

**HUMANIZATION OF ENTREPRENEURSHIP  
AS A DEFINING COMPONENT OF ECONOMY  
OF THE THIRD MILLENNIUM:  
RESEARCH METHODOLOGY**

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**Abstract.** The study is devoted to examining the causes, importance and purpose of the humanization of the economy, including entrepreneurship, in the third millennium. The meaning of the terms “humanism” and “humanization” is clarified and their significance for solving the global problems of today is established. The role of humanization in ensuring sustainable development and human well-being, the formation of its benefits and opportunities for self-realization is outlined. The nature of humanization economy is revealed through the prism of humanization of entrepreneurship, their definitions, principles and tools are offered. Based on the chain of transformation, the construction of a model of “economy of humanistic rationality” is considered. The main directions of humanization of the economy through the development of new inclusive forms of entrepreneurial activity, such as social entrepreneurship, innovative and ecological entrepreneurship, are identified. The peculiarities of each of the directions of humanization of entrepreneurship are analyzed and their conceptual role in human-oriented and sustainable development is characterized. Forms of humanization through the development of spirituality, morality and culture in economic relations and on the basis of public-private and social partnership are proposed. Attention is drawn to the need to form systems of economic, political, legal and ideological guarantees for the humanization of entrepreneurial activity.

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## 1. Introduction

The constitutions of most modern states define a person, his/her rights and interests as the highest social value. This slogan characterizes the main directions of development of society at the beginning of the third millennium – humanization, human-orientation and human-centrism. Humanization covers all social spheres, but, in our opinion, it should be the most convincing in the economic sphere, which provides basic human well-being, forms its benefits and creates opportunities for self-realization. Therefore, the study of humanism and humanization of the modern economy issues is relevant, has scientific and practical significance.

This is confirmed by the state leaders' reports, as a call for global humanization, presented at the World Economic Forum in Davos. French President E. Macron said: "The economy of the future must think about innovation and humanity. We must build the future together and work together to tackle climate change. It is important to preserve biodiversity, which is key to combating environmental threats" [1]. "The balance between the actions of the government is important, and at the same time it is important to give people the opportunity to realize themselves. Fair competition is important. But we should not forget about interdependence, about environmental protection. It is important to set a price for carbon emissions, but it is necessary to internalize these processes," said German Chancellor Angela Merkel [1].

Today's global challenges, such as the COVID-19 pandemic, economic instability due to coronavirus hardship, climate change, and inequality of people in wealth and personal development, show that there is a shortage of humanization. It is increasingly difficult for the economy to work in such conditions, so it needs a transformation towards its humanization, which is based on the value of human life, its quality and well-being.

Today, humanization is of strategic importance for the development of the economy and society as a whole, which, unfortunately, is not yet a fully realized process among the population. One of the reasons for the formation of such a worldview in people is the practical lack of interconnection and systematic interaction of economic development processes and moral values, which should be provided by knowledge based on the ideology of upbringing ("moral and spiritual values should become a lifestyle in the third millennium") and education [2, p. 353].

The situation is exacerbated by economic uncertainty due to the steady increase in consumption, egocentric approach to economic relations, hypertrophic material culture and materialist consciousness on which it is based, the spread of wasteful lifestyle, the illusion that the growth of material security itself can change the quality of life, providing welfare, pleasure and happiness.

In the search for answers to today's challenges, humanity does not have the reserve for maneuver that previous generations had. After all, a globally united world does not enable anyone to consume the full potential of civilization alone and move to "other worlds", where you can ensure a happy life for yourself and your descendants. At the beginning of the third millennium, the need for a coordinated "human-dimensional", humane, morally responsible entrepreneurship has become a universal necessity and importance for the continuity of economic development. Therefore, a necessary condition for today is the establishment of humanization principles in all spheres of socio-economic life.

### **2. Axiology of humanization**

To begin with, it is useful to find out what humanism and humanization are. The term humanism itself comes from the Latin word "humanitas", which means humanity, and "humanus" – human, i.e. the doctrine of recognition of value of human as a personality, his/her right to freedom, happiness, manifestation and development of own potential.

