

**Larysa Gren**

doctor in public management, full professor, professor of pedagogy and psychology of social systems management department of the academician I. Zyazyun, National Technical University “Kharkiv Polytechnic Institute”; Ukraine  
ORCID: 0000-0003-4466-6018  
*E-mail: mega\_lgren@ukr.net*

**Ivan Kirsanov**

graduate student, National Technical University “Kharkiv Polytechnic Institute”; Kharkiv, Ukraine  
*E-mail: ivanrazor6@gmail.com*

**FORMATION OF EMOTIONAL INTELLIGENCE IN THE PROCESS OF PREPARATION OF FUTURE SOCIAL PROFESSIONALS IN HIGHER EDUCATION INSTITUTIONS**

*Abstract:* the article emphasizes the importance of the role of education as one of the main components of supporting the transition period of Ukraine on the way to the EU and NATO; it has been proven that the formation of a new philosophy of higher education is simultaneously connected with emotional intelligence, which is of great importance in the training of future specialists in the social sphere in institutions of higher education. It was determined that the state and development of the modern Ukrainian economy depends on the quality of personnel training provided by universities. It was found that the lack of management culture, the insufficient level of moral and ethical training of specialists in the social sphere and qualified specialists in the field of professional ethics is an obstacle to the creation of an emotional and ethical infrastructure in Ukraine. The opinion is substantiated that the wide application of active learning methods with the analysis of real and educational business situations and the regular professional practice of future specialists in the social sphere at enterprises, firms, state authorities and local governments will ensure the effectiveness of the training of specialists in the social sphere, will contribute to the formation and development of ethical norms and emotional intelligence.

*Key words:* emotional intelligence; social specialist; professional training; managerial culture; higher education; teaching methods.

**Лариса Грень**

доктор наук з державного управління, професор, професор кафедри педагогіки і психології управління соціальними системами ім. академіка І. Зязюна, Національний технічний університет “Харківський політехнічний інститут”; Харків, Україна  
*E-mail: mega\_lgren@ukr.net*

**Іван Кірсанов**

аспірант, Національний технічний університет “Харківський політехнічний інститут”; Харків, Україна  
*E-mail: ivanrazor6@gmail.com*

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**ФОРМУВАННЯ ЕМОЦІЙНОГО ІНТЕЛЕКТУ У ПРОЦЕСІ ПІДГОТОВКИ  
МАЙБУТНІХ ФАХІВЦІВ СОЦІАЛЬНОЇ СФЕРИ У ЗАКЛАДАХ ВИЩОЇ ОСВІТИ**

*Анотація:* у статті наголошується на важливості ролі освіти як однієї з головних складових підтримки перехідного періоду України на шляху до ЄС і НАТО; доведено, що формування нової філософії вищої освіти безпосередньо пов'язано з емоційним інтелектом, який має велике значення у підготовці майбутніх фахівців соціальної сфери у закладах вищої освіти. Визначено, що стан і розвиток сучасної української економіки залежить від якості підготовки кадрів, яку здійснюють університети. З'ясовано, що гальмом у створенні емоційно-етичної складової інфраструктури в Україні є відсутність управлінської культури, недостатній рівень морально-етичної підготовки спеціалістів соціальної сфери та кваліфікованих спеціалістів у сфері професійної етики. Обґрунтовано думку, що широке застосування активних методів навчання з аналізом реальних і навчальних бізнес-ситуацій та регулярна професійна практика майбутніх спеціалістів соціальної сфери на підприємствах, фірмах, у державних органах влади та місцевого самоврядування забезпечить ефективність підготовки фахівців соціальної сфери, сприятиме формуванню та розвитку етичних норм та емоційного інтелекту.

*Ключові слова:* емоційний інтелект; спеціаліст соціальної сфери; професійна підготовка; управлінська культура; вища освіта; методи навчання.

