

Conceptual foundations of the behavioral approach to managing the system of financial and economic security of the state

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Abstract. Despite the fact that the use of the behavioral approach in the management of the system of financial and economic security of the state is relatively new, the study of the behavioral orientation of the financial system as one of the factors of functional changes will contribute to the formation of an effective mechanism for ensuring financial security. The growing role of the human factor, which is central in gender-oriented and behavioral aspects, increases the level of relevance of applying the behavioral approach in the process of managing the system of financial and economic security of the state. The purpose of this study is to substantiate the conceptual foundations of the behavioral approach to managing the state's financial and economic security system, which includes gender-oriented and behavioral aspects, and complements the systemic approach to managing the state's financial and economic security system. The features of state management of financial and economic security systems in various states are summarized and the main models and research centers of financial and economic security system management in the world are systematized. It is noted that the application of a behavioral approach to the management of the financial and economic security system of the state allows us to consider that the organizational behavior of a social organism is a set of reactions of the financial and economic system to the adjustment of external and internal conditions of functioning for the purpose of self-preservation and potential development. Such behavior is formed taking into account the personality management system, gender balance, individual psychological characteristics and natural properties. The toolkit of the gender-oriented component of the behavioral approach is summarized and the influence of the gender structure on the level of financial and economic security of the state is analyzed based on the results of the survey of respondents. The existing gender differences in the scientific views of men and women economists are summarized and the questions are specified, on which the largest statistically significant difference between the points of view of women and men in the field of managing the system of financial and economic security of the state is recorded. The essence of the economic category "behavioristic approach to managing the system of financial and economic security of the state" is specified, which is considered as a specific approach to ensuring the financial and economic security of the state and permanent monitoring of the phenomena and processes that occur in the system of its guarantee, which is based on gender and behavioral aspects, studies the features of management decision-making with mandatory consideration of psychological, mental and emotional features for the purpose of managing and forecasting the behavior of participants in financial and economic relations at the state level

Keywords: gender-oriented approach; behavioral aspect; psychological features of management; human factor; administrative management

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INTRODUCTION

The complex process of managing the financial security system of the state in modern dynamic conditions of the difficult-to-control influence of specific external threats, dependence on external sources of financing, and adjustments to approved budgets occurs with the growing role of the human factor, which is central to gender-oriented and behavioral approaches to the management system of the state's financial security.

The current macroeconomic situation led to the activation of destructive processes in Ukraine, the transmission of which poses a significant threat to the national security of the state, negatively affecting the level of its macroeconomic stability. Therefore, existing approaches to the regulation of security processes in the financial and economic sphere require a systematic, logically constructed set of scientific knowledge that would take into account the rapid change in threats due to emergency situations and reflect the financial and economic security of the state in its multidimensionality. This cross-sectoral problem is currently unsolved and corresponds to the most urgent needs of the economy and society.

In the work of Ch.I. Nkeki (2018) paid attention to the problems of risk and debt management during the financial crisis, but did not specify the impact of combinations of these factors on the dynamics of post-crisis recovery. Authors B. Scheubel & L. Stracca (2019) examined the global financial safety net for more than 150 countries between 1960 and 2014. The established research base covers only four elements: foreign exchange reserves, IMF financing, central bank swap lines, and regional financing mechanisms. In the work of B. Scheubel *et al.* (2019) considered the role of the global financial cycle for the financial security of developing countries in different types of crises and over time, the work mainly focuses on currency crises.

Authors C. Koutserimpas *et al.* (2019) analyzed the peculiarities of the management of the financial and economic security system in emergency situations during the years of the economic crisis in Greece, which does not allow us to assert the relevance of the results for other countries. In the work of V.Yu. Keretsman (2019) investigated the theoretical and practical aspects of state regulation of the development of regions in the system of managing the financial and economic security of the state. In the study of B. Yang (2020), a financial security risk ontology model was built based on risk association and machine learning.

In the work of M. Fudge *et al.* (2021) states that well-being has acquired an important importance in the policy of regional development and management of the system of financial and economic security of the state, emphasizing the need for the synthesis of well-being

and regional development within the framework of a carefully developed interdisciplinary approach. Authors Q. Yang *et al.* (2022) investigated the impact of regional development plans on China's regional economic growth using a multistage difference-in-differences strategy. In the work of H. Zhang & X. Wei (2022), the authors focused on the fact that the border effect can be an effective tool for promoting regional development in countries with developing economies.

Authors Zh. Yang *et al.* (2022) analyzed that the digital economy has a positive effect on quality regional development and strengthening of the state's financial and economic security system. In addition, the problem of managing the system of financial and economic security of the state for a long time has been causing active discussions among researchers regarding the feasibility of applying certain methodological approaches to the management of the financial security system (Davydenko *et al.*, 2022), the features of the introduction of a systemic-behavioral approach to the system of guaranteeing the financial security of economic systems (Leliuk, 2015), specific aspects of monitoring and assessing the state of financial security of the state (Sirenko *et al.*, 2019).

