



THE ESSENCE AND STRUCTURE OF THE ECONOMIC CULTURE OF FUTURE TECHNICIANS IN TRANSPORT TECHNOLOGIES AND MANAGEMENT OF TRANSPORTATION BY ROAD TRANSPORT

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Abstract

Relevance of the article is due to the need to define and substantiate the essence and structure of the economic culture of future technicians in transport technologies and transportation management in road transport, to reveal the content of each component of the structure of economic culture, as well as to determine the key factors that contribute to its formation in the process of professional training of future technicians in transport technologies technologies and management of road transport.

The purpose of the article is to determine the essence and structure of the economic culture of future technicians in transport technologies and management of road transport.

Methods: the study of scientific sources regarding the interpretation of the essence of the concept "economic culture of the culture of future technicians in transport technologies and management of transportation by road transport" - to formulate one's own views on defining the content of this phenomenon; structural-component analysis - to distinguish the components of the economic culture of future technicians in transport technologies and transportation management by road transport; generalization and systematization - and formulation of conclusions and prospects for further research.

Results: the main approaches in scientific sources to the interpretation of the concept of "economic culture of future technicians in transport technologies and management of road transport" were determined; the main components of the structure of economic culture and the components of the formation of the economic culture of future technicians in transport technologies and management of road transport are characterized.

Conclusions: the essence of the economic culture of future technicians in transport technologies and transportation management in road transport is an integrative formation of the personality of a specialist, reflecting a system of professionally important qualities, values, knowledge, abilities and skills in planning technologies for the organization of transportation, providing transport and warehouse services, using resource potential for development transport enterprises in market conditions; characterized by a high degree of discipline, responsibility, independence with an awareness of the priorities of economic culture in the performance of professional tasks.

The component structure of the economic culture of technicians in transport technologies and transportation management in road transport includes motivational-value, innovative-cognitive, activity-technological, personal-reflexive.

Keywords: *vocational education, logistics, road transport, economic culture of future technicians in transportation technologies and transport management.*

Introduction. As of today, Ukraine is actively improving its social infrastructure and directing efforts towards integration with the international community. This entails the revision and reform of all economic systems, including the

transportation sector, where specialists are expected to implement strategic development plans across all branches of the economy. The enhancement of efficiency and competitiveness in the transport sector through the formation of an economic culture among

future specialists, particularly technicians in transport technologies and management of vehicle transportations, is currently pressing. The National Transport Strategy of Ukraine for the period up to 2030 (2018) stipulates that the transport sector generally meets only the basic needs of the population and economy in terms of transportation volume, but not quality. The current state of the transport sector does not fully meet the requirements for the integration of the national transport network into the Trans-European Transport Network and the effective implementation of Ukraine's European integration course. It is important to emphasize that the contemporary labor market's requirements for the level of economic culture in the transport sector are determined not so much in terms of knowledge of professional activity peculiarities but in terms of practical application methods. This involves the skills, ability, and readiness to apply acquired knowledge in specific production situations, hence future technicians in transport technologies and management of vehicle transportations need to have a broad outlook, be prepared not only for the development of technical skills but also for managing complex economic interrelations in the transport sector, be capable of adapting to complex economic conditions, develop their own views on reality, and introduce economic culture into their professional activities. Considering these requirements, the problem of economic culture of future technicians in transport technologies and management of vehicle transportations is highlighted.