**Лариса Грень, Іван Кірсанов**

Розширена анотація для ознайомлення з цією темою:

**“Формування емоційного інтелекту у процесі підготовки майбутніх фахівців соціальної сфери у закладах вищої освіти”**

**Постановка проблеми** в загальному вигляді та її зв'язок із важливими науковими чи практичними завданнями. Техніко-економічні та управлінські знання, психолого-педагогічна підготовка майбутніх фахівців у своїй сукупності формують новий людський капітал, емоційний інтелект, необхідний для успіху економічних перетворень. Україна має унікальну можливість, взявши за основу загальноприйняті норми ділової етики ринкових відносин, доповнити їх національними особливостями, пов'язаними з українським менталітетом.

**Аналіз останніх досліджень і публікацій**, у яких започатковано розв'язання цієї проблеми і на які спирається автор. У педагогічній теорії та практиці вітчизняної освіти проблеми гуманізації професійно-технічної освіти, значну частину якої становить формування етичних емоційних норм у сфері ділових відносин, активно досліджують українські вчені, такі як:

В. Кремень, І. Зязюн, С. Сисоєва, І. Бех, В. Кудін, В. Андрущенко, Н. Ничкало, Л. Водожнянський, О. Романовський, О. Пономарьов та багато інших.

**Виділення невирішених раніше частин загальної проблеми**, котрим присвячується означена стаття. Фахівці з формування емоційного інтелекту соціальної сфери – аналітики та практики одноставно виділяють три джерела негативних впливів, які гальмують створення емоційно-етичної складової інфраструктури в Україні:

1) відсутність управлінської культури, тобто навичок організації праці, відсутність досвіду комерційної діяльності в умовах ринкової конкуренції;

2) недостатній рівень морально-етичної підготовки спеціалістів соціальної сфери навіть на кращих підприємствах країни;

3) відсутність кваліфікованих фахівців у сфері професійної етики.

## ОРГАНІЗАЦІЙНО-ПЕДАГОГІЧНІ УМОВИ ФОРМУВАННЯ ПРОФЕСІЙНОЇ МАЙСТЕРНОСТІ МАЙБУТНІХ СПЕЦІАЛІСТІВ

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**Формулювання цілей статті** (постановка завдання). Метою даної статті є з'ясування доцільності та ефективності фундаментального навчання студентів технічних ЗВО основам формування емоційного інтелекту в процесі підготовки майбутнього фахівця соціальної сфери у закладах вищої освіти з використанням інтерактивних методів навчання, а також при вивченні педагогічних напрямів, шляхів, засобів вищої освіти у вихованні та навчанні.

**Виклад основного матеріалу дослідження** з повним обґрунтуванням отриманих наукових результатів. Майбутній фахівець соціальної сфери дотримується норм і принципів ділової цивілізованої етики, соціально відповідального громадянина через гуманізацію освіти і, як наслідок, підвищення морально-етичного рівня всього українського суспільства. Для сучасного підприємства сьогодні вкрай важливий не лише професійний рівень підготовки фахівця, а й наявність знань і навичок у соціальній сфері та сфері ділових етичних відносин: економити етично, тобто керуватися неписаними законами чесності та порядності у своїх діях; враховувати норми ділової етики під час переговорів із партнерами, як в Україні, так і за кордоном; мати етичну кваліфікацію для вирішення ділових конфліктів як поза, так і всередині команди; розробляти та продавати високоякісну продукцію, процес виробництва якої не завдає шкоди навколишньому середовищу тощо. У процесі навчання має формуватися та розвиватися своєрідна "база знань", яка дозволить швидко та правильно приймати етично грамотні рішення у складному та динамічно мінливому середовищі. Рівень професійної підготовки сучасного фахівця

соціальної сфери у ЗВО визначається широтою і глибиною теоретичних, професійних знань, умінням їх практично використовувати, відповідністю знань і вмінь вимогам конкретної організації. Це необхідна, але не достатня умова для успішного працевлаштування, кар'єрного росту та ефективної діяльності в умовах конкуренції та інновацій. Ще однією необхідною складовою успіху є рівень розвитку етичних ділових якостей особистості, тобто ступінь морально-етичної готовності та здатності до реалізації своєї професійної підготовки на різних етапах кар'єри.