Even the Romans, in particular Cicero, called humanism – the highest cultural and moral development of human abilities in combination with decency, justice and humanity.

L. Davidson considers humanism as "a philosophy based on the belief that the human can not be reduced to other forms of life – whether material or divine", so "the human can be understood only in its own terms" [3, p. 222–223].

According to philosophical views [4, p. 134–135] humanism is a system of worldviews, the center of which is a person, his/her self, high vital purpose and the right to free self-realization. Humanism recognizes the liberation of human capabilities, its well-being as a criterion for assessing social institutions, and humanity – as the norm of relations between individuals, ethnic and social groups, states. The philosophical thought of

humanism contains a psychological doctrine and considers such features in a person as individuality, uniqueness, integrity, development in creativity, the right to free choice of decisions, responsibility for them in all spheres of life. At the same time, the main criteria of analysis are higher values, responsibility, self-actualization of personality, creativity, knowledge, freedom, interpersonal communication and others.

Today these social phenomena are discussed in almost all fields of science. For example, according to the generally accepted approach, humanism is a progressive movement of the Renaissance, aimed at affirming the moral rights of a person to earthly happiness, sensual pleasures and the free expression of aspirations and desires; it is an attitude towards a person, imbued with concern for his/her well-being, respect for dignity; humanity [5, p. 266], humanization is the spread and affirmation of humanistic principles in any sphere of public life [5, p. 266].

The ideas of humanism have always aroused the interest of political scientists, sociologists, philosophers, lawyers, economists. As a result – the emergence of theories of the welfare state, civil society, social economy, state of social democracy, and so on.

Humanism as a social factor unites people with a humanistic worldview to create the common good of all and everyone, to promote the establishment of the maximum possible humanization of relations between person and person, person and society, person and state, person and enterprise. Therefore, the humanistic concept of social policy characterizes the focus of such a policy on meeting the needs of a person as a subject and object of large-scale social change. The directions of such a policy should be formed primarily taking into account the need to implement the principles of humanistic development in key vectors, which include along with increasing GDP and national wealth ensuring large-scale and sustainable improvement of living standards and quality of life.

An important principle of humanism is developed and enshrined in legal forms of relations between person, state and society on the basis of recognition of the self-worth of the human individuality, the inalienability of his/her rights and freedoms, respect for dignity, protection from unwarranted interference in private life. In Western Europe, the foundations of humanism were laid in the process of building a welfare state, where political leaders adhered to the ideology of Christian democracy and

realized that no social reform would achieve its goal – human well-being – without a moral component. Only where politicians are guided by moral norms, conscience and justice success in socio-economic development can be achieved.

Under humanization, we consider the process of forming qualitative conditions for self-realization, self-expression, self-actualization of a person as personality, his/her comprehensive development, the right to freedom, happiness, spiritual improvement.

At the heart of humanization are the ideas and ideals of reason and humanity, its evaluation criterion is the good of a person, and the principles of humanity, morality, justice, equality, responsibility are the norm of relations between people. The notions of justice, human dignity, goodness and virtue should not be just values of consciousness. They should become stimulating motives for politicians, statesmen and public figures, entrepreneurs, businessmen, etc.

The very phenomenon of humanization is characterized by the reflection of personal (conscious) human activity, its worldview principles and values, which are formed on the basis of knowledge.

The direction and essence of the economic vector, transformations in the sphere of social relations, and the ordering of all components of the “social space” of people’s lives are decisively determined by the political factor. Politics in its modern interpretation can and should be an effective factor in the humanization of public life. The combined action of all various policies – economic, technical and technological, environmental, social, demographic, national, cultural and educational – is designed to ensure a dignified existence of a person from early to old age, to create conditions for personal self-realization. This outlines the “human-dimensional” content of politics, which should replace the “traditional” imaginations about politics solely as a sphere of power relations. In other words, modern politics must be “charitable” in all its manifestations. Civilized society recognizes moral norms and social values as the defining regulators and guidelines of public life, and politics must ensure this in a legal manner [6, p. 81].

