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## **INTERACTION OF ADMINISTRATIVE EDUCATION AND ADMINISTRATIVE CULTURE AS THE BASIS OF THE NEW ADMINISTRATIVE PARADIGM OF THE INFORMATIONAL SOCIETY**

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**Abstract.** The relevance of the research topic is that the interaction of managerial education and managerial culture in the information society is an integral part of the formation of a management paradigm of the XXI century. The interaction of managerial education and managerial culture in information societies is an interdisciplinary matrix of many socio-humanities and behavioral sciences. The problem is conceptualization of the interaction of managerial education and managerial culture in the information society, which allows to develop modern directions of improvement of managerial culture in the conditions of transition to a new technological way. It is at the post-industrial stage that the formation and development of a management culture based on knowledge, intelligence, professionalism, and formed by managerial sciences is taking place. Analysis of recent researches and publications - for analysis, we distinguish publications by Regina Andryukaytene, V. Bekh, Yu.Bekh, V.Voronkova, O.Kivlyuk, V.Nikitenko, M.Maksmenyuk, R.Oleksenko, O.Punchchenko, O.Sosnin, which allow us to justify the interaction of managerial education and managerial culture in the information society. **Isolation of unexplored parts of the general problem** - management culture as the basis of management, based on the culture of management. The task statement is an analysis of the methodological principles of the interaction of managerial education and management culture in the information society. Methods - general sciences and methods of constructive methodology applied to cultural management. In the economic, sociological, socio-philosophical literature of recent years the concept of "cultural management" has become widespread. At the core of the study - the conceptualization of methodological foundations, allowing penetrating the interaction of managerial education and management culture in the information society, the development of directions for improving the culture of management activities. The scientific novelty of the research is the application of constructive methodology aimed at increasing the effectiveness of the culture of management activity. It is proved that the most important attributes of managerial culture, aimed at analysis of a complex self-regulated system, are the culture of management, self-organization and reflexivity, which promote the interaction of culture and management. This qualitatively accelerates the process of transformation of society through the inclusion of culture in management activities. Conclusions - the thematic domain of the interaction of managerial education and managerial culture in the information society should be considered as a dynamic process, the result and a complex social phenomenon. The use of this interaction contributes to the formation of the concept of a culture of management, which is necessary to solve the problems of modern society and increase the dynamic development of the state and society.

**Key words:** managerial education, management culture, information society.

**Statement of the problem in general and its connection with important scientific or practical tasks**

The relevance of the research topic is that the interaction of managerial education and managerial culture in the information society is an integral part of the formation of managerial culture of the head. Management education and culture are interpreted from different sides that these categories are the interdisciplinary matrix of many socio-humanities and behavioral sciences. The problem statement - the interaction of management education and managerial culture in the information society helps to form the personal qualities of the manager, which in general contributes to the formation of the concept of cultural management. It is at the post-industrial stage that the formation and development of the interaction of management education and management culture, based on knowledge, intellect, and professionalism, is taking place. The research is based on the conceptualization of the methodological foundations of the interaction of managerial education and management culture in the information society, allowing them to penetrate into their social mechanism, finding that management culture is updated in the era of the information society and complemented by the categorical apparatus of the concept of the information society [1].

Management culture as a sphere of culture (all that is created by man) is characterized by the following features: 1) in contrast to the technique is ideal; 2) its purpose is the

process of mastering the world through the development of true knowledge and the way of cultural creativity; 3) construction of various fragments of educational, cultural and scientific activities [2].

**An analysis of recent research and publications, which initiated the solution of this problem, which is the author based on**

Analysis of recent researches and publications - for analysis, we distinguish publications by Regina Andryukaytene, V. Bekh, Yu. Bekh, V. Voronkova, O. Kivlyuk, V. Nikitenko, M. Maksmenyuk, R. Oleksenko, O. Punchchenko, O. Sosnin, which allow us to penetrate into the essence of the interaction of management education and managerial culture in the information society. **The selection of unexamined parts of the general problem** - the interaction of managerial education and management culture in the information society remains rather insufficiently analyzed; all transformations in our country depend on its level and high quality. Formulation of the problem - the corresponding problem fields of the methodological foundations of the interaction of managerial education and managerial culture in the information society in the context of the philosophy of education. Methods - general science and methods of constructive methodology applied to management sciences in order to maintain connection with the whole. In the economic, sociological, socio-philosophical literature of recent years the concept of "learning society" has been spread.

