

SOCIAL SCIENCE

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Tarkhnishvili L.A, Tarkhnishvili A.G. Social stimulants of economic activity and social culture

Two case studies of the America colonization, on the one hand, and the economic expansion in the Asian-Pacific region, on the other are discussed. The comparative analysis shows that non-economic factors greatly influence the stable sustainable economic advancement. These non-economic factors include various social incentives and, in particular, ethical values that are predominant in society. Devotion to the ethical doctrines and religious laws can significantly relieve the existing social tension, and also it may set the general vector of its development (economy should serve the interests of the society, not the opposite). In accordance with the working diagnosis of the economic crisis recently erupted in the West the latter may be due to the loss of the traditional values. These values have been almost entirely replaced by culture in the diversity of its forms (pop culture, mass media, corporate culture, etc.). Many businesspersons consider corporate culture as the “main asset of a company”. This belief is reviewed in the light of potential priming of economy. We have endeavored to outline several possible approaches to investigate the forming and development of corporate culture.

Key words: culture, society, traditions, values, economic crisis.

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