In current educational regulatory documents of Ukraine, the task of preparing a new generation of specialists who would not only possess professional knowledge but also have a developed culture of continuous professional and cultural self-improvement is set (National Strategy for the Development of Education in Ukraine for the period up to 2021 (2013), National Transport Strategy of Ukraine for the period up to 2030 (2018), Laws of Ukraine "On Education" (2017), "On Professional Pre-Higher Education" (2019)). Various aspects of economic culture at different stages have been studied by representatives of different fields of science, such as sociology, jurisprudence, philosophy, cultural studies, ethics, psychology. Scientific explorations into economic culture have been conducted by Ukrainian and foreign scientists such as F. Bacon (1627), N. Vynnyk (2023), I. Todryna and S. Yevseyev (2016). An important

aspect of the problem is the study of the structure of economic culture, which was considered in the works of H. Rebrova (2014), N. Hargaun (2022), and others. General issues of the content, methods, and ways of forming and developing economic culture were substantiated by L. Tandy (2009), I. Prokopenko (1996), and others. However, despite the existence of individual scientific developments on this issue, the essence and structure of the economic culture of future technicians in transport technologies and management of vehicle transportations still require further substantiation.

The objective is to define the essence and structure of the economic culture of future technicians in transport technologies and management of vehicle transportations.

Methods include the study of scientific sources on the interpretation of the concept of "economic culture of future technicians in transport technologies and management of vehicle transportations" – for formulating one's own views on defining the content of this phenomenon; structural-component analysis – for identifying components of the economic culture of future technicians in transport technologies and management of vehicle transportations; generalization and systematization – for formulating conclusions and prospects for further research.

Results and discussion. The concept of "economic culture" presents a complex issue that sparks lively discussions among scholars. Some researchers assert that economic culture is a key element for a deeper understanding of the socio-economic reality of society (Andriyako & Rossoha, 2014), while others argue from the perspective of personality (Moskalenko, 2007). The concept of economic culture is used to describe behavior models (Lozhkin, Spasyennikov, & Komarovska, 2004), the value system of an individual or social groups (Krupsky & Stasyuk, 2012). When considering economic culture, various aspects should be taken into account: it may reflect the perception and evaluation of the economic system, be related to economic values, or act as an ideology or economic behavior of a professional, conditioned both by the historical economic experience of society and by the personal life experience of the individual (Fedyntsyn et al., 2011).

The review of scientific literature indicates that economic culture is a complex phenomenon that integrates economic and social aspects of human life. On one hand, it is part of the general culture of society, which is based on economic activities such as business management, finance, marketing, and

more (Dzundza, 2005). On the other hand, it represents a sphere of human spirituality, a general characteristic that influences an individual's relationships with the economic institutions of society. It determines the level of development and activity in the economy, as well as the ability to apply economic knowledge in practice (Nesterova, 2012).

Economic culture includes several important components that researchers identify as fundamental. Among these are economic awareness, which encompasses knowledge about the country's economic system and its institutions, ideology, views, beliefs, and traditions (Marx, 1867). Additionally, economic culture comprises economic skills and experience, values and norms, and personal qualities that have economic significance (Matviyev & Lyasota, 2006).

The economic consciousness of future technicians in transport technologies and transportation management on road transport is based on developed economic thinking. This includes knowledge of competition principles and the importance of time economy, awareness of the essence and peculiarities of evolutionary changes in the economy, and the ability to adapt socio-economic systems to new conditions while preserving the principle of succession. Understanding the processes of forming regional economic systems, factors of competitive struggle, and considering existing contradictions at international, regional, and micro levels is also crucial. Equally important is the ability to transform theoretical concepts into practical solutions, programs, and actions (Romanovska, 2011).

Another aspect of the economic culture of future technicians in transport technologies and transportation management on road transport is the development of economic skills and abilities. This includes the capability to analyze economic information, mastery of specific terminology and rules of economic behavior, and skills in effectively solving production tasks, using resources rationally, and anticipating economic events. The experience of independently applying economic knowledge in practical activity also plays an important role in shaping the economic culture of future technicians in this field.

Elements of the economic culture of future technicians in transport technologies and transportation management on road transport include internal values and norms that define socio-economic behavior and activities, and are manifested through an individual's attitude towards economic reality and relations with others (Andriyako & Rossokha, 2014).