**Selection of previously unsettled parts of the general problem to which the article is devoted. Problem situation.**

Due to the skillful management of complex hierarchical systems, threats and "global challenges" that go from the environment can be overcome self-reflexively, as they are able to recycle critically the information. The interaction of managerial education and managerial culture in the information society manifests itself in the form of complex hierarchical systems and operates in conditions of uncertainty, information stochasticity and "balancing on the brink of chaos" due to self-organization and contributes to the cultural core of the system and management cycle. As a result of the operation of these mechanisms, the system that manages its own surrounding world, ultimately owns and contributes to improving its efficiency. It is this interaction of management education and managerial culture in the information society should be formed as the basis of the concept of cultural management [2].

**The purpose of the research** is the conceptualization of the interaction of managerial education and managerial culture in the information society as the basis of a new innovation paradigm in the context of contemporary philosophical discussions.

**This goal is realized in the following tasks:**

- to reveal the essence of the management culture, aimed at increasing the place and role of the leader in modern society;

- to determine the role played by the interaction of managerial education and managerial culture in the information society;

- to find out the conceptual-categorical apparatus necessary for the conceptualization of the interaction of managerial education and management culture in the information society as a complex social phenomenon and dynamic process;

- to analyze the synergetic-reflexive model of the interaction of managerial education and managerial culture in the information society necessary for solving problems of stochastic, uncertainty and "balancing on the verge of chaos".

**Discussion of the problem**

The interaction of managerial education and managerial culture in the information society is determined by the socio-cultural and socio-economic dynamics of society in the face of fundamentally new challenges of a global nature. This is also due to the growing vulnerability of the "society of risk", the nature of which is extremely complex, as the bulk of the population lives in a "society of ignorance" [3]. The social vulnerability of the interaction between managerial education and managerial culture in the information society cannot be clearly limited in space and time, hence - the cultivation of new knowledge about a complex society, taking into account the social framework of vulnerability, which begins to complicate and require new knowledge about managerial education and culture, need new managerial thinking and theorizing.

The main reason for the analysis of new problems in the interaction between managerial education and managerial culture in the information society is that managers should not be guided by positivist thinking, which reduces the role of value, communicative, humane, interdialogical relations, which is at the core of a new managerial culture, as well as a new approach to information society as a society of great complexity, to the analysis of the nature of which requires new methodological techniques and approaches [4].

The solution to the crisis is impossible without solving the problems of interaction between management education and managerial culture in the information society, which is based on informational nature, moving to a new trajectory of the development oriented to the production of humane social practices and technologies. The solution of these problems is possible through network interaction, redefinition of knowledge about the culture of management, aimed at modernization (transformation) of modern society.

In the context of philosophical argument, the most important attributes of the interaction of managerial education and managerial culture in the information society are manifested as an analysis of a complex self-regulated system - it is self-organization and reflexivity. It qualitatively accelerates the process of development and transformation of the interaction of managerial education and managerial culture in the information society through the

inclusion of intentional and unpredictable consequences, all that accelerates the vulnerability of individuals in the complex society. However, the very complexity of vulnerability does not mean that these processes cannot be influenced and managed by them. To do this, a reflexive individual with a high management culture must act in reflexive structures that operate in the context of the interaction of managerial education and managerial culture in the information society of the information society [5]. In one form or another, the interaction of management education and management culture in the information society is always in place.

The information society has always evolved, but today we are dealing with a complex society and its rapid formation, based on which "society in action", experiencing its associated social there traumatic trauma as a result of destructive interactions [6]. Life in the conditions of a complex information society demanded a new social order and a new interaction between managerial education and managerial culture as a new quality interaction. Order and chaos is a certain state of balance in which the components have not completely disappeared in anarchy, but represent such a balance, representing a new view of the nature of social order, and the factors that make it. Still T.Parsons said that the theory of the order of functioning of social systems is a standard, the hierarchy of values and norms which penetrates all levels of society, which involved mechanisms that in the case

of certain deviations restore the social balance [7].

New approaches that have arisen in philosophical thought, during the history, change, and understanding of the interaction between management education and managerial culture in the information society. Now the situation is changing: with the complexity of society, efforts to restore administrative order generate further unpredictable consequences that push society out of its orderly state (Urri). The management order always depends on complex relationships with an inclusive transnational relationship. Relationships between variables can be nonlinear, so one reason can lead to different consequences in different circumstances [8]. To minimize turbulence injuries is possible due to the management culture (managerial influence), due to the correspondence between the organization and the reflection and self-organization. In a complex society, the order is ensured by relatively small efforts of professional actors and at the expense of the general humanization of human relations, an increase in the creative and intellectual human capital. The social dimension of the new complexity of the information society and the era of globalization are new rates of social change.

