad or to get adjusted to the reality of Motherland. He opts for the later.
 - A. "Do not show up!"
 - B. "Unclassical person".
 - C. "Other time".
 - D. "Architect".
 - E. "Building".
 - F. "Return".
15. Identify the title of a play about love and family relationships of a classic Russian author Leo Tolstoy and his wife Sofia; about timeless values of a human being: love, hatred, creativity.
 - A. "Lion and lioness".
 - B. "Family passion".
 - C. "Paper frigates".
 - D. "War and peace".
 - E. "Hedonism of creativity".
 - F. "The Tolstoy family".
16. Select the title of a play in which actions take place during a festive dinner of friends where host's sister invited a foreigner called Bob. At first, all characters try to interest Bob, to attract his attention. He is told about soviet regime, Western values are compared with those in their country. At the end, the characters are disappointed with a foreigner and decide that he is a spy.
 - A. "What do you like?"
 - B. "Dinner in circle of friends".
 - C. "Feast poetics".
 - D. "Insiders and outsiders".
 - E. "Foreigner".
 - F. "At the table".
17. Determine which of the suggested plays are comedies (choose two options).
 - A. "Night of wolves".
 - B. "David".
 - C. "In salamanders siege".
 - D. "Petro Palace".
 - E. "Two under a blanket".
 - F. "Secret of existence".
18. Determine which of the suggested plays are tragedies (choose two options).
 - A. "Bizarre Messalina".
 - B. "Area B".
 - C. "Night in the elevator".
 - D. "Traces of yesterday sand".
 - E. "Pryimaky".
 - F. "Female criminals".

19. Determine the effect of dedication on the perception of a drama text (e. g.: to Honcharenko Oksana, In memory of Isadora Duncan).

- A. Dedication does not influence further perception of a play.
- B. Plays which have dedication to be of value for their authors and of interest to readers.
- C. Dedication has an impact only as long as they know the person mentioned in it.
- D. Dedication is generally not typical for playwrights, its usage will be considered as a disadvantage.

20. Which genre-defining subtitle of a play would make you interested in reading the play?

- A. "Dearest friends" – a fatal tragicomedy in a pleasant company.
- B. "Dog Liu" – an absurd comedy with a thunderstorm instead of swearing.
- C. "Anniversary surprise" – a comedy.
- D. "Life for three" – a melodramatic tragic glitch accompanied by a call.
- E. "Felichita" – a play for an alarm clock.
- F. "Secret of existence" – a drama.

Thank you for collaborating!

4. Processing of the applied data

The analysis of answers to the first question "Do you read modern plays?" proved an obvious trend of ignoring dramas by modern readers, including dramas in Ukrainian. 208 respondents answered "No" while only 42 replied "Yes", which proves lack of interest of modern young adults in reading dramas. This trend is highlighted by a number of theatre critics and literary scholars. In particular, O. Bondareva indicates: "While neighboring countries "water" and "feed" new drama on fertilizers, Ukrainian drama resembles a tree which managed to grow up on bare stones on a rock open to all winds and merciless sun" [8].

In this case one can logically predict answers to the question "What modern playwrights do you know?" with the following options: P. Arie, A. Bahriana, Ya. Vereshchak, O. Mykolaychuk-Nyzovets, N. Nezhdana, V. Serdiuk, S. Shchuchenko. The following playwrights appeared to be most known:

- Neda Nezhdana (16 %);
- V. Serdiuk (10 %);
- Ya. Vereshchak (8 %);
- A. Bahriana (3,5 %);
- S. Shchuchenko (1 %);
- 54 % of respondents replied "None";
- 7,5 % of respondents offered their own option, namely:
 - a) Ukrainian playwrights (O. Irvanets, L. Podervianskyi);
 - b) Ukrainian prose writers and poets (S. Zhadan, O. Zabuzhko, Yu. Izdryk);
 - c) foreign playwrights (Hr. Boychev, Y. Grishkovetz).

The discrepancy between answers to the first and second questions can be explained by the fact that students of philological department might know particular names of playwrights even not reading their plays, for example, from the lectures which they attend at the faculty.