The axiological basis of humanization is a human-oriented vector of development in the areas of safe environment, harmonization of social relations, inclusive development of the individual, ensuring a higher level and quality of life, equal opportunities for all segments of the population,

welfare and human well-being. After all, the purpose of human existence, according to Aristotle, is the achievement of “higher good”.

In the context of economic laws, humanization should be considered in the light of such indicators as: level of human development and employment, purchasing power, quality of medicine, level of environmental pollution, level of security and welfare, index of a better life (includes factors on which well-being depends, such as education, living conditions, environment, etc.), human capital development, education, self-realization, working conditions, standards for the production of better, safer and more environmentally friendly goods, works or services, innovative projects that change people’s lives for the better.

The essence of economic humanization is manifested through its value character – the ability to meet the material needs and economic interests of society and each individual.

### **3. Factors of humanization of the economy**

The intensification of attention to the ideas of humanism, in particular, humanism in the economic sphere, is due to a number of objective and subjective factors. Let’s pay attention to some of them:

- adoption in the second half of the twentieth century of universally recognized international legal acts, the Universal Declaration of Human Rights, the International Covenant on Economic, Cultural and Social Rights and others, which enshrined fundamental human rights, including economic human rights;
- the development of European law aimed at ensuring the socio-economic rights of the citizens of a united Europe, such as the European Social Charter;
- rapid development of production and technology, “rapid” scientific and technological progress and intellectualization of labor as factors of growth of economic importance of the human-worker;
- competition in the labor market, goods and services;
- globalization and economic integration;
- climate threats and the need to overcome global challenges;
- the need to achieve social compromise in a sharp polarization of income of employer and employee, the importance of establishing the ideals of social partnership.

Humanism as a socially positive phenomenon is difficult to define by formal criteria, as it concerns human rights, including economic rights, rights as opportunities that have an evaluative character and a tendency to constant development. The sphere of economic relations is also characterized by a significant breadth, depending on the species, subject, object and content. In order to specify the subject of study and clarify the essence and basic patterns of humanization of the modern economy, in our opinion, it is advisable to focus on the leading sector of the modern domestic economy. And such a sector, in our opinion, is entrepreneurship today.

Defining the spheres and limits of humanization of entrepreneurial activity is facilitated by outlining its main forms and directions. Under the form we understand the legally regulated external manifestation of entrepreneurial activity, such as public-private partnership; under the direction – the humanistic content basis of entrepreneurship, such as the environmental focus of business. Ideally, the form and content of humanization-oriented entrepreneurship should complement and develop each other.

Important role for the formalization, delineation of areas and boundaries of the mechanism of humanization of the economy of the XXI century play the adopted at the 70th session of the UN General Assembly [7] by 193 countries, including Ukraine, 17 Global Sustainable Development Goals (hereinafter SDG), according to which the daily Order until 2030 “Action Plan for People, Planets and Prosperity” was established. The model of tripartism, which is embedded in the concept of sustainable development, puts man in the first place (humanization component of sustainable development), then includes the planet (environmental component) and, of course, prosperity (economic component of sustainable development). This combination, in essence, forms a synergy of actions for a common humanization goal – to ensure a happy planetary future.

The concept of sustainable development has formed the foundation of humanistic economic development for such purposes as: “overcoming poverty and hunger”, “ensuring good health and quality education”, “achieving equality and social justice”, “ensuring social self-determination and cultural diversity”, “combating climate change and environmental challenges”, “decent work and economic growth”. If people use natural and created goods more wisely, have better education, medicine, create more

opportunities and manage natural resources in a rational way, then as a result, economic prosperity reaches higher levels.

