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CULTURAL BACKGROUND OF INTERNATIONAL ECONOMIC COOPERATION BETWEEN UKRAINE AND EU COUNTRIES

Ukraine is making steady progress on its way to the European Union. The decision to start negotiations to access the EU is evidence of the successful completion of the “homework” on reforming the Ukrainian economy and legislation. However, the success of international economic cooperation is determined not only by economic factors, but also by cultural, political, and social ones. Particular attention should be paid to cultural differences, which, on the one hand, can be barriers to establishing effective economic cooperation between countries, and on the other hand, can produce synergistic effects in this interaction. [1]

Cultural backgrounds sometimes play a crucial role in shaping international economic relations. Cross-cultural analysis, economic anthropology, cultural studies, and sociology are important theoretical approaches to studying the cultural background of international economic cooperation. They help to identify how cultural differences and peculiarities affect various aspects of international economic activity.

Ukraine shares a common history and cultural ties with some European Union countries that go back a long way. [2] Among the most important common cultural traditions of Ukraine and the European Union are the following:

- Religion. The vast majority of the population of both Ukraine and Europe are Christians.
- European heritage in architecture, art, and literature, as the certain parts of Ukraine being part of certain European countries.
- Common values. Ukraine expresses its commitment to European values, such as democracy, human rights, freedom of speech, and the rule of law which are the basis of cooperation between Ukraine and the EU.

In addition to their commonalities, Ukraine and the European Union have a number of cultural differences that may affect international economic cooperation between the two parties. These include:

- Language differences. Ukraine is a multilingual country with Ukrainian being the most widely spoken language. The European Union has 24 official languages. This language gap can cause misunderstandings, especially when businesses from Ukraine and the EU try to work together.
- Ukraine and the European Union also have different social structures. Ukraine is a more stratified society than most EU countries. This can lead to friction points in business and government dealings.
- Differences in work values. In Ukraine, hard work and dedication to work are more valued, while in the European Union, work-life balance is preferred.

In order to assess the cultural differences between Ukraine and the EU countries, we compared the scores of Ukraine and the EU countries using the Hofstede model along six main cultural dimensions according to the results of the ABC analysis of international trade.

The table 1 illustrates the results of the comparison of Ukraine and the EU countries according to the Hofstede model by geographical structure of exports. The Ukraine indicators are close to 29.6% in group A, 47.2% in group B, and 27.8% in group C.

Table 1

Comparison of Ukraine and EU countries
according to the Hofstede model by geographical structure of exports

Group by ABC-model	Countries	Cultural dimension similar to Ukraine	Total number of indicators	Similarity to the group, %
A	Poland, Italy, Germany, Netherlands, Spain, Hungary, Romania, Czech Republic, Slovakia	16	54	29.6
B	Austria, France, Bulgaria, Belgium, Lithuania, Portugal	17	36	47.2
C	Latvia, Denmark, Greece, Estonia, Finland, Sweden, Ireland, Slovenia, Cyprus, Croatia, Malta, Luxembourg	20	72	27.8

Source: [3]

The summary of the comparison of Ukraine and EU countries, according to the Hofstede model by geographical structure of imports, demonstrates that Ukraine shares similar Hofstede dimensions with 30% in Group A, 38.1% in Group B, and 31.7% in Group C

Table 2

Comparison of Ukraine and EU countries
according to the Hofstede model by geographical structure of imports

Group by ABC-model	Countries	Cultural dimension similar to Ukraine	Total number of indicators	Similarity to the group, %
A	Germany, Poland, Italy, France, Hungary, Czech Republic, Lithuania, Netherlands, Spain, Slovakia	18	60	30
B	Austria, Romania, Belgium, Sweden, Bulgaria, Greece, Finland	16	42	38.1
C	Denmark, Slovenia, Ireland, Latvia, Estonia, Malta, Portugal, Croatia, Cyprus, Luxembourg	19	60	31.7

Source: [3]

In general, 53 out of 162 indicators are close to Ukrainian ones, which is 32.7%. This is even higher than for a significant number of the EU members. For example, the Netherlands does not have a single similar indicator for the individualism-collectivism criterion. Hungary and Slovakia are in the same situation in terms of masculinity-femininity. This once again confirms the conclusion that Ukrainian culture is close to the European one.

In many cases, the similarity of Ukrainian indicators with European ones is greater than even long-standing EU members. Therefore, the existence of certain differences in culture should not hinder Ukraine's progress on the path to EU membership.

On the other hand, the Hofstede differences with Group A main partner (Netherlands, Italy, Hungary) may hold back further improvement of cooperation and require special measures to minimize the possible negative impact of these differences. With the help of appropriate tools including economic, social and political, the risk of misunderstandings and conflicts can be significantly reduced, and successful international economic cooperation can be facilitated.

REFERENCES

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THE IMPACT OF ARTIFICIAL INTELLIGENCE ON THE GLOBAL ECONOMY

In the process of searching for new goals, means, methods and tools, humanity is gradually changing. People always strive to simplify their lives in all its manifestations. The constant drive for development has given rise to the concepts of socio-economic progress and the scientific and technological revolution, which affect the economy and society as a whole.

In the second half of the twentieth century, there was a transition from the industrial age to the information age. While the primary problems of the industrial era were related to the change in human employment in production with the help of automation, the information age is characterized by the onset of artificial intelligence.

By definition, artificial intelligence is a computer system that has certain signs of intelligence, i.e., it is able to recognize, understand, find a way to achieve a result, make decisions, and learn. For example, in the United States today, people can already get legal advice on many legal issues from a robot called IBM Watson in a matter of seconds. And with 90% accuracy compared to 70% accuracy made or better "shown" by a human lawyer. Artificial intelligence is also demonstrating its advantages in factory production. As a result of replacing 90% of the employees of a mobile phone factory with robots, the technological process was switched to a round-the-clock mode, labor productivity increased by 250%, and the number of rejects decreased by 80% [2]

However, along with its benefits, artificial intelligence also poses the threat of job losses and lower incomes. Employees are increasingly being replaced by robots that perform the same level of work and, in some cases, even better. Analyzing the pace of e-commerce development, we can conclude that such a profession as a salesperson will soon disappear altogether. While earlier online shopping was mainly for goods that did not require preliminary inspection, today even clothes and shoes are increasingly ordered in online stores. For example, Amazon's store has no staff and is entirely managed by artificial intelligence, which tracks every purchase and automatically invoices customers. The future is not looking good for journalists either. Artificial intelligence has reached this seemingly creative profession as well. Recently, the news spread on the Internet that China had tested a robot that could write articles and notes.

Given the above facts, it becomes clear why artificial intelligence is receiving so much attention. The problem of artificial intelligence became really acute in 2016, when even economists started talking about it. At the World Economic Forum in Davos, the main topics of discussion were directly or indirectly related to artificial intelligence and its impact on the economy. The forum was not about humanoid robots, which people imagined just 30 years ago, but about mechanisms and systems that are similar to the human brain, work on its principle and are capable of self-improvement. Such neural systems can completely change the economy and force people to reorient their activities. Artificial intelligence technologies are not yet fully understood, it is not known how they will affect people and