These social norms, formed outside the economic sphere, acquire special significance within it according to its needs, and become economic values. They play a crucial role in the economic socialization process of future technicians, enabling them to function as part of an internal system of psychological adaptation to the economic environment (Moskalenko, 2007).

Current elements of the economic culture of future technicians in transport technologies and transportation management on road transport should include professionally important personal qualities that are crucial for successful professional activity. These include economic intuition, discipline, thrift, creativity, initiative, diligence, responsibility, frugality, business acumen, independence, and others. These qualities are expressed in the individual's approach to professional activity and communication with others, reflecting in their goals, motives, intentions, expectations, and other aspects of personal development (Nesterova, 2012).

In the process of analyzing scientific literature, it has been discovered that the term "economic culture" is utilized in two aspects: as a social phenomenon and in the context of personal development. In the first instance, "economic culture" is considered a component of society's overall culture, encompassing the achievements of economic science and practice. This interpretation emphasizes the importance of societal cultural development associated with the renewal of its economic values and norms, replacing the outdated with the new. In the second instance, "economic culture" is described as an integral quality of an individual, reflected in their spiritual and professional life, marking a significant indicator of economic competence in the process of professional formation. By proposing such a definition, the author acknowledges that "economic culture" is an essential component of an individual's overall culture, reflecting the conditions of the specific stage of humanity's development in which it functions.

Based on the study of philosophical, sociological, cultural, psychological-pedagogical scientific literature, and a structural-component analysis, the author believes that significant elements of the economic culture of future technicians in transportation technologies and management of transportations by road include the presence of economic awareness and practical experience in the economic sphere, the development of economic skills and abilities, adherence to economic values and norms, and the existence of certain personal qualities that have significant importance in current socio-

economic conditions. Accordingly, the essence of the economic culture of future technicians in transportation technologies and management of transportations by road is an integrative formation of a professional's personality, reflecting a system of professionally important qualities, values, knowledge, skills, and abilities in planning technologies for organizing transportations, providing transportation and warehousing services, and utilizing the resource potential for the development of transportation enterprises in market

conditions; characterized by a high degree of discipline, responsibility, independence with an awareness of the priorities of economic culture in performing professional tasks.

The economic culture of future technicians in transportation technologies and management of transportations by road is a complex phenomenon and has the following component composition: motivational-value, innovative-cognitive, activity-technological, personal-reflective (Fig. 1).

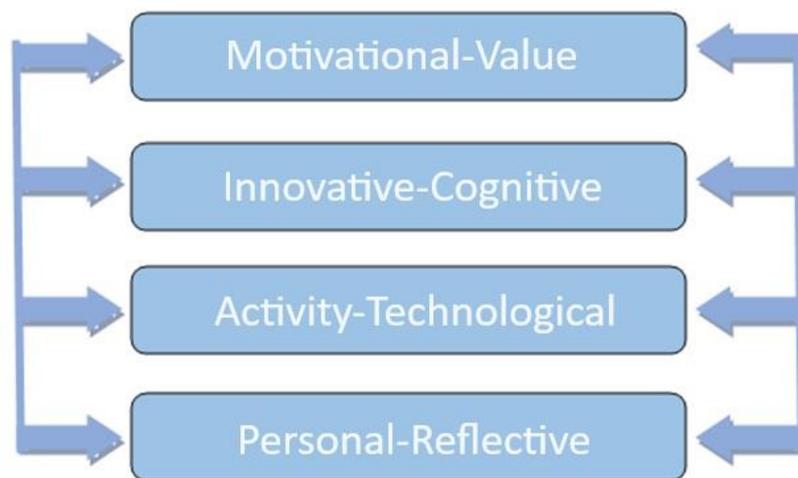


Fig. 1. Structure of the economic culture of future technicians in transportation technologies and transportation management in automotive transport at vocational education institutions (developed by the author).

All components of the economic culture of future technicians in transport technologies and transportation management by road are closely interconnected, while maintaining their substantive characteristics.