The construction and development of the humanization economy is based on the idea of “economy for people”. The nature of the humanization economy puts person at the center of economic activity, and the activity itself is aimed at meeting the needs and interests of the individual. Factors of production in the humanistic economy are material and spiritual culture, intellectual resources, moral values, personal qualification and moral and ethical potential, moral and psychological principles. The individual in the humanistic economy is seen as a producer of goods, their consumer and owner not only of labor as a resource, but also of moral qualities, the bearer of social responsibility. The humanization of the economy strengthens its social orientation. The priority is the problem of finding a balance of interests of the individual, social group (team, enterprise) and society as a whole. Humanization is a zone of compromise between the social and economic spheres of sustainable development.

The economy will succeed in shaping the ideology of its development on the basis of the model of the “economy of humanistic rationality”. The construction of such a model is possible on the basis of economic transformation, which reflects the consistent transition “economy → sustainable development → humanization economy”. At the same time, each subsequent idea does not deny, but harmoniously develops the previous ones and forms the substantive rationality of the economy, the basis of which is rational thinking provided with knowledge. Thus, the concept of humanization of the economy is formed in the process of syllogism (logical inference, when the third follows from two judgments) and given the existing needs will remain dominant in the third millennium. Such a concept harmoniously fits into the context of the concept of sustainable development (as part and whole), develops, renews and strengthens the socio-economic aspects of humanization.

We consider the humanization of the economy as a process of implementation of universal values and international standards for socio-economic human rights in the system of domestic and interstate economic relations. It acts as a human-oriented dominant of economic relations and life in society, according to which all processes take place for a person and increase his/her well-being; providing equal opportunities for all and



everyone to access vital areas – resources, medicine, education, starting own business, productive employment, values that will improve the quality of human life.

The basic idea of humanizing the economy is to ensure generally accepted standards of quality of life and a happy future for society through the development of an economy of humanistic rationality – an economy of well-being that depends on one's own efforts and human activity – based on the power of brain.

The humanization of the economy is a tool of:

1) creating opportunities and chances, including economic, to preserve the environment and meet modern human needs;

2) protection of the interests of future generations, including their need for a safe and healthy environment;

3) development of innovations that will improve the quality of human life;

4) involvement of all subjects in economic relations and sustainable development. Here the emphasis of humanization of the economy is focused on productive employment for all groups of the population, their involvement in economic activity, creation of added value and so on.

#### **4. Humanization of entrepreneurship: areas of implementation**

The economy of the third millennium is multifaceted. Comprehensive humanization, in our opinion, should begin with the sphere of economic relations that is the closest to person as a subject of these relations. Entrepreneurship is such an area today.

The Global Sustainable Development Goals have addressed a range of important business issues, such as climate change, health care, education and environmental threats. They aim to solve planetary problems by joint efforts, so they clearly outline the general framework for entrepreneurial action in realizing their creative and innovative potential to ensure a secure future. The goals outline development opportunities for companies that can offer innovative solutions and contribute to transformational change. Success in the implementation of the SDG is possible only in cooperation between different participants, which will synergistically address pressing societal challenges, the primary of which are environmental.

Entrepreneurship in today's volatile environment must combine its own business strategies with global priorities and move towards a human-oriented vector of development. Entrepreneurial approach, according to which humanization development primarily consists in the development of new inclusive forms of entrepreneurial activity, such as social entrepreneurship, innovative and ecological entrepreneurship, organic farming, etc.

Under this approach, it is assumed that the directions of humanization development will be achieved through responsible enterprising entrepreneurship by deducting part of the profits for the solution of important social problems or full activities with a social and environmental mission.

In our opinion, humanization of entrepreneurship is the invisible ideal under which the business entity shall think not only about itself and its own benefit, but also about the common good (welfare of society).

The development of *social entrepreneurship* is important for ensuring the social rights of people who, due to objective circumstances, are unable to compete on an equal footing with others in the labor market. According to Bornstein D. and Davis S. [8, p. 1] social entrepreneurship involves a process by which citizens create or transform institutions to address social problems such as poverty, illiteracy, environmental degradation, human rights violations, corruption, in order to improve the lives of many people. The idea of social entrepreneurship has a humanizing component, its mission is so capacious and inclusive that it can be applied to all kinds of socially useful activities, which for this reason is so attractive and promising in ensuring sustainable development.