**Висновки з даного дослідження та перспективи подальших розвідок** у даному напрямку. Для формування та розвитку етичних норм та формування емоційного інтелекту соціального фахівця доцільно використовувати такі інтерактивні методи навчання, як: проведення різноманітних навчальних ігор та спеціальних вправ, спрямованих на вдосконалення морально-етичних якостей фахівця; інформування студентів про ефективні організації, підприємства, компанії, які дотримуються правил ділової етики; порівняння загальноприйнятих норм ділової етики для кожного студента з його ідеалом, його духовними цінностями; практичне використання отриманих знань у запропонованих ситуаційних завданнях; самостійна робота студентів із пошуку нової інформації, що стосується сфери ділової етики, яка завершується її презентацією перед аудиторією; вміння працювати в команді (мікрогрупі), дотримуючись етичних норм і правил; використання розроблених психологами тестів для визначення рівня етичних якостей, самооцінки, лідерських здібностей, здібностей до ризику тощо.

**Problem setting.** At the moment, Ukraine is in a state of social and economic transformations on the way to the EU and

NATO. Education is one of the main components of the support of the transition period and a decrease in negative

manifestations that currently exist in various fields of activity. Today, the formation of a new philosophy of higher education is increasingly taking place, which is directly related to emotional intelligence, and the processes of real humanization of goals, content and orientation in the process of preparing future specialists of the social sphere in higher educational institutions occur [2].

Only highly qualified specialists who own and comply with ethical management standards, business relations can understand the historical advantages of changes and make conscious decisions in the current democratic process. Technical, economic and managerial knowledge, psychological and pedagogical training of future specialists in their entirety form a new human capital, emotional intelligence necessary for the success of economic transformations. Ukraine has a unique opportunity, taking as a basis the generally accepted norms of business ethics of market relations, to supplement them with national characteristics associated with Ukrainian mentality.

Currently, new business ethical norms and standards of the National Ukrainian Market Economy are being developed. This is a long and complex process of the formation of new psychology and civilized business ethics of the Ukrainian market, as well as the activities of social experts in Ukraine. So, in the developed countries of the West, such a process has occurred for decades, and business ethics, which is directly related to the emotional component of a modern specialist, as a science began to develop only from the end of the twentieth century. That is why the social responsibility of higher education is high: a socially responsible economy is possible only if there is a responsible, ethically competent personality of an engineer, an economist, manager, a specialist of a social sphere in higher educational institutions [3, p. 144]. We can say that subject to socially responsible education in Ukraine, there will be a socially responsible market economy. In this regard, the state and development of the modern Ukrainian

economy depend on the quality of training, which is carried out by universities.

**Recent research and publication analysis.** Allows us to believe that in the pedagogical theory and practice of domestic education the problem of humanizing vocational education, a significant part of which is the formation of ethical emotional standards in the field of business relations, are actively studied by Ukrainian scientists, such as V. Kremen, I. Zyazyun, S. Sysoeva, I. Beh, V. Kudin, V. Andrushchenko, N. Nichkalo, L. Vodozhnyansky, O. Romanovsky, A. Ponomarev and many others.

However, in Ukraine, the situation in compliance with business ethics, management ethics remains quite complicated, its need is discussed, but this does not yet bring tangible results. Budzan B., General Director of the International Institute of Management, notes that, due to ignorance of international business ethics standards, Ukrainian specialists did not realize a large number of favorable contracts with Western partners. As believes B. Budzan: “Moral, ethical approaches to business have not yet been developed in Ukraine, they are only forming. A lot of work awaits us, but the formation of a certain ethical code is already taking place in our state among the new generation business people” [4]. The education system in Ukraine is not yet sufficiently agreed with the needs of practice. Skews in the content of the educational process, insufficient attention to the study of ethical and emotionally significant problems of a market economy affect the consciousness of the young generation, often it is not ready for an independent life, not confident in the future.

**Highlighting the previously unresolved parts** of the general problem to which this article is devoted. Specialists in the formation of emotional intelligence of a social sphere specialist - analysts and practice unanimously distinguish three sources of negative influences that inhibit the creation of the development of the emotional and ethical component of infrastructure in Ukraine:

1) lack of managerial culture, i.e. labor organization skills, lack of experience in commercial activity in conditions of market competition;

2) insufficient level of moral and ethical training of specialists of the social sphere even at the best enterprises of the country;

3) a lack of qualified specialists in the field of professional ethics.

