

PHILOSOPHY

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Formation of innovation behavior culture in university space

Socio-philosophical analysis of culture creation of innovation behavior in the university space allowed to identify the relationship of education with social factors outside educational institutions. Innovative behavior is the unifying process of the formation of the creative aspects of professional competences with the imperatives of social and cultural order of society. Proposed educational model of innovative behavior, the basic element of which is an educational complex. The core of the creation of innovative behavior in the university is the translation of common social demands of society into the system of internal needs of personality, ideological beliefs, which gain ontological status and become essential components of the life. The structure of innovative behavior consists of the needs of the individual in development the qualities of innovative behavior, the assimilation of a set of criteria, norms and rules of innovation, possession of skills and abilities of realization of innovative behavior.

Key words: university space, social adaptation, innovative behavior, education culture, culture of behavior.

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