J. Gregory Dees, who is called the “father” of the science of social entrepreneurship, in his work “The Meaning of Social Entrepreneurship” develops this idea: “They make radical changes and change the order of things in the social sphere to solve pressing problems. They do attack the problem, not just state its presence or treat the symptoms. They seek systemic change and sustainable improvement. Although they can act locally, their actions have the potential to stimulate global improvement in their chosen field, whether in education, health care, or the natural environment” [9].

According to the European Commission [10], there are currently two million social enterprises in Europe (ten per cent of all European business) with more than 11 million employees (six per cent employees in the region).

The main organizational and legal forms of social enterprises in European countries are cooperatives (in particular, in Portugal – “social solidarity cooperatives”, in France – “social cooperatives of collective ownership”, in Italy – “social cooperatives”, in Spain – “cooperatives of social initiatives”). etc.) or companies (for example, in the UK – “companies working in the interests of the community”, in Belgium – “social purpose companies”) [10]. European social enterprises have regional characteristics and a clear social goal, to which they direct a significant part of their profits.

The European Commission [10] identifies four main areas in which social enterprises operate:

- work integration – training and integration of people with disabilities, the unemployed and young people;
- provision of personal social services – health, well-being, vocational training, education, medical services, childcare services, services for the elderly or assistance to low-income people;
- local development of territories located in disadvantaged areas – social enterprises in remote rural areas, schemes of development / rehabilitation of neighborhoods in urban areas, development assistance and cooperation with third countries;
- other, including processing of agricultural products, environmental protection, sports, art, culture and historical preservation, science, research and innovation, protection of the rights of consumers and sports fans [10].

The development of social entrepreneurship should be accompanied by the solution of both global (for example, the formation of public consciousness) and applied (for example, for the sustainable development of social entrepreneurship effective business models should be used) tasks. Social entrepreneurship must be commercially successful, environmentally sensitive, should create social value, develop and implement the third Millennium Development Goals.

The important role of social entrepreneurship in achieving global goals for humanistic development is obvious, as they create change, act innovatively and accumulate resources for this.

Social entrepreneurship identifies and maintains social values, seeks and uses new opportunities to serve the chosen mission. It is designed to solve problems in the social and environmental spheres in inclusive and innovative ways.

Today, *innovations* are the driver of economic processes. Thanks to their development, a new quality is obtained, labor productivity changes and increases, work motivation improves, the level of medicine improves, new constructions and developments that improve the quality of life appear. It should be noted that along with the benefits, there are challenges, since modern innovative digital transformation changes the nature and structure of organizations and markets, raises concern about work places preservation and use of skills, confidentiality, security, social and economic interaction, community formation and composition, as well as the concepts of justice and interaction in society. Innovative activity, on the one hand, changes the tendencies of the system's vital activity, violating its stability, and on the other hand, radically renews and humanizes it.

The decisive goal of modern innovative entrepreneurship should be to increase and improve the quality of life of everyone through the development of new safe technologies, improving technical characteristics, modernization of production facilities, the introduction of digital technologies. It is also a search for innovative solutions (ideas) to facilitate working conditions and new opportunities for self-expression. For example, touch screens, multimedia and network technologies, aerial photography, drones (to improve agriculture, in the military-defense industry – to save the lives of the military, etc.) have become a part of the humanization of technology; plastic surgery, regenerative medicine, implantation, modern diagnostics, pharmaceutical innovations and so on are humanizations in healthcare.

Digital technologies are aimed not just to implement IT solutions, but to create social value based on it. After all, it is possible to achieve project indicators, but it will not create value. In digital transformation, each of the projects must have its own social value, project goals and indicators for sustainable development maintenance.

