

РОЗДІЛ 10. СОЦІАЛЬНІ ТА ГУМАНІТАРНІ АСПЕКТИ РОЗВИТКУ АГРАРНОЇ СФЕРИ

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MOTIVE OF INNOVATIVE ACTIVITY AS A BASIS FOR INNOVATIVE BEHAVIOR

One of the main psychological science problems is the problem of identifying the types of activity, the construction of its classification. At the same time, the society poses the question before science about the study of innovation activity sharply. Building an innovative economy is impossible without studying the foundations of innovation and the formation of innovative behavior. Only if science establishes the mechanisms of individual innovation activity, we will make a conscious and controlled transition to the innovation economy. This opinion is present in many scientific works (E. Galazhinsky, V. Klochko, A. Neverov, J. Schumpeter, S. Yagolkovsky and others). A. Neverov writes that the process of generating innovations, is a "black box" today. This makes the question of building an integrated model for creating innovations relevant [1].

Building the psychological structure of innovation will determine its place among other activities. This will be one of the steps to solving this problem. The leading motive of the activity is the main motive that motivates a person to work. According to A.N. Leontief, the presence of the leading motive in a person leads to an awareness of the inner justification of the activity.

We conducted an experimental research to identify the leading motive for innovation. The main independent variable in the experiment was the objective task of the activity, since it determines the direction of activity. The motivation for the activity was the dependent variable.

Within the framework of the experiment, the experimenter suggested that the subjects should solve the problem that the experimenter placed. Each subject participated in three experimental sessions. Within each session, we modeled a specific activity. We asked the subjects to fulfill the educational task (to prepare a report on the proposed topic), the economic task (to take part in the economic game in which they must purchase and sell certain goods), and also innovative (to make a business plan for a new product).

To fix the realized motives, before and after the performance of the activity, we asked the subjects certain questions. To identify the motivation of the activity, we asked the following question 'What do I want to achieve when carrying out this task?'

104 subjects participated in the experiment (19.2% of boys and 75.0% of girls). The average age of the subjects was 18.2 years. As a method of data processing, we chose content analysis.

In the results we obtained the following results. Some respondents perceived it as an educational one (28 respondents noted the motive, the acquisition of knowledge, both about new activities and about oneself). 8 respondents noted the motive for self-development (to develop their innovative abilities). A large number of respondents identified the result as a motive - 29. 3 respondents showed a demonstrative motive ("I want to show my originality", "I would like to prove myself", etc.). Two groups of motives can be attributed to economic, but they differ from those that were proposed in the performance of the economic task. Firstly, it is the motive for satisfying their needs, which was noted by 2 respondents, secondly, the motive of being interested in the goods on the market, the achievement of its effectiveness, which was shown by 3 respondents ("to understand if I can create something economically effective", "to find the most profitable activity ", etc.). Profit-making directly as a motive for solving an innovative task does not appear, but it can be indirectly assumed that the motive is its achievement through the implementation of the project. However, the questionnaire does not allow us to accurately answer this question. Nevertheless, we cannot attribute these motives to innovative ones either, since they do not include the creation of a new good, neither creativity, nor the desire to succeed for the sake of success.

In response to the innovation problem, 4 groups of motives appeared that did not arise in the performance of previous types of tasks. The first group is an interest in the process itself, which was noted by 5 respondents. In our opinion, this motif coincides with the motive of the joy of creativity, which was assumed by J. Schumpeter, since innovation is a creative process [2].

The second group of motives is aimed at implementing the project, which was noted by 6 respondents ("I want to successfully implement my project", etc.). This motive can also be compared with the motive of success for success, highlighted as a motive for the innovative activity of J. Schumpeter.

The third group of motives aimed directly at creating something new on the market. This motif was noted by 20 respondents. The fourth group of motives reflects the desire to benefit either themselves or society. This group of motives was noted by 4 respondents. The third and fourth groups are the motives of inventive activity, and not innovative. Lack of motivation was shown by 5 respondents, another motive was 4 respondents.

References

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