Thus, the main goal of this study was to substantiate the conceptual foundations of the behavioral approach to managing the state's financial and economic security system, which includes gender-oriented and behavioral aspects and complements the systemic approach to managing the state's financial and economic security system.

MATERIALS AND METHODS

A thorough bibliometric analysis using Google Analytics tools, Vosviewer v.1.6.18, SciVal made it possible to single out research groups with a strong scientific output on researching various approaches to managing the system of financial and economic security of states. The use of Vosviewer v.1.6.18 made it possible to build bibliometric networks containing researchers and individual publications in the field of justifying the feasibility of applying a behavioral approach to managing the system of financial and economic security of the state. These networks are built on the basis of citations and bibliographic connections, as a result of which the obtained information is used in the formation of a list of the main groups of literary sources of authors who considered the problem under investigation.

The theoretical and methodological basis of this research is the system of scientific provisions of applied and fundamental research of scientists in the fields of: strategic management, economic theory, theory of development, strengthening and guaranteeing the

financial and economic security of states, theories of international relations.

System-structural analysis and synthesis were used to solve the identified tasks in the work – to identify the key aspects of each subsystem of the financial and economic security of the state and to form correct questions in the process of interviewing experts. The question of the systemic and structural nature of financial and economic security arose due to the need to find out how the change in each of its subsystems affects the change in the general security system of the financial and economic system. In addition, it is clarified how the application of the behavioral approach in a specific structural part of financial and economic security (tax security, monetary security, budget security, currency security, macroeconomic security) is connected with strengthening the general level of financial and economic security of the state.

Historical and dialectical methods, as well as the method of scientific abstraction, were applied during the specification of the essence of the economic category “behavioristic approach to managing the system of financial and economic security of the state.” Thus, an in-depth study of the processes and phenomena of economic life made it possible to single out the main, most essential features of this economic category, abstracting from other categories that were considered secondary in this analysis.

The expert assessment method was used in the process of analyzing the influence of the gender structure on the level of financial and economic security of the state. The survey data of 351 expert respondents (167 men and 184 women) were used for this analysis. Experts were chosen based on their place of work (field of higher education), as well as the presence of a scientific degree. It is taken into account that the basic conditions for the effective application of this method are a high level of erudition and expert knowledge of the problem under investigation (confirmed by the presence of scientific degrees in the field of economics of the respondents), as well as the ability of experts to give clear answers. It should be noted that all the experts who participated in the survey were not interested in certain options for answers to the questions in the field of the influence of the gender structure on the level of financial and economic security of the state.

The use of the expert evaluation method was based on the assumption that based on the generalized opinions of the selected experts, an adequate conclusion can be drawn regarding the presence or absence of the influence of the gender structure on the level of financial and economic security of the state.

Descriptive-statistical and graphic methods are used to describe, compare and highlight the features of

the main models and research centers of management of financial and economic security systems in the world.

The abstract-logical method is applied at all stages of substantiation of the conceptual foundations of the behavioral approach to managing the system of financial and economic security of the state. With the help of the abstract-logical method, the essence of the economic category “behavioristic approach to managing the system of financial and economic security of the state” was formulated, the main hypothesis was put forward, generalizations and conclusions were formed.

RESULTS

Each developed country is characterized by certain features of the state management system of financial and economic security, some of which significantly affect the process of guaranteeing the financial and economic security of other countries. The most used approaches are system, process, program-target, resource, value, resource-functional and stationary approaches (Dyakonova & Petrenko, 2013).

Thus, ensuring the financial and economic security of Germany is based on the promotion of price stabilization, foreign economic balance and a high level of employment at the necessary rates of economic growth. Special attention was paid to the consolidation of state budgets, the stability of the euro, and control over the rate of growth of state debt. Among the features of the state management of the system of financial and economic security of Great Britain, it is advisable to single out the fact that the government relies on private business in the process of preventing financial threats, maximally supporting entrepreneurial activity in the state, promoting effective dialogue between business and the state through the functioning of an extensive system of institutions (the Trade Council for Eastern Europe, the Confederation of British Industry and others) (Hubarieva, 2015).

In Spain, the system of ensuring the interests of the state in the economic and financial spheres is based on a flexible legislative and regulatory framework, effective development programs, and a clear demarcation of the competences of organizations, ministries, and agencies in the process of implementing these programs. Countries such as Denmark, Luxembourg, Belgium, and the Netherlands, in the process of protecting national interests in the economic and financial spheres, rely on the modernization of economic and financial systems taking into account competition on the world market (Hubarieva, 2015).