Enterprises are increasingly using innovative IT solutions that increase productivity, optimize costs and improve production. For example, modern farms benefit from the use of information technology in agriculture. Such benefits are optimization of water consumption, determination of nutrients level and fertilizer application needs, reduction of negative impact on the surrounding ecosystem, reduction of chemical runoff into local groundwater and rivers, increasing efficiency, lowering prices and many more. In this way, the business becomes cost-effective, smart, sustainable and ecological.

The step towards preventing all-encompassing climate change, which is becoming a major threat to humanity today, is the ecologization of the entire domestic system of economic relations, especially the ecologization of entrepreneurial activity.

Ecologization is an innovative process of consistent introduction of new equipment and technology, new forms of production organization, implementation of management and other decisions that increase the efficiency of natural resources while preserving the environment, improving it at different levels and ensuring overall well-being [11, p. 62].

The embodiment of the directions of the economy ecologization is the formation of ecological entrepreneurship, i.e. innovative activities of economic entities for the production of ecological products, carrying out works and services of special (environmental) purpose, aimed at ensuring ecological safety, rational use of natural resources and their reproduction, increasing environmental protection level in order to obtain general utility for humanization purposes.

Ecological entrepreneurship is the basis for the implementation of the concept of sustainable development on the basis of more efficient resource and energy consumption, reduction of CO<sub>2</sub> emissions, decrease of harmful effects on the environment and the development of socially integrated direction.

This is primarily manifested at the interstate level. Thus, the World Commission on Environment and Development [12] outlines a number of defining ecologically aimed principles: intergenerational justice – the need to preserve natural resources for future generations; sustainable use – the use of natural resources for long-term accessibility and taking into account the impact on the environment; domestic political justice – states shall use natural resources, taking into account the needs of other states; integration – development plans and projects should include ecological considerations. This concept is used in major international agreements.

Today, there is a growing importance of the ecological factor in the activities of international organizations, institutional investors and TNCs, as well as the policy of the world. The manifestation of this effort has become the increasingly pronounced transition of countries to an ecological (green) economy.

Ecological economy is a new trend that is perceived as an important direction of structural reforms in order to:

1) raise awareness of the real ecological, energy and socio-economic situation of the world, identifying ideological options for better understanding of the dilemma “economic growth vs. environmental protection”;

2) find optimal ways and more effective tools to solve the problems faced by society;

3) to provide a safe environment for human life through the inclusive development of a smart economy.

Ecologization of entrepreneurial activity involves the introduction of modern technologies and management methods that can provide the required volume and quality of products at the optimal cost of material resources and minimal impact on the environment. To implement environmentally friendly production, efficient use of resources and other environmental measures, it is necessary to develop a business strategy based on “5 R” – Reduce, Recycle, Reuse, Reservation, Restoration and implement it as a strategy of “reasonable rationality” “5 R”. This strategy “5 R” will not only ensure the ecological and innovative development of enterprises in conditions of uncertainty and economic instability, but will also work towards the humanization of entrepreneurship. The use of eco-innovation will contribute to the rationality and efficiency of resource use, which will optimize the main costs of the enterprise and at the same time ensure resource conservation and reproduction [11, p. 64].

The implementation of an environmentally oriented strategy of “reasonable rationality 5 R” will require a toolkit of measures, including:

– framework conditions that strengthen economic growth and conservation of natural capital – key financial and regulatory provisions, such as tax and competition policy;

– ideological measures aimed at stimulating the efficient use of natural resources and raising the price of pollution;

– insurance of environmental ideas as an opportunity to insure against risks;

– establishment of new eco-standards of production.

It should be noted that in order to implement the Paris Climate Agreement at a summit in the UK [13] on June 12, 2021 the G7 countries agreed to implement the multibillion-dollar infrastructure project “Build Back Better

World” (B3W). The project calls for agreements with developing countries to develop areas such as climate protection, health care, public safety, digital technology, gender equality and zero emissions by at least 2050.