The motivational-value component implies the presence of value orientations and motives, enabling future technicians to set goals (operational, tactical, strategic) in their professional activity, and recognizing their personal benefit from the economic, social, and ecological advantages of their economic labor activities. It is the awareness that prompts the initiative to rationally perform technological operations from an economic viewpoint, as prescribed by the production process. Conscious engagement in practical exercises enhances the level of their mastery. Emotional attitudes (positive, negative, neutral) toward the outcomes of their professional activities serve as an indicator of integration in addressing situational tasks.

The innovative-cognitive component encompasses a body of theoretical knowledge on the effective use of economic insights, including a legal knowledge system tailored to the specifics of the technical-technological development of the automotive transport sector. This enables future

professionals to understand the regularities of economic processes, and to perceive them holistically and systematically. Such understanding is essential for implementing specific practical measures aimed at preventing economic losses, identifying negative factors destabilizing the economy or the life of the population.

The activity-technological component in developing the economic culture of future technicians in transport technologies and transportation management by road involves practical skills, planning and coordination skills, and the use of modern technologies in the automotive transport sector, fostering the development of professional skills and economic awareness in learners. This component includes: an in-depth study of technical aspects; financial management of automotive transport; methods for effective resource use; practical exercises and simulations; market analysis and competitiveness. This component is directed not only at professional competence but also at economic competence, enabling them to understand effective methods for managing transportation processes economically.

Given the development of economic culture among future professionals in transportation

technologies and management, the focus on enhancing personal qualities such as self-analysis, self-reflection, ethics, adaptability, and flexibility, and the ability to practically apply knowledge and skills has led to the introduction of a personal-reflective component. This component, within the structure of the economic culture of future technicians in the field, manifests in an individual's ability to self-analyze, comprehend their actions and reactions during professional activities. It assists in identifying strengths and weaknesses, developing self-improvement strategies, and fostering professional growth. This component not only aids in acquiring technical knowledge but also in developing essential personal qualities such as self-discipline, responsibility, adaptability, and teamwork skills—all vital for a successful career in transportation technology and management.

The structure of the economic culture of future technicians is represented by the following components of their formation during professional training in vocational education institutions:

- Theoretical knowledge involves acquainting with main economic theories, concepts, and models that reflect processes in the economy and transportation sector. It provides knowledge about economic laws, market functioning principles, management mechanisms, and other aspects related to transport economics.

- Practical skills are focused on developing practical abilities and skills in economics. They include learning methods of economic analysis, budget planning, financial management, accounting organization, and other practical aspects related to logistics management.

- Communication skills: Successful operation in the transportation and shipment sector requires the ability to interact with various stakeholders, including clients, suppliers, partners, and others. Communication skills help effectively communicate, negotiate, resolve conflicts, and build mutually beneficial relationships.

- Analysis and evaluation of economic factors involve the ability to analyze economic factors that affect transportation operations, assess their impact on work and efficiency, gather and analyze economic data, evaluate risks and opportunities, and develop strategies to ensure economic stability and growth.

- Ethics and responsibility involve understanding the ethical standards associated with the economy and managing transportation operations and adhering to them in professional activities.

The implementation of these components contributes to the quality professional training of specialists who can effectively utilize their economic knowledge, skills, and abilities in practical activities, considering the modern challenges and trends in the transportation and shipment industry.

Conclusions. Based on the presented analysis, the essence of the economic culture of future technicians in transport technologies and transportation management in automotive transport is an integrative formation of the specialist's personality. It reflects a system of professionally important qualities, values, knowledge, skills, and abilities for planning transport organization technologies, providing transport and warehousing services, and utilizing the resource potential for the development of transport enterprises in market conditions. It is characterized by a high degree of discipline, responsibility, independence with an awareness of the priorities of economic culture in performing professional tasks.