Focus on a particular literary movement is a significant factor in the formation of readers' expectations regarding this or that dramatic text. The third question was created in order to find out the directions which, to students' mind, are typical for modern Ukrainian drama. Postmodernism and absurdism appeared to be the most common directions while realism turned out to be less widespread. Respondents also selected:

- realism – 5,5 %;
- absurdism and realism – 4 %;
- romanticism – 3 %;
- romanticism and postmodernism – 1 %.

The fourth question was formed to define less significant paratext components of a drama. Answers to this question enabled to highlight the importance of certain components of author's

direct party that affect further perception of a play by the reader. The survey results determined the following components as least significant:

- dedication (58 %);
- epigraph (29 %);
- genre-defining subtitle (7,5 %);
- list of characters (4 %);
- title (2 %).

The fifth question asked respondents to select one title which they would like to read from the ten offered. The analysis of answers determined pragmatic focus of readers on further drama work perception depending on the title. The following plays interested the respondents:

- “Bohy vmyraiut vid nudhy” (“The gods are dying of boredom”) – 22 %;
- “Kreizi” (“Crazy”) – 15 %;
- “Slava heroiam” (“Glory to the heroes”) – 15 %;
- “Dopyt nebizhchyka” (“Interrogation of the dead”) – 12 %;
- “Lito maizhe mynulo” (“Summer is almost gone”) – 10 %;
- “Nadiia” (“Hope”) – 6 %;
- “Lizykava” – 6 %;
- “Zheton” (“Token”) – 5 %;
- “Ikona” (“Icon”) – 5 %;
- “Pornohrafiia” (“Pornography”) – 4 %.

Explanation of the benefits of unusual titles (“Gods die of boredom”, “Crazy”, “Interrogation of the dead”) is justified by readers’ expectations of modern literature, in particular drama, to be extraordinary, scandalous and possess new original forms. Choice of the name “Glory to the heroes” is motivated, in our opinion, by a recent surge of patriotic feelings.

The sixth question asked respondents to classify the plays according to the century when they were written (XIX, XX or XXI). 15 plays without names of authors (five plays for each century) were suggested: XIX century – “Rozumnyi i duren” (“Smart and fool”) (I. Karpenko-Karyi), “Oborona Bushi” (“Defense of Busha”) (M. Starytskyi), “Dvi sim'i” (“Two families”) (M. Kropyvnytskyi), “Zhyteiske more” (“Earthly sea”) (I. Karpenko-Karyi), “Holodnomu i openky m'ia-so” (“Mushrooms seem to be meat for the hungry”) (I. Nechuy-Levytsky); XX century – “Marusia Shurai” (I. Mykytenko), “Tovarystvo Pshyk” (“Association Pshyk”) (M. Irchan), “Khulii Khury-na” (M. Kulish), “Mohnonohe” (“Shaggy-legged”) (V. Vinnichenko), “Veselka” (“Rainbow”) (M. Zarudnyi); XXI century – “Plastylinovyi metal” (“Plasticine metal”) (V. Kozheliianko, V. Serdiuk), “Oksana” (A. Denysenko), “Svyniacha pechinka” (“Pork liver”) (S. Brama), “Kaifolovy” (“Rush-catchers”) (V. Tarasenko), “Recording” (O. Irvanets).

Plays were chosen based on the criterion of the slightest ability to be identified by respondents. Taking into account their knowledge of theory of drama and history of Ukrainian drama that they received at school and in some cases already at university, students had to define the century when the play was created associating the name of the play and the literary features of a certain age. The answers proved the thesis that the reader expected scandal from modern drama. This is motivated by the fact that previous answers of respondents identified postmodernism and absurdism as leading literary trends of modern Ukrainian drama. The results showed correct century defining for the plays with titles which contained lexical items which are markers of a certain era. The use of such vocabulary and graphically not adapted English borrowings in titles made respondents select XXI century. This was proved by the percentage correlation of answers: 93,6 % of respondents associated “Rush-catchers” with XXI century (234 responses), “Recording” – 88,8 % (222 responses). Similarly to the famous works by Kropyvnytskyi “Dai sertsu voliu, zavede v nevoliu” (“Give freedom to your heart and it will make you captive”), “Doky sontse ziide, rosa ochi vyist” (“Dew will devour eyes before the sunrise”) and those by M. Starytski “Yak kovbasa ta charka, to mynetsia i svarka” (“With sausage and alcohol the quarrel will vapour”), in which aphorisms are verbalized, comedy “Mushrooms seem to be meat for the hungry” by I. Nechuy-Levytsky was identified correctly as well (203 answers).