At the World Economic Forum in Davos [1] Spanish Minister of Environmental Development Teresa Ribera said: “To succeed in the fight against climate change, we must work as one unit, because it is a common global problem”. She also said that achieving climate neutrality would be a painful process, but consequently a new prosperous world would emerge, adding that Europe had set clear climate goals and was ready to achieve them.

### 5. Forms of implementation of humanization

Solving complex problems of general social scale in the context of humanization is impossible without a combination of efforts of society and the state. An effective form of such a combination today is *public-private partnership*. The Law of Ukraine “On Public-Private Partnership” [14] defines the legal, organizational and economic principles of interaction between public and private partners, as well as guarantees the rights and interests of the state and business as subjects of such partnership, which thus provides solutions to problematic tasks of public importance. Public-private partnership is aimed at the design, investment, implementation and management of facilities and services, carried out on the basis of equality, fairness, coordination of interests of public and private partners in order to obtain mutual benefit and ensure higher efficiency than in the case of the same activities of the state or a private enterprise carried out independently. Such cooperation will not only create new economic opportunities, but will also provide equal access to opportunities among stakeholders and unite interesting ideas of development among all segments of society.

Determining directions of humanization of the economic sphere should be based on ideological grounds. It may seem like a utopia to pragmatists, but in our opinion, it is time to talk *about spirituality and morality in economic relations*. The slogan “profit above all” must be a thing of the past. Profit is the basis of entrepreneurship, but the mechanism for obtaining it cannot contradict existing public values. Today it is necessary to talk about the inevitability of entrepreneurial activity on a spiritual basis. Spirituality can be seen as the creative ability of the entrepreneur

to work in accordance with the ideals of goodness, justice, the common good, morality. These philosophical categories must be specified through direct economic factors that ensure the implementation of these humanistic ideals. These include innovative management methods, intensification of scientific and technological progress, development of new forms of work motivation, combination of advantages of market and planned management systems (one cannot ignore the Chinese experience), informatization of management processes, stimulation of employee creativity. In a technocratic society, we must not forget about moral virtues. Particularly on their basis charity as a way to ensure social harmony and tolerance seems to exist, develop and acquire new forms.

The modern path of innovation and economic progress is proposed to be based on the spiritual foundations of society, and further research should be aimed at developing a new paradigm of innovation development management, based on knowledge as the highest value, innovation security, social orientation and moral responsibility. This approach can be provided by creating an innovation infrastructure that would include interconnections between the knowledge center, clusters, technology parks, etc.

In this case, the factors of management should be the values that will be determined at each enterprise by the level of development of its organizational and innovative morality. Due to this, business entities will be able to clear the chaos in the innovation field and increase their innovation activity, turning knowledge, innovative ideas into the public good on the basis of spiritual and moral components [2, p. 354]. This will encourage companies to choose clear and unambiguous goals, develop the desire of all staff to innovate and be able to implement them, successfully combining risk appetite, courage of innovative technical solutions with their social responsibility, humanistic orientation and ecologization.

Spirituality and morality serve as a basis for the formation of such an important phenomenon for the establishment of humanistic ideals in the economy of Ukraine as the *economic culture* of the domestic businessman, employer and employee, all participants of economic relations. Unfortunately, it is difficult to talk about economic culture in cases of unfair competition, readiness for acts of corruption, non-compliance with contractual obligations, dishonesty of the owner and dishonesty of the



employee. It is surprising that often a businessman is ready to work abroad within the law, but for various reasons does not want to do so in Ukraine. The economic culture of the entrepreneur can be defined as his knowledge of the rules of entrepreneurial activity, their observance, intolerance of the facts of their violation by others.

The accumulation of knowledge has intellectual and spiritual aspects that significantly affect the purpose for which knowledge will be used. In this context, the role of consciousness is especially important, which promotes and stimulates the development of knowledge and gives knowledge a high value. It is thanks to the values formed at the enterprise that the consciousness and responsibility of all employees for the humanization of economic processes can increase.