The structure of the economic culture of technicians in transport technologies and transportation management in automotive transport is represented by a complex of key components: motivational-value (entails the presence of value orientations and motives), innovative-cognitive (comprises a system of legal knowledge considering the specifics of technical-technological development), activity-technological (practical skills, planning and coordination skills, studying and utilizing modern technologies), and personal-reflective (expressed in personal evaluation (characterization) of oneself).

The components of the formation of economic culture include theoretical knowledge (involves acquainting with the main economic theories, concepts, and models reflecting processes in the economy and the transport sector); practical skills (aimed at the development of practical abilities and skills in the field of economics); communicative skills (successful functioning in the transport and transportation sector requires the ability to interact with various stakeholders, including clients, suppliers, partners, and other parties); analysis and evaluation of economic factors (the ability to analyze economic factors affecting transportation operations and to evaluate their impact on work and efficiency); ethics and responsibility (understanding of ethical standards related to economics and management of transportation operations, and adhering to them in professional activity). Each of these components

plays a crucial role in preparing future specialists in transport technologies and transportation

management, aiding them in becoming professionally competent and successful in their chosen profession.

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DOI: <https://doi.org/10.32835/2707-3092.2024.28.38-46>

СУТЬ І СТРУКТУРА ЕКОНОМІЧНОЇ КУЛЬТУРИ МАЙБУТНІХ ТЕХНІКІВ З ТРАНСПОРТНИХ ТЕХНОЛОГІЙ ТА УПРАВЛІННЯ ПЕРЕВЕЗЕННЯМИ НА АВТОМОБІЛЬНОМУ ТРАНСПОРТІ

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Реферат:

Актуальність статті зумовлена необхідністю визначення та обґрунтування суті і структури економічної культури майбутніх техніків з транспортних технологій та управління перевезеннями на автомобільному

транспорті, розкритті змісту кожного компонента структури економічної культури, а також визначенні ключових факторів, що сприяють її формуванню в процесі фахової підготовки майбутніх техніків з транспортних технологій та управління перевезеннями на автомобільному транспорті.

Метою статті є визначення суті і структури економічної культури майбутніх техніків з транспортних технологій та управління перевезеннями на автомобільному транспорті.

Методи: вивчення наукових джерел щодо трактування суті поняття «економічна культура майбутніх техніків з транспортних технологій та управління перевезеннями на автомобільному транспорті» – для формулювання власних поглядів на визначення змісту цього феномена; структурно-компонентний аналіз – для виокремлення компонентів економічної культури майбутніх техніків з транспортних технологій та управління перевезеннями на автомобільному транспорті; узагальнення й систематизація – для формулювання висновків і перспектив подальших досліджень.

Результати: визначено основні підходи у наукових джерелах до трактування поняття «економічна культура майбутніх техніків з транспортних технологій та управління перевезеннями на автомобільному транспорті»; схарактеризовано основні компоненти структури економічної культури та складники формування економічної культури майбутніх техніків з транспортних технологій та управління перевезеннями на автомобільному транспорті.

Висновки: суть економічної культури майбутніх техніків з транспортних технологій та управління перевезеннями на автомобільному транспорті є інтегративним утворенням особистості фахівця відображає систему професійно важливих якостей, цінностей, знань, умінь і навичок планування технологій організації перевезень, надання транспортних та складських послуг, використання ресурсного потенціалу для розвитку транспортних підприємств в ринкових умовах; характеризується високим ступенем дисциплінованості, відповідальності, самостійності з усвідомленням пріоритетів економічної культури у виконанні професійних завдань. Компонентна структура економічної культури техніків з транспортних технологій та управління перевезеннями на автомобільному транспорті охоплює мотиваційно-ціннісний, інноваційно-когнітивний, діяльнісно-технологічний, особистісно-рефлексивний.

Ключові слова: професійна освіта, логістика, автомобільний транспорт, економічна культура майбутніх техніків з транспортних технологій та управління перевезеннями на автомобільному транспорті.

Received: 09 February 2024

Accept: 12 April 2024