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RECEPTIONS OF HUMAN DIMENSION IN THE CONTEXT OF ANTHROPOLOGICAL DISCOURSE OF HUMANISTIC MANAGEMENT

Problem statement in general and its relationship with important scientific or practical tasks

The relevance of the study. The relevance of the reception of the human dimension as an anthropological dimension of humanistic management takes place in terms of relationships "man-society" since man is central in the whole European philosophy, which demonstrates not only general-theoretical, general-philosophical, but praxiological sense as well. In the complex and contradictory development conditions of European philosophy, model of anthropocentrism, which includes features that are the foundation for analyzing the most deep and diverse relationships in the system "man-socium-nature" is formed. A model of a man in European philosophy is functional-basic and is the foundation for studying a number of universal patterns in the relationship of "man and society", "man and government", "man and management". Anthropological approach to the new format of receptions of man in the projection of anthropological dimensions of humanistic management in European Philosophy format lead to the three-level model, which is similar to a three-level model of the social world: 1) European society as a socium; 2) European society as a system-structural world; 3) European society as sociomicro- and sociomacrocosm of everyday life.

This author's practice is part of performing the tasks of SRW of the Ministry of Education and Science "Formation of mechanisms of civilizational development of modern socium in a global dimension» (0111U010481), which will be used for preparing management regional development programs, particularly in determining the ways and trends of social development in the conditions of globalization, which allows to expand the means and methods of implementing economic, political and social reforms in the country to comply with general civilizational standards. The main provisions of scientific results form the theoretical and methodological basis of studying modern anthropological dimensions of the human being in European philosophy.

Analysis of recent research and publications, which have started solving this problem, relied upon by the author

Philosophical receptions of human dimension as an anthropological dimension of humanistic management are aimed at understanding man's place in

the hierarchy of things. This problem of philosophical anthropology is defined not only systematically, but historically as well: by the first works from philosophical anthropology of Max Scheler (1874-1928) "The Place of Man in the Universe" (1928), Arnold Gehlen (1904-1976) "Man. His Nature and Place in the World" (1940). Fundamentals of philosophical anthropology were laid by L. Feyerbahom, F. Nietzsche, W. Dilthey, E. Husserl, H. Driesch. In its formation, it has incorporated problems of the works of Uexkull, A. Portman, but was finally defined in the works of M. Scheler, H. H. Plessner, A. Gehlen, M. Buber. Philosophical anthropology identifies the sphere of the human being, human nature, human individuality, the sphere of the anthropocultural socium in whole as the object of its study.

Problems of man were interpreted by Ukrainian scientists V.Shynkaruk, M.Zlotin, V.Ivanov, M.Tarasenko, V.Tabachkovskiy, H.Zaichenko, I.Bychko, V.Voronkova, M.Popovich, S.Krymskiy, V.Andruschenko, Y.Bystrytsky, S.Proleyev, M.Kultayeva, I.Stepanenko, Y.Andros, O.Kyrylyuk, V.Yatchenko, H.Shalashenko, M.Zaytsev. As a result of interpreting the anthropological studies, modern view on the human world is based on the provisions of "Renaissance Humanism", which deduces its understanding of the man and the surrounding reality from the human being itself and, through it, is based on anthropological principles of humanistic management. In our opinion, the representatives of Kyiv-anthropological school interpreted problems of man in terms of his being and ontological foundations of human existence, values and philosophical orientations. According to Ye. Andros, "Philosophical anthropology focuses on invariant (in this case universal), stable natural, anthropo-cultural and personal human qualities, taken in the social and historical flow, specificity in relation to a particular era. Then - on philosophical reflection and knowledge in a certain culture and anthropological parameters of the human image in the infinity of life and self-perfection"[1, p. 5].

Definition of unsolved aspects of a general problem, the paper deals with. Problem situation.

In the context of philosophical and anthropological dimensions, emphasis is shifted to human ontology, in which doctrine of the meaning of human life and the possibilities of its comprehension, in particular by examining the conflictness of human world-attitude and self-creation is central. Through the anthropological principle, an attempt to explain the man himself and the surrounding world, comprehend the man and the surrounding world, understand the man as a unique phenomenon, as the creator of history and culture is made. Fundamental questions of philosophical and anthropological discourse - the attitude of man to the world and the world to man: what is the world we live in? what is man's place in this world? what is the man himself and what is the nature of his consciousness?