Ethnographism and folklorism as dominant styles of Ukrainian drama of XIX century influenced the choice of respondents, who believed that a modern play “Oksana” with a traditional Ukrainian anthroponymicon in its title belonged to the heritage of XIX century (91 % of respondents). The fact that respondents associate modern drama with postmodern direction with its radicalism and inherent scandal explains selecting unusual titles as those belonging to modern plays. For instance, “Plasticine metal” and “Pork liver” were identified correctly (78 % and 52 % of respondents respectively associated plays with XXI century), while “Shaggy-legged” by V. Vynnychenko was misidentified (85 % of respondents). “Marusia Shurai” (1934) by I. Mykytenko was also associated incorrectly with XXI century. The latest can be explained by the fact that respondents, expecting denial by modern drama of ideals and values of the past, perceived the title as a transformation of a famous novel by Lina Kostenko.

The following plays were identified by their title correctly: “Defense of Busha”, “Two families”, “Smart and fool” – XIX century, “Rainbow”, “Association Pshyk” – XX century. It should be noted that plays by M. Kulish “Khulii Huryna” and M. Irchan “Association Pshyk” were considered to belong to XXI by a number of respondents (29 % i 27 % respectively). Plays entitled “Oksana”, “Defense of Busha”, “Smart and fool”, “Mushrooms seem to be meat for the hungry”, “Two families”, “Earthly sea” were appointed to XXI century by fewer than 3 % of respondents. Thus, determining century of a play by its title proved that potential youth is aimed at original, controversial and sarcastic modern works.

Questions 7–16 were formed to define successful or unsuccessful coding of certain information in titles of plays. In questions 7 and 8 respondents were offered to identify what titles cover the topics of plays best. The following replies for question 7 were offered:

A. “Zhaha ekstremu” (“Desire for extreme”) – a play about a new kind of relax for the rich – “a weekend” in jail;

B. “Romeo and Jasmin” – names of two characters in love with each other;

C. “Krashche z'isty kyrpychynu” (“It is better to eat a brick”) – a play about relationships between subordinates and an autocratic manager;

D. “Stantsiia” (“Station”) – a play about a mysterious station which you cannot leave. “Romeo and Jasmin” (34 % of answers) and “Station” (29 % of answers) appeared to be most successful for respondents.

The following plays were suggested for question 8:

A. “Pro potiah, valizy, motlokh ta deshcho bilshe” (“About train, suitcases, junk and something else”) – a story about tragic love;

B. “Hastarbaiterski sezony” (“Gastarbeiters’ seasons”) – a play about life of Ukrainian migrant workers in Germany;

C. “Davyd” (“David”) – a drama about life of David and his big family;

D. “Pryhosty mene horikhamy” (“Treat me with nuts”) – a play about relationships between men and women with the slogan “Do not restrain your desires!”. 44 % of respondents selected “Gastarbeiters’ seasons” to be the best title, 17 % voted for “David”.

Based on the results of the survey the following conclusion can be made: respondents believe that those titles which contain particular neutral information about main characters or events are successful and appropriate (“David”, “Romeo and Jasmin”, “Station”, “Gastarbeiters’ seasons”). It should be pointed out that original metaphorical titles were chosen by the smallest number of respondents (“Treat me with nuts” – 11 % of respondents, “It is better to eat a brick” – 12 % of respondents).

Questions 9–12 suggested respondents to interpret the titles of plays “Rododendron” (“Rhododendron”), “Marynovanyi arystokrat” (“Marinated aristocrat”), “Ostannii zabii” (“Last slaughter”), “Kupit misiachnu dorizhku!” (“Buy the lunar path!”). That would enable us to determine author’s plot information encoding in the title.

Question 9 requested to determine plot of the play “Rhododendron” by A. Bahriana, which actually is about relationships between colleagues in the wedding agency. The following options were proposed:

A. This is the name of a wedding agency where the events take place;
B. “This is the name of a flower which symbolizes love between main characters”;
C. “This is the name of a character who landed on the Earth from space”;
D. “This is the name of a family estate in England”. Only 8 % of respondents selected the right answer (A), while 54,5 % of respondents chose B.