**Paper objective.** To clarify the appropriateness and effectiveness of the fundamental education of students of technical universities in the foundations of the formation of emotional intelligence in the process of preparing the future specialist of the social sphere in higher educational institutions using interactive teaching methods, as well as in the study of pedagogical areas, ways, funds of higher education in education and education and training.

**Paper main body.** The future specialist of the social sphere, complies with the norms and principles of business civilized ethics, a citizen with social responsibility, and through the humanization of education and, as a result, an increase in the moral and ethical level of the entire Ukrainian society.

Consider a typical situation: a new project begins in the company. If this is the development of a new computer product, then the project manager, as a rule, will be a specialist in the field of information technology, understanding the essence of the matter, the nature of the development. If it is a company that produces electrical equipment, then a competent specialist engineer will lead the project.

In both cases, a technical specialist will be in the manager's position. However, making decisions, communication with carriers of multidirectional interests, often with foreign partners - all these tasks are far from those that he used to solve. And the situation of responsible choice in itself is stressful, carries significant psychophysical

stresses, additional skills and skills to solve the tasks are required.

Imagine a professional who began as a technical specialist, gradually moving along the steps of the career ladder. As such a movement, the value of technical skills is reduced. For successful work, the most important are the development and decision - making, planning, organization of work, management, both individual employees and the work of the team, business and social communication skills. For leaders of the social sphere, success is increasingly dependent on intuition, flexibility, efficiency, honesty, integrity and other moral and ethical qualities.

There are no innate skills that will help to form a team of like -minded people and get the company out of an impasse. There are no genetically laid qualities that will help to switch from the position of a narrow specialist to the position of the head of the department or the regional department, etc. Any skills (including leadership, moral and ethical and others) develop in the process of training and acquisition by a specialist in relevant experience.

In the training manual intended for teachers, students, teachers of higher educational institutions, who are not indifferent to the "philosophy of the heart" of their people, I. Zyazyun notes: "Education is the vital necessity of each person. Only thanks to education, public transformations of man into cultural, scientific, economic, technical, ideological, political, religious and other levels become possible. Through a person, through his direct participation in social transformations, the development of the state and its people is carried out. Therefore, it is not surprising that scientists in the field of education in many countries of the world notes the manifestation of a fundamental pattern: the head of the leader in the world will be the one that will create the most effective system of schools, colleges, lyceums, gymnasiums, higher educational institutions in order to maximize the intellectual and moral and ethical potentials of their citizens" [5, p. 288].

This philosophy is fully consistent with the concept of preparing the humanitarian and technical elite, developed at the Kharkov Polytechnic Institute National Technical University, in which a model of a specialist in the 21st century was created. Today, the formation of a new philosophy of higher education is increasingly taking place, when the process of real humanization and humanization of goals, the content and orientation of higher education is especially noticeable, and the role of the human factor is increasing [6].

For a modern enterprise today, not only the professional level of training of a specialist is extremely important, but also the presence of knowledge and skills in the social sphere and the field of business ethical relations:

- economy ethically competently, i.e. to be guided by unwritten laws of honesty and decency in their actions;
- take into account the standards of business ethics during negotiations with partners, both in Ukraine and abroad;
- ethically qualified to resolve business conflicts both outside and inside the team;
- develop and sell high -quality products, the production process of which does not harm the environment, etc.

More than 50 % of the leaders of large and small enterprises in Ukraine – specialists with a technical education, note a lack of knowledge among specialists in the field of social activity, which largely complicates the process of business in modern conditions. The fact that many enterprises, firms, despite the rather difficult financial conditions, are ready to allocate funds for seminars, training on training social sphere specialists, indicates the significance of this factor in modern conditions.

Traditionally developed close ties between university science and education with production give rich material for studying the content of the activities of social sphere specialists, engineers, technical specialists in the field of ethics of business relations. A survey of some managers and leading specialists of Ukraine's enterprises made it possible to receive recommendations

on the content of the educational process in the field of the formation of emotional intelligence of specialists of the social sphere and technology for its implementation.