We distinguish three factors of speed with regard to the information influence on the quality of the interaction of management education and management culture in the information society: 1) we have come to the limit of the actual human capabilities of reflection of fast-

moving events to make adequate decisions with humane goals and means; 2) in one society live those people who exist in different temposlites (the effect of dyshronosus); 3) the influence of speed factors on social life, including technological changes related to the Internet, telecommunications, information and communication technologies [9]. The basis of the interaction of managerial education and managerial culture in the information society is the conceptualization of methodological principles that allow to penetrate such a complex phenomenon as managerial sciences, updated in the era of the information society, the development of directions for improving the teaching of management science in the transition to a new technological structure. The scientific novelty of the research is the application of constructive methodology, which shows that management science is a science of praxeological orientation. The most important attributes of the interaction of managerial education and managerial culture in the information society are focused on the analysis of a complex self-regulated system, such as self-organization and reflexivity. It is these attributes that contribute to the formation of an innovative management paradigm for the interaction of managerial education and managerial culture in the information society. This qualitatively accelerates the process of development and transformation of society by including it intentional and unpredictable consequences. All this accelerates the transformational

processes in modern Ukrainian society [9].

The scientific novelty of the interaction of managerial education and managerial culture in the information society - in the application of constructive methodology, which suggests that management science, is a science of praxeological orientation. The main task of the managerial sciences is the prognostic, which investigates the laws of objective reality, aimed at increasing the information, production, organizational potential needed to solve the problems of interaction between managerial education and managerial culture in the information society and the increase of the dynamic development of the state and society [10]. The use of this potential contributes to the formation of a culture management concept of a manager that is necessary to solve the problems of modern society and to increase the dynamic development of the state and society. The interaction of management education and managerial culture in the information society is a sphere of culture (all that is created by a person), which is characterized by the following features: 1) in contrast to the technology is has ideal characteristic; 2) its purpose is the process of mastering the world through the development of true knowledge and the way of cultural creativity; 3) construction of various fragments of educational, cultural and scientific activities, so it is important to know the projections of cultural policies for the future. In addition, the interaction of managerial education and managerial

culture in the information society is one of the key tasks of the state to ensure the effective functioning of both the sphere of production of material goods and services. One of the promising areas for the development of Ukraine is the interaction of managerial education and managerial culture in the information society for working in a creative economy. The main dimension of the creativity of the interaction of managerial education and managerial culture in the information society in identifying their impact on entrepreneurship, generating and stimulating innovation, increasing productivity and economic growth, management culture of the head. Chaos in modern society is a consequence of the lack of interaction between managerial education and managerial culture in the information society as a result of the lack of order, discipline, organization, responsibility, contradictory party elites, the emergence of pathology in organizational relationships and managerial decisions of management teams. The world becomes an integrity, the main elements of which are interdependence, which testifies to "unity in diversity". Interaction forces management teams to harmonize management space. Traditional methods of management no longer have the desired results, and to achieve the goal, it is necessary to deepen the interaction of managerial education and managerial culture in the information society, which is based on a rapid increase in the self-awareness of the general civilization values. The interaction of management education and

managerial culture in the information society is the foundation of smart, sustainable and inclusive growth, global competitiveness, creative industry, global technological revolution, the formation of future trends of technologies that are rapidly developing, reforming institutions for the transformation of our world in the context of building a sustainable

strategy development of modern Ukrainian society. The interaction of management education and managerial culture in the information society is a mechanism in which the exchange of information, knowledge and experience that overcomes national, functional and business barriers becomes the highest value in the context of which the highest value.

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## ВЗАЄМОДІЯ УПРАВЛІНСЬКОЇ ОСВІТИ ТА УПРАВЛІНСЬКОЇ КУЛЬТУРИ ЯК ОСНОВА НОВОЇ УПРАВЛІНСЬКОЇ ПАРАДИГМИ ІНФОРМАЦІЙНОГО СУСПІЛЬСТВА

**Анотація.** Актуальність теми дослідження в тому, що взаємодія управлінської освіти та управлінської культури в інформаційному суспільстві є складовою частиною

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Interaction of administrative education and administrative culture as the basis of the new administrative paradigm of the informational society