The economic behavior of an entity is determined not only by its needs and interests but also by its beliefs. Such an understanding should be embodied through mechanisms that form the motivation to adhere to general moral principles. When a business entity is satisfied that its lawful conduct will reduce its risk of injury or loss of property or increase its chances of achieving economic freedom and additional benefits, those beliefs should serve as a motive for choosing the appropriate line of behavior. That is, each business entity must be individually responsible for product quality, partnership, environmental impact, etc., which will ensure market competitiveness and new development opportunities.

The relationship between different economic entities is a separate complex issue. Through the prism of humanization, it is expedient to consider it through the elucidation of the ideology of *social partnership*. The level of material inequality even in the modern state of social-democratic orientation remains very high. It is alarming, for example, that many people have a negative attitude towards individual politicians simply because the latter have significant wealth. In order to provide additional opportunities to less well-off social groups and to prevent socio-political confrontation on economic grounds, it is important to establish social-partnership relations in all types of business activities.

Among the tasks of humanization in the economy is the formation of creative initiative in various business entities. In this perspective, *creative entrepreneurship* seems innovative and promising. We are talking about entrepreneurship in the field of culture, education, sports, art, vulnerable

groups and more, activities aimed at meeting the spiritual needs of person, his/her personal rights.

The ideas of humanizing social life in the new millennium obviously deserve full support and approval. It is necessary to realize, however, that without creating a system of their practical implementation in social realities, they will have the fate of the ideas of Thomas More, expressed in the work “Utopia”. A clear mechanism for implementing the values of the humanistic economy into real practice and the means to ensure them is needed. In our opinion, such means today should be the political, legal, economic and ideological arsenal of the modern state, for example, the development of green energy in Ukraine is actually possible only with the support of the state.

## **6. Conclusions**

Summarizing the above, we would like to state that the humanization of the economy of the XXI century is an inevitable process due to a complex of objective and subjective reasons.

The UN-approved SDGs cover a wide range of humanization tasks that are interconnected and have an integrative component to ensure the harmonious development of humanity through joint efforts. In fact, at the global level, quality standards of life have been set, which should be ensured for all people of the planet by 2030 on the principle of “leave no one aside”, which most fully declares the transition to the humanization vector of civilization development.

The current global cataclysms show us that we urgently need to consider and reorient the economy to the model of “economics of humanization rationality”, which will generate smart business management in order to preserve and revitalize the environment and prosperous social development by improving quality of life. Based on development priorities, the economy should be reoriented from surplus to rationality, and innovation policy should be aimed at the humanization vector of its development adhering to value orientations.

Based on the existing socio-economic relations, the most acceptable and effective form of humanization of the economy is the humanization of entrepreneurial activity. The basis for the doctrine of humanization of entrepreneurship is formed by the concept of sustainable development,

which is based on the following key dominants: fulfilling important human needs and improving the quality of life; combination of nature conservation and society development; achieving equality and social justice; ensuring social self-determination and cultural diversity; preservation of the ecosystem as a basis for the life of future generations.

The humanization of entrepreneurship should be carried out through the development of entrepreneurship as such, the formation of social entrepreneurship, the introduction of innovations, the ecologization of entrepreneurial activity, the establishment of public-private partnership.

The formation of ecological entrepreneurship is based on knowledge and innovation, energy efficient production lines, advanced technologies, social and ecological progress. Ecological entrepreneurship is becoming a leader for inclusive sustainable development not only in leading developed countries and countries with fast-growing markets, but also in developing countries.

In the conditions of digitalization, humanization becomes a reality of the heterogeneous state of human culture, leading to the formation of both concepts of universal human values and civilizational standards of quality of life, and strengthening the tendency to mutual understanding and human secure development.

Factors such as spirituality and morality in economic relations, economic culture, social partnership, and creative entrepreneurship are important for the successful humanistic oriented evolution of entrepreneurship. The process of humanization of the economy must be provided by economic, political, legal and ideological means and guarantees. Humanization today is designed to preserve the future of mankind, to improve the ecological and social components by the inclusiveness of its development.

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