Given the recommendations received in the choice of learning technology, it is necessary to take into account political, legal and socio-economic realities in the country and abroad, their dynamics, as well as the features of the mentality of the Ukrainian nation.

The relevance and systematic nature of interactive technologies ensures the effectiveness of the training of specialists in the formation of skills in this area, namely:

1. Successful business ethical training of future social experts is possible only in the general context of their special engineering training and reaches the goals set before it only if the specialist's professionalism is formed.

2. Normative documents governing the content of educational material in the field of training of future social experts, the organization and technology of the implementation of the educational process should be formed on the basis of the developed models of professional ethical activity and the individual of the future professional of the social sphere.

3. The pedagogical process of preparation should be active and personally oriented, and should also be organized on systemic principles, i.e. include the formation of business ethical style skills and developing the skills of owning civilized business ethics.

4. The professional activities of future social experts are purely practical. In the implementation of each of its functions, skills and skills are always advanced. Therefore, the formed behavioral stereotypes of a specialist are the form of the most effective manifestation of theoretical knowledge.

The practical skills of the formation of emotional intelligence in the process of training future social experts in higher educational institutions using interactive teaching methods in the form of a kind of "knowledge base" should be formed and developed in the learning process, which will allow you to quickly and accurately make

ethically competent decisions in complex and dynamically changing environment.

These principles are an integral part of the technology for the implementation of the experimental concept of the formation of the humanitarian-technical elite in the NTU “KHPI” and in a number of other educational institutions of Ukraine and foreign states [7]. To ensure the possibility of forming such skills and skills technology for the implementation of the concept in the HPI, the use of two main directions is provided: the widespread use of active teaching methods with the analysis of real and educational business situations and regular professional practice of future social sphere specialists in enterprises, firms, and state bodies authorities and local self-government.

It is extremely important in the process of studying at universities to prepare highly qualified specialists of the social sphere that can solve not only specific problems, but also to anticipate the most effective ways of developing their enterprise, guided by ethical principles and norms of business relations. The modern market economy and the labor market are constantly undergoing changes, therefore, to prepare such specialists for work in a market economy, it is required to develop new training courses, write new textbooks, conduct retraining of teaching staff, and reform research institutions.

This is a complex and long process in which various institutions of the state take part, including institutions of education system, the media, etc. We are talking about creating the necessary prerequisites for the intensification of this process, giving it a certain ideological orientation, since society It is far from indifferent what moral principles will form the basis of the ideology of his economic activity.

Ukraine must form its system of ethical values, which does not contradict global standards, but at the same time taking into account national traditions. Ukraine has a happy opportunity to adopt those generally

accepted business ethical norms that are closer to it in spirit, according to national traditions.

One of the main tasks of the Ukrainian nation has been and remains the formation and maintenance of a special type of Ukrainian personality at the proper level, which has been developed for millennia, during the transition from an ethnic group to the nation. And, regardless of the political guidelines of Ukrainians who changed over time, their essence remained the same – focus on democracy, compliance with the norms of ethics of behavior and management.

Now it is often discussed the question of whether at least modern Ukrainian experts are able to continue the interrupted development line or they are fully building their activities in accordance with the Western principles of doing business. Can and to what extent “new Ukrainians” can perceive the value orientations and cultural-ethical traditions of their pre-revolutionary predecessors? What place was occupied by entrepreneurial orientations in the general system of ethical values, and what are the prospects for the formation of national orientations among representatives of the Ukrainian business world? The answers to such questions will help to understand the strengths and weaknesses of the modern Ukrainian economy, to evaluate the prospects of its cultural, ethical and social development.

The ethical traditions of Ukrainian entrepreneurship are often historically characterized by the tradition of manifestation of love for neighboring, charity and philanthropy. Ukrainian entrepreneurship has deep socio-cultural roots, such as significant investments in the spiritual and intellectual spheres, donations on universities, art galleries, museums, archives, scientific publications, the provision of other opportunities for education and spiritual growth.