Poland, the Czech Republic, Slovakia, Hungary support the convergence of their national interests in the economic and financial spheres with the interests of Western European countries, and also focus on reducing economic backwardness from the leading countries

of the European Union, reducing the level of dependence on imports and structural deformation of industry (Pidkhomnyi, 2015).

The main models and research centers of the management of financial and economic security systems in the world are presented in Figure 1.

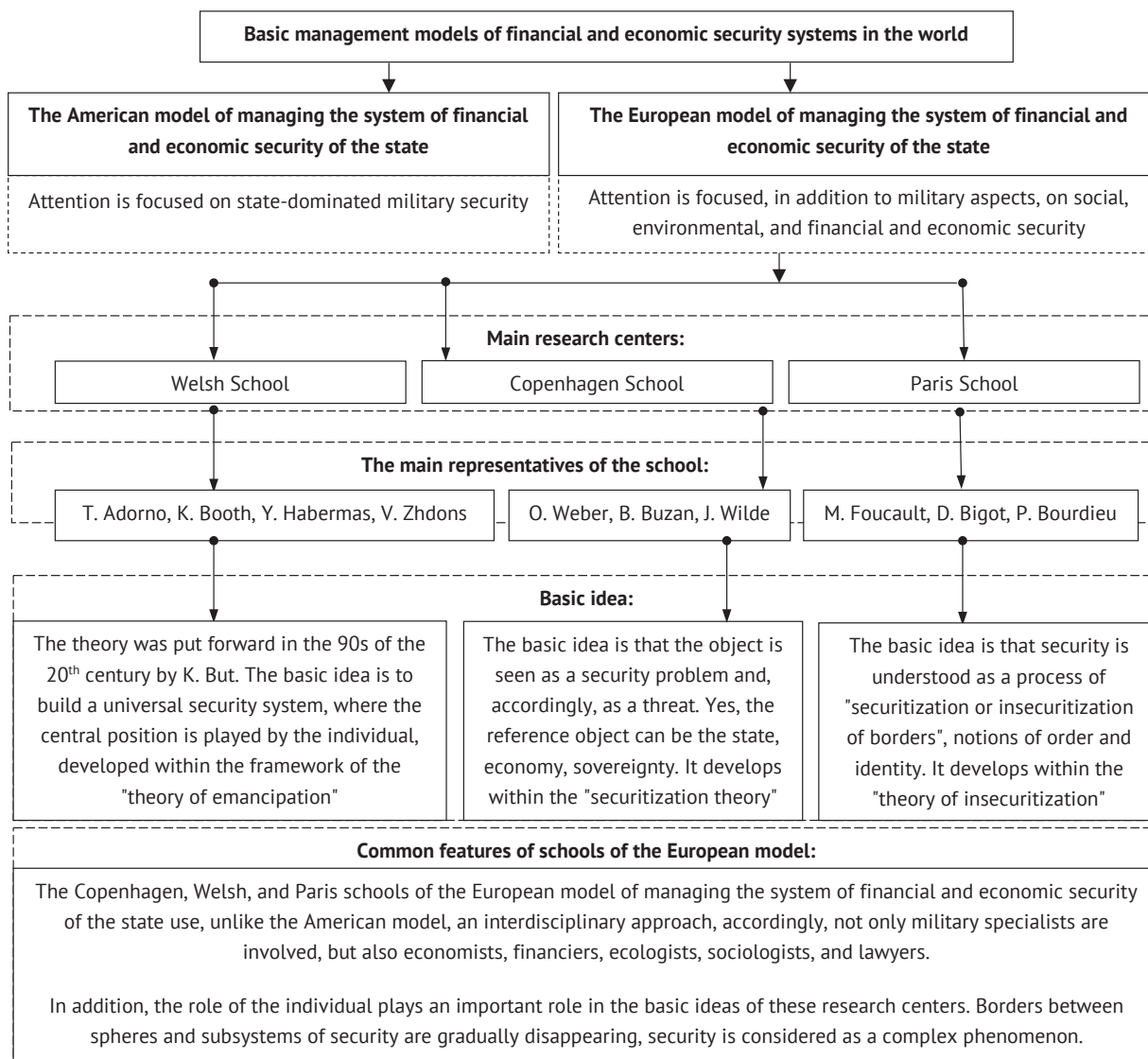


Figure 1. The main models and research centers of management of financial and economic security systems in the world
Source: generalized based on R. Floyd & S. Croft (2011), I. Hubarieva (2015)

The author of the article believes that taking into account the behavioral orientation of the financial and economic system as one of the factors of its functional changes will contribute to the formation of an effective management mechanism of the system of financial and economic security of the state. Thus, the peculiarities of the behavior of the social organism responsible for managing the system of financial and economic security of the state are formed, including as a result of the functioning of the mechanisms of emotional competence and sensitive perception. Management of the system of financial and economic security of the state from the point of view of a systemic-behavioral approach

should take place on the basis of the hypothesis that the financial and economic security of the state is a supersystem with corresponding components, which is considered taking into account the behavior, interpersonal communications and features of a social organism that makes decisions in the process of managing it.