формування управлінської парадигми ХХІ століття. Взаємодія управлінської освіти та управлінської культури в інформаційному суспільстві є міждисциплінарною матрицею багатьох соціогуманітарних та поведінкових наук. Постановка проблеми – концептуалізація взаємодії управлінської освіти та управлінської культури в інформаційному суспільстві, що дозволяють розробити сучасні напрями удосконалення управлінської культури в умовах переходу до нового технологічного укладу. Саме на постіндустріальній стадії відбувається становлення і розвиток управлінської культури, що базується на знаннях, інтелекті, професіоналізмі, та формується управлінськими науками. Аналіз останніх досліджень і публікацій – для аналізу ми виділяємо публікації Регіни Андрюкайтене, В.Беха, Ю.Бех, В.Воронкової, О.Кивлюк, В.Нікітенко, М.Максименюк, Р.Олексенка, О.Пунченка, О.Сосніна, що дозволяють нам обґрунтувати взаємодію управлінської освіти та управлінської культури в інформаційному суспільстві. Виділення недосліджених частин загальної проблеми – управлінська культура як основа менеджменту, в основі якого культура управлінської діяльності. Постановка завдання – аналіз методологічних засад взаємодії управлінської освіти та управлінської культури в інформаційному суспільстві. Методи – загальнонаукові та методи конструктивної методології, що застосовуються до менеджменту культури. В соціально-філософській літературі останніх років отримала розповсюдження концепція «менеджменту культури». В основі дослідження – концептуалізація методологічних засад, що дозволяють проникнути у взаємодію управлінської освіти та управлінської культури в інформаційному суспільстві, розробка напрямів удосконалення культури управлінської діяльності. Доведено, що найважливіші атрибути управлінської культури, направленої на аналіз складної саморегульованої системи, - це культура управління, самоорганізація та рефлексивність, що сприяють взаємодії культури та управління. Висновки – взаємодію управлінської освіти та управлінської культури в інформаційному суспільстві слід розглядати як динамічний процес, результат і складне соціальне явище. Використання даної взаємодії сприяє формуванню концепції культури менеджменту, яка необхідна для вирішення проблем сучасного суспільства та підвищення динамічного розвитку держави і суспільства.

**Ключові слова:** управлінська освіта, управлінська культура, інформаційне суспільство.

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## **ВЗАИМОДЕЙСТВИЕ УПРАВЛЕНЧЕСКОГО ОБРАЗОВАНИЯ И УПРАВЛЕНЧЕСКОЙ КУЛЬТУРЫ КАК ОСНОВЫ НОВОЙ УПРАВЛЕНЧЕСКОЙ ПАРАДИГМЫ ИНФОРМАЦИОННОГО ОБЩЕСТВА**

**Анотація.** Актуальность темы исследования в том, что взаимодействие управленческого образования и управленческой культуры в информационном обществе есть составляющей частью формирования управленческой парадигмы ХХІ столетия. Взаимодействие управленческого образования и управленческой культуры в информационном обществе есть междисциплинарной матрицей многих социогуманитарных и поведенческих наук. Постановка проблемы - концептуализация взаимодействия управленческого образования и управленческой культуры в информационном обществе, что позволяет разрабатывать современные направления управленческой культуры в условиях перехода к новому технологическому укладу.



Именно на постиндустриальной стадии происходит становление и развитие управленческой культуры, которая базируется на знаниях, интеллекте, профессионализме, и формируется управленческими науками. Анализ последних исследований и публикаций - для анализа мы выделяем публикации Регина Андрукайтене, В.Беха, Ю.Бех, В.Воронковой, О.Кивлюк, В.Никитенко, М.Максименюк, Р.Олексенко, О.Пунченко, А.Соснина, которые позволяют нам обосновать взаимодействие управленческого образования и управленческой культуры в информационном обществе. Выделение неисследованных частей общей проблемы - управленческая культура как основа менеджмента, в основе которого культура управленческой деятельности. Постановка задачи - анализ методологических оснований взаимодействия управленческой элиты и управленческой культуры в информационном обществе. Методы - общенаучные и методы конструктивной методологии, которые применяются к менеджменту культуры. В социально-философской литературе последних лет получила распространение концепция «менеджмента культуры». В основе исследования - концептуализация методологических оснований, которые позволяют проникнуть во взаимодействие управленческого образования и управленческой культуры в информационном обществе, разработка направлений усовершенствования культуры управленческой деятельности. Доказано, что новейшие атрибуты управленческой культуры, направленной на анализ сложной саморегулирующей системы, - это культура управления, самоорганизация и рефлексивность, которые содействуют взаимодействию культуры и управления. Выводы - взаимодействие управленческого образования и управленческой культуры в информационном обществе следует рассматривать как динамический процесс, результат и сложное социальное явление. Использование данного взаимодействия содействует формированию концепции культуры менеджмента, которая необходима для решения проблем современного общества и повышения динамического развития государства и общества.

**Ключевые слова:** управленческое образование, управленческая культура, информационное общество.

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