Already since the baptism of Ukraine-Russian (988), the close attention of Ukrainian princes has been noted to the spread of education among their people, the transfer

of youth of national traditions, religious and moral views, theoretical knowledge and acquired practical experience.

From the second half of the XVI century. Education in Ukraine was based on the use of the principle formulated by the humanist Faust Socin: "It is necessary to learn what is pleasant and useful not only for you personally, but for all those to whom you owe something. And our obligations concern the spirit, body and the whole world. The good spirit is received and preserved as a result of the use of true philosophy, the good of the body - medicine, and the external good is the science of law."

The end of the XVI Art. And the first decades of the XVII century, the time, which is commonly called the first Ukrainian revival, is celebrated by a significant development of schools, printing houses and book products. Schools at that time began to be organized everywhere, and raising children in them was conducted in a strictly moral and national spirit.

Over the next centuries, the Ukrainian intelligentsia has constantly adhered to the higher educational institutions the positions of "so that every student feels like a Ukrainian and worked on himself in order to become useful to his people in the future and fight for his fate, for his national rights and to improve the national well-being" [1, p. 76].

There is a long-known truth of the ancients: "The new is a well -forgotten old." Great thinkers were guided by this principle, generating new ideas. If we pay attention to the teachings of our predecessors, then they are always filled with the future. Such thoughts, theories, ideas have implemented many prominent Ukrainian teachers in different periods of time through teaching. Such Ukrainian teachers, known throughout the world as K. Ushinsky, A. Makarenko, V. Sukhomlinsky and others developed and implemented in pedagogical practice many ideas that formed the basis of the education of more than one generation of Ukrainian specialists - highly moraine, responsible, observing the principles of ethics in their activities.

"Development in the national and world contexts determines changes in education. The world at the beginning of the 21st century does not only change. Its change has turned into a constant of the historical process. Now even in the dimensions of everyday human life, changes become more significant than continuity and stability. For the first time in the history of mankind, humanity. Generations of ideas and generations of things change in time faster than generations of people.

As the processes of globalization and the associated transition to new scientific and information technologies are increased, the paradigm of human progress is changed. Its essence, the main dimension, and at the same time, the fundamental rod becomes the development of personality, universal development. It is this circumstance that will determine the competitiveness of each state.

That is why the field of education, which most determines the level of human development, becomes a national priority in an increasing number of countries of the world and in Ukraine including.

The level of professional training of a modern social sphere specialist, which is preparing a higher educational institution, is determined by the breadth and depth of theoretical, professional knowledge, the ability to practically use them, the compliance of knowledge and skills with the requirements of a particular organization. However, this is only a necessary, but not sufficient condition for successful employment, career growth and effective activities in the context of competition and innovation. Another necessary component of success is the level of development of ethical business qualities of a person, that is, the degree of moral and ethical readiness and the ability to realize their professional training at various stages of career.

**Conclusions of the research.** The training of future social experts in Ukraine should ensure the development of such skills that are necessary for the creation of a healthy



society and for the further development of democratic processes in our state.

The application of the latest pedagogical and information technologies of learning largely contribute to solving the tasks. For the formation and development of ethical norms and the formation of emotional intelligence of a social specialist, it is advisable to use such interactive teaching methods as:

1) conducting a variety of educational games and special exercises aimed at improving the moral and ethical qualities of a specialist and citizen;

2) informing students about effective organizations, enterprises, companies that comply with the rules of business ethics;

3) comparison of generally accepted norms of business ethics for each student with their ideal, their spiritual values;

4) the practical use of the knowledge gained in the proposed situational tasks;

5) the independent work of students to find new information related to the field of business ethics, which ends with its presentation before the audience;

6) the ability to work in a team (microgroup), observing ethical norms and rules;

7) the use of tests developed by psychologists to determine the level of ethical qualities, self-esteem, leadership abilities, risk abilities, etc.

In the light of an organic aggregate and harmonious interaction, all these conditions will create the prerequisites for the successful solution of the main problem of the system of higher education – the education of a creative personality, a spiritually rich and moral personality of a modern specialist in the social sphere.

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*Стаття надійшла о редакції 20.11.2023*