The application of a behavioral approach to the management of the system of financial and economic security of the state allows the author to believe that the organizational behavior of a social organism, which affects the guarantee of the necessary security level, is a set of reactions of the financial and economic system to the adjustment of external and internal conditions

of functioning for the purpose of self-preservation and potential development. Such organizational behavior is formed taking into account the personality management system, gender balance, individual psychological characteristics and natural properties (emotionality, activity), as well as interests, the system of needs and the available opportunities for their satisfaction, motives.

Accordingly, the author of the article believes that the application of behavioral innovative aspects to the management of the system of financial and economic security of the state is justified by: the possibility of identifying the relationship between the psychology of a social organism that investigates financial and economic security and the effectiveness of state management decisions; systematization of the reasons for making incorrect management decisions in the process of guaranteeing financial and economic security in the presence of real scenarios of the development of the financial and economic system and adequate forecast indicators.

In addition, according to the author, among the factors influencing the level of financial and economic security of the state, including it is also necessary to consider gender balance, because the gender gap in views on the management of the system of financial and economic security of the state has significant consequences regarding the level of effectiveness of the introduced preventive measures to strengthen the financial and economic security of the state.

According to research by B.S. Frey & R. Eichenberger (1993), in the United States of America economics professors most often play the role of advisors, while in European countries they quite often take a direct part in the formation and implementation of economic policy

in important government positions. Accordingly, gender balance is especially important in European countries.

In Ukraine, international standards and norms in the field of promoting gender equality, including in the field of management, are taken into account at the level of state policy and legislative framework (Order of the Ministry of Finance of Ukraine..., 2019; Order of the Cabinet of Ministers of Ukraine..., 2020), but, according to the author, the actual institutional practice is not fully supports the implementation of existing tools, accordingly, the results of the introduction of gender-sensitive policies are limited.

The toolkit of the gender-oriented component of the behavioral approach to managing the system of financial and economic security of the state consists of: gender analysis, statistics and budgeting. Gender analysis is the collection of information for the purpose of assessing the impact caused by the existing level of gender gap in social groups on the process of decision-making effectiveness in the field of strengthening the state of financial and economic security, and, conversely, the analysis of the impact of the developed courses of action on women and men, understanding and consideration gender trends in society and the economy (Bannier & Schwarz, 2018).

Gender-sensitive budgeting is a tool of the gender-oriented component of the behavioral approach to managing the system of financial and economic security of the state, the economic essence of which is to take into account the general gender concept during the formation, evaluation and use of budgets at all levels (Bannier & Schwarz, 2018). Note that gender policy in the process of managing the system of financial and economic security of the state is divided into several types (Fig. 2).

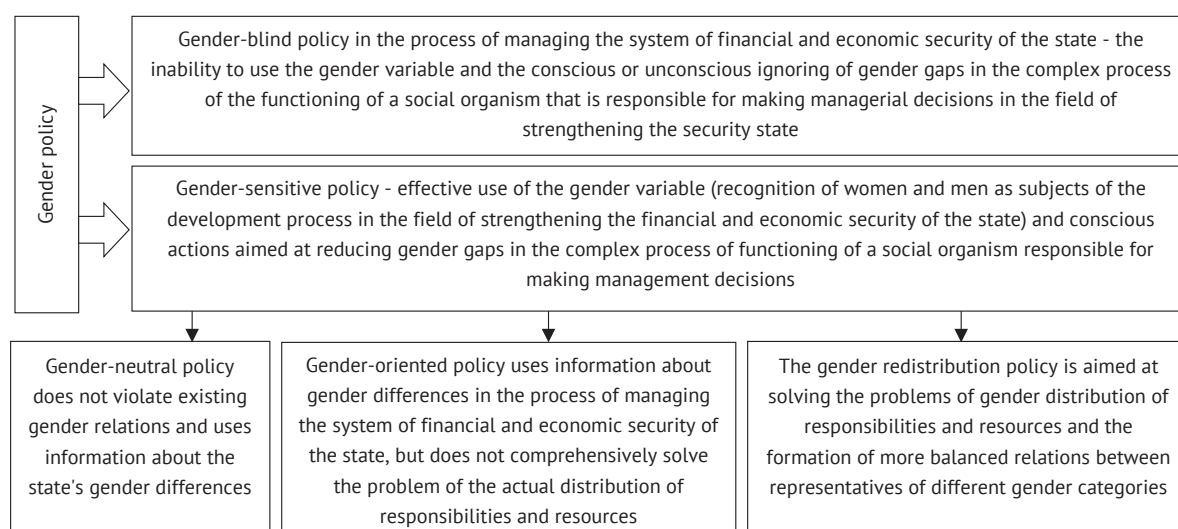


Figure 2. Classification of gender policy in the sphere of management of the system of financial and economic security of the state