Other two titles were also misinterpreted (“Last slaughter” by O. Rosych – about everyday life of miners; “Buy the lunar path!” by V. Tarasenko – about two sisters who were selling land on the Moon). Respondents suggested that the former was a play about bloody clashes between members of criminal youth gangs that conflict (48 %), while the correct option “a play about an accident in the mine” accounted for only 38,4 %. The later title was explained as “a play about stealing an ancient fresco “Moon Path” two young female criminals” (45 %). Two other options accounted for the same 25 %: “a play about entrepreneurs who are selling land on the Moon” and “a story of unhappy love, the symbol of which was a Moon path (as a combination of night and moonlight)”. To sum up, young female respondents defined the plot through values which count for them, namely family, welfare [9], which explains the priority of those options which contained plots about love. According to modern psychologists, aggressiveness and anxiety are the most common manifestations of personality for the young [10]. That is why respondents selected plots with criminal offences. In addition, both interpretations of plays contained a lexical unit “young” (*members of criminal youth gangs, young female criminals*).

The only play which title was interpreted correctly was a comedy of absurd by I. Koval “Marinated aristocrat”. 51,5 % of respondents defined that the title explains the final part of the play in which the main character is killed and marinated in formalin. Other options (a play about the career of a poor cook who dreams of making a fortune and fame with help of a mysterious recipe of marinade) were chosen by far more seldom; about the career of a poor cook who dreams of making a fortune and fame with help of a mysterious recipe of marinade) were chosen by far more seldom (28,5 % and 20 % respectively).

Questions 13–16 had a reverse direction and respondents needed to select the name of a play based on topics or plots described. It should be mentioned that out of four titles suggested respondents selected two correctly.

Question 13 offered to choose the title of a play for the following plot: *a young film director Genio Bobyk wants to produce a play of Eugène Ionesco that is his desired wish. Looking for money, Genio has more and more debts and his wife leaves him. Finally, selling the biggest part of his liver to donors, Genio does produce a play*. Options suggested were as follows:

- “Ideia fiks” (“Idée fixe”) – 35 %;
- “Shalenyi rezhyser” (“Crazy director”) – 24 %;
- “iDream” – 15 %;
- “Hroshi na Yonesko” (“Money and Ionesco”) (the right option) – 10,5 %;
- “Use dlia vystavy” (“Everything for the performance”) – 14 %;
- “Genio i Yonesko” (“Genio and Ionesco”) – 1,5 %.

Question 14 asked respondents to choose a title for a play with the following plot: *a young architect Viktor, having come back after studies in Europe, is working on an order from a new city administration. However, his creativity is broken against the walls of bureaucracy and bribery. So he faces the choice: to come back abroad or to get adjusted to the reality of Motherland. He opts for the later*. Options suggested were as follows:

- “Arkhitekt” (“Architect”) – 26 %;
- “Ne vysovuisia!” (“Do not show up!”) – 20,5 %;
- “Neklasychna liudyna” (“Unclassical person”) (the right option) – 19 %;
- “Povernennia” (“Return”) – 17 %;
- “Inshi chasy” (“Other time”) – 12,5 %;
- “Budivlia” (“Building”) – 5 %.

Question 15 requested respondents to identify the title of a play about *love and family relationships of a classic Russian author Leo Tolstoy and his wife Sofia; about timeless values of a human being: love, hatred, creativity*. The following results were got:

- “Lev i Levytsia” (“Lion and lioness”) (the right option) – 33 %;
- “Rodyna Tolstykh” (“The Tolstoy family”) – 19 %;
- “Viina i myr” (“War and peace”) – 15 %;
- “Paperovi frehaty” (“Paper frigates”) – 13 %;
- “Simeini prystrasti” (“Family passion”) – 12 %;
- “Hedonistyka tvorchosti” (“Hedonism of creativity”) – 8 %.

Question 16 asked to choose the title of a play in which actions take place during a *festive dinner of friends where host's sister invited a foreigner Bob. At first, all characters try to interest Bob, to attract his attention. He is told about soviet regime, Western values are compared with those in their country. At the end, the characters are disappointed with a foreigner and decide that he is a spy.* Title “Svoi i chuzhi” (“Insiders and outsiders”) accounts for the majority of choices (30,5 %). Other choices were made by a smaller number of respondents:

- “Inozemets” (“Foreigner”) – 22 %;
- “Veheria v koli druziv” (“Dinner in circle of friends”) – 16 %;
- “Dovkola stolu” (“At the table”) – 9,5 %;
- “Shcho Vam do vpodoby?” (“What do you like?”) – 6 %;
- “Poetyka zastillia” (“Feast poetics”) (the right option) – 16 %.