Source: summarized based on Ivanina (2016), Bannier et al. (2018)

It is worth noting that in the countries of the European Union, according to the study of the influence of women on politics "Women in decision making roles in the European Union" (Openblog, 2016), the situation regarding gender balance in the sphere of economy and finance is better compared to Ukraine, but it cannot be considered optimal. Thus, only 8% of the Ecofin Council of the European Union on economic and financial issues are women, besides, there is no woman in the European Union who would head the Ministry of Economy.

In 2020, the Order of the Cabinet of Ministers of Ukraine approved the National Action Plan aimed at implementing UN Security Council Resolution 1325 "Women, Peace, Security" (Order of the Cabinet of Ministers of Ukraine..., 2020), but the legislative approval of this Plan is not realistic received positive evaluations from experts, taking into account the fact that the above-mentioned document, firstly, does not have a mandatory nature, in addition, there is no requirement to publicize the results of its implementation.

In the Global Gender Gap Index (2022) of the World Economic Forum on the gender gap, Ukraine ranks 81st among 146 countries, which indicates, among other things, the presence of a tendency to "alienate" women from economic activity, lack of an effective gender policy, lagging behind global trends. Thus, the global weighted average distance to parity is 70.7% (respectively, the gap between men and women is 29.3%). Given the current situation, it will take about 100 years to eliminate global inequality. It is interesting that one of the largest global gaps between men and women remains precisely in the sphere of economy and finance, which needs more than 200 years to overcome (World Economic Forum..., 2022).

In order to find out the presence or absence of the influence of the gender structure of economic science on the level of financial and economic security of the state, as well as the possibility of improving the indicators of the financial and economic security of the state by reducing the gender gap and balancing the representation of men and women in a diversified range of issues of financial and economic science, which are on the agenda, an analysis of the scientific positions of men and women economists (184 women, 167 men) who work in the field of higher education and also have scientific degrees was carried out. The survey contained questions in 4 areas:

- principles and methodology of assessing the level of financial and economic security of the state (issues related to system taxonomy, priority of principles of monitoring the state of financial and economic security of the state; factors influencing the level of financial and economic security of the state, a set of indicators and methods of calculating the integral index of the state of financial and economic security state security);

- areas of ensuring the financial and economic security of the state (issues related to effective measures in each of the spheres of economic security);

- the influence of behavioral aspects on the level of financial and economic security of the state (questions about the relationship between psychological, emotional and mental factors and the state of financial and economic security of the state, the significance of asymmetric distribution of input information, which is the basis of the analysis of the state of financial and economic security of the state);

- the impact of gender balance in social groups responsible for making management decisions on the level of financial and economic security of the state (questions about the existence of gender prejudices and stereotypes, the wage gap by gender, the feasibility of introducing a policy to ensure gender balance, the presence of advantages and potential positive consequences of the gender balance in social groups identified as responsible for decision-making in the process of managing the system of financial and economic security of the state).

The results of calculations of the standardized coefficient of Cronbach's alpha (1) according to the method of L.J. Cronbach (1951) testified that the value of the coefficient for each large-scale measurement of opinion in this study exceeded 0.81, accordingly, the obtained results can be considered reliable.

$$\alpha_{st} = \frac{N \cdot \bar{r}}{1 + (N-1) \cdot \bar{r}}, \quad (1)$$

where α_{st} – Cronbach's alpha coefficient; N – the number of components under investigation; $\bar{r}$ – the average correlation coefficient between the components.

The obtained results made it possible to generalize existing gender differences in the scientific views of male and female economists.

The largest statistically significant difference was recorded between the points of view of women and men on the following issues:

- taxation (women are characterized by a greater inclination to a progressive taxation system);

- distribution of budget funds (men are less likely to support socially responsible programs, and are also interested in environmental protection and ecological issues);

- riskiness (in the decision-making process, men are prone to a higher level of risk compared to women);

- behavioral aspects of the influence on the state security level of the financial and economic system (women pay less attention to the significance of the asymmetric distribution of input information, which is the basis of the analysis of the state of financial and economic security of the state).

– gender gaps (men are less inclined to believe that gender stereotypes and prejudices are a significant obstacle in the process of managing the system of financial and economic security of the state; women are more likely to consider the issue of the wage gap as a problem of ensuring gender balance).

It was found that men and women really have slightly different views on certain issues of financial

policy, basic principles and methodology of financial science, accordingly, ensuring gender balance in the groups that form financial policy can be considered as a factor in changing the effectiveness of this process.

Let us present the essence of the economic category “behavioristic approach to managing the system of financial and economic security of the state” in Figure 3.

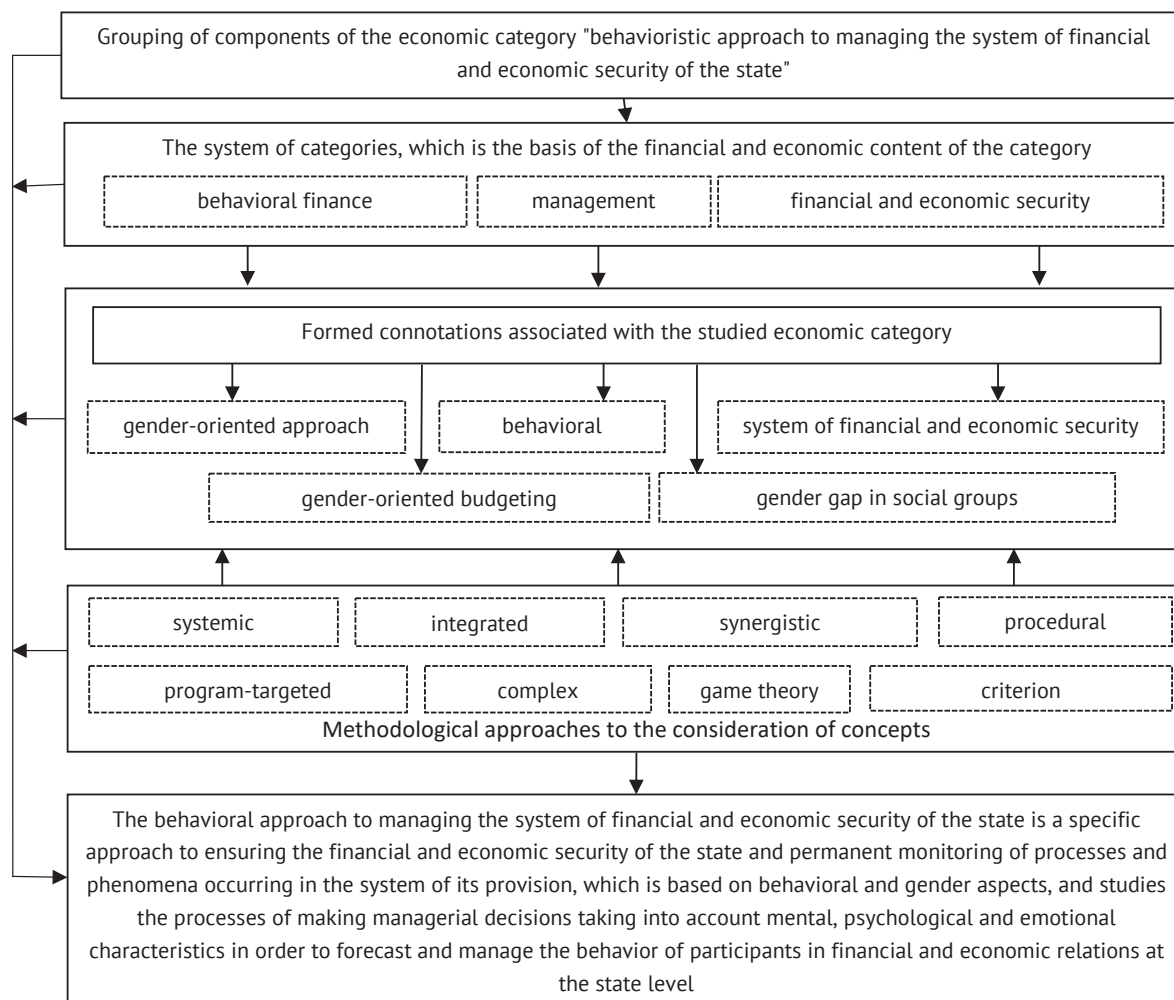


Figure 3. The essence of the category “behavioristic approach to managing the system of financial and economic security of the state”

Source: author’s development

It is worth noting that a behavioral approach to the management of the system of financial and economic security of the state can be especially useful in the process of ensuring budgetary security, completing the decentralization reform, and transforming local self-government. It is the behavioral aspect of the behaviorist approach that makes it possible to justify the state of society as a taxpayer from a psychological point of view, because the factor of taxpayers’ trust in the authorities plays a decisive role in the taxation process, including local self-government bodies.