The chosen similar questions did not intend to determine the percentage of correct correlation between the title and plot of a play. The further was proved by results of the survey: respondents, expecting modern literature to possess unusual emotions, scandals, originality, as a rule opted for particular, neutral and not original titles of plays. These were titles which indicated characters' names or personal features (“Lion and lioness”, “Architect”, “Insiders and outsiders”, “Foreigner”, “Crazy director”) or evaluated the actions (“Idée fixe”, “Return”, “Dinner in circle of friends”). Unusual titles (“What do you like?”, “Hedonism of creativity”, “iDream”) were chosen by a great deal lower number of respondents.

Literary knowledge of potential philologists enabled correct genre defining of plays (questions 17–18). Question 17 asked to determine which ones of the suggested plays were comedies, choosing two answers. Possibility to choose two answers explains the fact that general number of answers can be more than 100 %. Respondents selected correct answers:

- “Petropalatsyk” (“Petro Palace”) – 67 %;
- “Dvoie pid kovdroiu” (“Two under a blanket”) – 79 %.

Other plays accounted only for a small percentage of choices:

- “Nich vovkiv” (“Night of wolves”) – 6 %;
- “V oblozi salamandr” (“In salamanders siege”) – 22 %;
- “Davyd” (“David”) – 3,5 %;
- “Taina buttia” (“Secret of existence”) – 3 %.

The answers to question 18, in which respondents selected tragedies by titles of plays, were chosen correctly as well:

- “Slidy vchorashnoho pisku” (“Traces of yesterday sand”) – 79 %;
- “Khymerna Messalina” (“Bizarre Messalina”) – 39,5 %.

However, other titles also account for a number of choices:

- “Terytoriia B” (“Area B”) – 28 %;
- “Nich u lifti” (“Night in the elevator”) – 22 %;
- “Pryimaky” – 20 %;
- “Shakhraiaky” (“Female criminals”) – 10 %.

Question 19 was aimed at determining the perception of a drama text which had a dedication (e. g.: *to Honcharenko Oksana, In memory of Isadora Duncan*). Despite the fact that 58 % of respondents defined dedication the least significant component of a drama in question 4, most of respondents (84,5 %) pointed out that dedication influences further reading. In this case 51,5 % of them consider plays which have dedication to be of value for their authors and of interest to readers, while 48,5 % declare that dedication has an impact only as long as they know the person mentioned in it. 15,5 % of respondents noted that dedication does not influence further perception of a play for

them. The option “dedication is generally not typical for playwrights, its usage will be considered as a disadvantage” was not selected at all.

Question 20 aimed at determining significance of genre-defining subtitle in making readers interested in the play. The analysis of results proves that genres which break traditional rules of genre definition appear to be the most intriguing and encouraging reading further. The answers prove it:

- 25 % of respondents would be interested in *melodramatic tragic glitch accompanied by a call* “Zhyttia na triokh” (“Life for three”);
- 22 % – in *a fatal tragicomedy in a pleasant company* “Liub’iazniishyi pryiatel” (“Dearest friends”);
- 19 % – in *a play for an alarm clock* “Felichita”;
- 17 % – in *an absurd comedy with a thunderstorm instead of swearing* “Sobaka Liu” (“Dog Liu”), the following titles were chosen as least genre defining:
- “Iuvileinyi siurpryz” (“Anniversary surprise”) – a *comedy* (9 %);
- “Taina buttia” (“Secret of existence”) – a *drama* (8 %).

5. Conclusions

In a nutshell, the analysis of answers in the survey proved that paratext elements of modern plays form further hypothetical communication between reader and author, provide the former with certain expectations from reading the drama. The research confirmed our hypothesis and proved:

- 1) the majority of respondents expect shock and experiments from modern dramas;
- 2) philological experience of respondents enabled logical perception of paratext elements of drama and correct interpreting of author’s intentions.

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