DISCUSSION

In a thorough scientific work, A.M. May *et al.* (2018) published the results of a survey of European specialists, which was aimed at identifying the gender gap in the opinions of women and men on basic principles, methods, and policies, while in this study by the author, the range of survey questions to respondents was limited to the problems of ensuring the financial and economic security of the state, and the obtained results became the basis for the formed conclusions regarding the possibility of improving the indicators of the

financial and economic security of the state due to the reduction of the gender gap and the balancing of the representation of men and women in a diversified range of issues of financial and economic science.

The authors of A.M. May *et al.* (2013) also analyzed the differences in the views of men and women, but the paper presents the results of a survey that took place among economists in the United States of America, who are members of the American Economic Association, in addition, the range of questions was limited to aspects of politics. The conclusions obtained in the work of A.M. May *et al.* (2013), are confirmed by the results of the author's research in that there are significant differences in the views of male and female economists, respectively, gender diversity is an important aspect in expanding the scope of issues considered in the working group. Deepening these results, the author's research concluded that the largest statistically significant difference between the points of view of women and men in the field of ensuring the financial and economic security of the state was recorded on the following issues: taxation (women are more inclined to a progressive taxation system); distribution of budget funds (higher interest of women in issues of ecology, social responsibility, justice, environmental protection); behavioral aspects of influence on the state security level of the financial and economic system; risk-taking (in the decision-making process, men are prone to a higher level of risk compared to women); the issue of ensuring gender equality (men are less inclined to believe that gender stereotypes and prejudices are a significant obstacle in the process of managing the state's financial and economic security system).

In the scientific results presented in the study of A.O. Ostrovska (2013), attention is paid to the impact of behavioral finance on overcoming the crisis of the real sector of the economy. Developing this hypothesis, the author's research proves that in the process of managing the system of financial and economic security of the state, it is necessary to take into account that participants of social groups have mental models – ways of understanding, ideas and action strategies based on experience. It is noted that mental models are formed, among other things, based on gender stereotypes, life experience, moral, mental, psychological and emotional features of the subject. It is emphasized that the set of mental models of each member of social groups involved in the process of managing the system of financial and economic security of the state affects the formation of his personal paradigm – the essential method of decision-making, his point of view, understanding and interpretation of the existing situation or problem, as well as personal relationship subject. These conclusions justify the author's opinion that the improvement

of gender balance will affect the directions of discussions and increase the level of financial and economic security of the state.

In a study by J. Paule-Vianez *et al.* (2020), the authors emphasize that market efficiency has been questioned since the emergence of behavioral finance, and also use bibliometric analysis to highlight trends in this field of research. The obtained results show the growth potential of behavioral finance. In this work, the author also carried out a bibliometric analysis using a special toolkit, which made it possible to single out research groups with a powerful scientific work on researching various approaches to managing the system of financial and economic security of states, to build bibliometric networks containing researchers and individual publications in the field of feasibility studies application of the behavioral approach to managing the system of financial and economic security of the state.

The team of authors in their work V. Ramiah *et al.* (2015) also point out that behavioral finance, the lack of gender equality, allows for market inefficiencies, whose participants are prone to normal human errors arising from heuristics and biases. In this author's article, consideration of this assumption is continued: trends in the field of ensuring gender equality in Ukraine are analyzed, it is found that at the moment, according to the gender equality index, Ukraine ranks 81st among 146 countries, which indicates, among other things, the presence of a trend of “alienation” women from economic activity, lack of an effective gender policy, lagging behind global trends.

In the work of S.V. Leliuk (2015), the researcher's attention is paid to the theoretical substantiation of the essence of the concept of “system-behavioristic approach”. Developing these scientific results, in this research of the author, on the basis of a generalized system of categories, which is the basis of the financial and economic content of the studied concept, formed connotations associated with the studied economic category, and generalized methodological approaches to the consideration of the concept, the essence of the economic category “behavioristic an approach to managing the system of financial and economic security of the state”. It has been proven that the integration of a behavioral approach to the management of the financial and economic security system of the state means that the comprehensive principle of equality between women and men must be taken into account in the formation of a social organism that makes decisions aimed at strengthening the state of financial and economic security of the state, identifying factors influencing its condition and mitigation of threats. In addition, each project or course of action must be evaluated taking into account the gender perspective.

The authors of the article, M. Burke *et al.*, obtained interesting scientific results in the field of research. (2022), in which academics focus on indicators of change in cryptocurrency income associated with an increase in the number of cases/deaths from COVID-19. The authors of the publication found that the level of government intervention reduces the impact of COVID-19 cases/deaths on cryptocurrency profitability, and it is also shown that during periods of increased government intervention, an increase in the number of COVID-19 cases has a positive effect on cryptocurrency profitability. This author's publication does not consider aspects of the impact of the number of cases/deaths from COVID-19, however, the results of the existing differences between the scientific positions of women and men in the spheres of behavioral aspects of the impact on the state security level of the financial and economic system and risk-taking (in the decision-making process, men are prone to a higher level of risk compared to women) allow us to make assumptions about the existence of different reactions of men and women in the process of making financial decisions in situations associated with an increase in the number of cases/deaths from COVID-19, which is planned to be investigated, confirmed or refuted in the following scientific research.

CONCLUSIONS

It is emphasized that the activation of destructive processes in the economy of Ukraine requires the adjustment of existing approaches to the regulation of security processes in the financial and economic sphere, taking into account the modern dynamic conditions of the difficult-to-control influence of specific external threats. The current macroeconomic situation leads to the activation of destructive processes in Ukraine, the development of which is a threat to ensuring the financial and economic and, accordingly, national security of the state, therefore the existing approaches to the regulation of security processes in the financial and economic sphere require a systematic, logically constructed complex of scientific knowledge, including through the implementation of a behavioral approach

to the management mechanisms of the state's financial and economic security system in conditions of global instability.

The essence of the economic category "behavioristic approach to managing the system of financial and economic security of the state", which is considered as a specific approach to ensuring the financial and economic security of the state and permanent monitoring of the phenomena and processes that take place in the system of its guarantee, based on gender and behavioral aspects, studies the features of managerial decision-making with mandatory consideration of psychological, mental and emotional features in order to manage and forecast the behavior of participants in financial and economic relations at the state level, and analyzed the tools of the gender-oriented component of the behavioral approach to managing the system of financial and economic security of the state (gender analysis, statistics and budgeting).

It has been proven that the management of the system of financial and economic security of the state is often characterized by gender blindness, namely the inability to take into account the gender variable or the unconscious or conscious ignoring of existing gender gaps in the functioning of a social organism responsible for the process of making managerial decisions aimed at ensuring the state of financial and economic security state. The existence of a gender gap affects the peculiarities of the implementation of financial and economic policy, as well as the level of effectiveness of the introduced preventive measures to strengthen the level of financial and economic security of the state.

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CONFLICT OF INTEREST

None.

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Концептуальні основи біхевіористичного підходу до управління системою фінансово-економічної безпеки держави

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Анотація. Незважаючи на те, що застосування біхевіористичного підходу в управлінні системою фінансово-економічної безпеки держави є відносно новим, дослідження біхевіористичної спрямованості фінансової системи як одного з факторів функціональних змін сприятиме формуванню дієвого механізму забезпечення фінансової безпеки. Зростання ролі людського фактору, який є центральним у ґендерно-орієнтованому та поведінковому аспектах, підвищує рівень актуальності застосування біхевіористичного підходу в процесі управління системою фінансово-економічної безпеки держави. Метою даного дослідження є обґрунтування концептуальних основ біхевіористичного підходу до управління системою фінансово-економічної безпеки держави, який містить ґендерно-орієнтований й поведінковий аспекти, та доповнює системний підхід до управління системою фінансово-економічної безпеки держави. Узагальнено особливості державного управління системами фінансово-економічної безпеки в різних державах та систематизовано основні моделі та центри досліджень управління системами фінансово-економічної безпеки у світі. Зазначено, що застосування біхевіористичного підходу до управління системою фінансово-економічної безпеки держави дозволяє вважати, що організаційна поведінка соціального організму є набором реакцій фінансово-економічної системи на коригування зовнішніх та внутрішніх умов функціонування з метою самозбереження та потенційного розвитку. Така поведінка формується з урахуванням системи керування особистістю, ґендерної збалансованості, індивідуально-психологічних особливостей та природних властивостей. Узагальнено інструментарій ґендерно-орієнтованої складової біхевіористичного підходу та проаналізовано вплив ґендерної структури на рівень фінансово-економічної безпеки держави на основі результатів опитування респондентів. Узагальнено наявні ґендерні відмінності у наукових поглядах чоловіків та жінок економістів та конкретизовано питання, за якими зафіксована найбільша статистично значуща різниця між точками зору жінок і чоловіків у сфері управління системою фінансово-економічною безпекою держави. Уточнено сутність економічної категорії "біхевіористичний підхід до управління системою фінансово-економічної безпеки держави", яка розглядається як специфічний підхід до забезпечення фінансово-економічної безпеки держави та перманентного спостереження за явищами і процесами, які відбуваються в системі її гарантування, що базується на ґендерних та поведінкових аспектах, вивчає особливості прийняття управлінських рішень з обов'язковим урахуванням психологічних, ментальних та емоційних особливостей з метою управління та прогнозування поведінки учасників фінансово-економічних відносин на державному рівні

Ключові слова: ґендерно-орієнтований підхід; поведінковий аспект; психологічні особливості менеджменту; людський фактор; адміністративний менеджмент