The purpose of the paper is to form the theoretical bases of reception of human dimension as an anthropological dimension of humanistic management, which is important for the reflection of the human dimension of humanistic management.

This purpose is realized in the following tasks:

- to identify development trends of philosophical and anthropological knowledge relative to humanistic management, based on the human reception of the projection of the anthropological dimensions of human existence, which is fundamental in European philosophy;

- to disclose the essence of human dimension as an anthropological paradigm of humanistic management, in which man is not only an economic or political member of society, but spiritual and cultural as well;

- to give analysis of human dimension as an anthropological paradigm of European philosophy that studies the anthropological principles and imperatives of human society.

The discussion of the problem

Philosophical and anthropological aspect of humanistic management is fundamental in European philosophy, so we turn to the reception of man in the projection of anthropological dimensions of human being, which are reduced to the following trends, existing in the world today.

Trend one: a) the attitude of man to the world of social life shows the attitude of man to socium and is characterized as specific self-creation of man, self-realization in this world, and in this sense - the dominance of man as "the measure of all things" (Protagoras); b) man acts not so much as the creator of society, not so much as a substance that is embodied in a society that holds to a certain extent the existence and functioning of society in this sense, so it conforms to its needs and laws, and therefore acts as a force, in some respects conformable to society; c) man acts as creator of his own sociomicrocosm of everyday life. These three trends - the attitude of man to the world of social existence - lead to forming a certain triad: 1) man within the first set of relations dominates the world; 2) within the second - conforms to it; 3) within the third - shows a peculiar synthesis - the creation of the world by man and, depending on it, conformity to it. All these three groups of interdependencies of relations appear together, concurrently and are inseparable from each other, they form a single trend, based on the law of negation. In the context of this diversity of relationships, moment of integral attitude of man to the world of his social being is formed, and this integrity is inseparable and makes the connection of all components inseparable. A man both dominates the world of his social life, and conforms to it, therefore, it is basically impossible to break this inconsistency of human relationships [2, p. 288].

Trend two can be described as a trend of isolating phenomenon of man. Thus, at the first level of relations, human nature in the abstract-substantial sense is presented weekly, vaguely in the overall substantiality of man. In the second system of relations, it appears more clearly in the mass-functional existence, in its being reduced to sociality, its serving role. However, at the third level of relations, human nature reveals most vividly, in its directly-pure form, suggesting that human nature at different levels of relations appears from different sides, which are inextricably interconnected and create the whole integrity of both exchange, and distribution of socially significant work, through the states of the loss of subjectivity, emergence of senses of independence and depression. Man relative to

the world acts as a holistic and multifaceted subject, whose multidimensionality is an extremely difficult problem.

Anthropological analysis of the levels of man allows to show the complexity of this versatility, abundance of differences, even contradictions of approaches to analyzing man as a complex social being, despite the great diversity of approaches to man. Multidimensionality of man has a lot of individual dimensions since man has cosmic, physical, biological, social, psychological and cultural components. The man is a historical and creative being, who, in the process of reformative activity, transforms nature, society, himself, developing his physical and spiritual potentials. Creative, reformative human activity indicates highly-complex, multi-dimensional system. In general, multi-dimensional man is a man, who possesses the creative thinking and tries to actualize himself as a personality. Modern anthropological space on a global scale in certain tendencies becomes harmful to the personality, humanism, spiritual values, it is a narrative structure, hyperreality because it contains the same impersonal particle «man». That is why, modern man has become not the goal, but a means to achieve (by power - formal and informal - structures) any purposes (political, ideological, economic, philosophical) [3, p. 74].

Receptions of man in the projection of anthropological dimensions of human existence in European philosophy deepen relations of humanizing the surrounding world of nature and society from the standpoint of developing human needs. This means that the criterion of social progress and its ultimate goal is the human personality, the possibility and the prospect of its comprehensive development and its universalization within culture, socium and nature. Problems of modern secular humanism in fact combine these two vectors of social sciences and the humanities. It integrates political and historical aspects of the analysis, giving a truly global perspective to humanism [4, p. 254].

Methodological and general scientific significance.

Methodological and general scientific significance of receptions of anthropological dimensions of human existence in European philosophy creates conditions for forming a new format of European philosophy, which can be defined as a system of worldviews, based on the true foundations of human freedom. Receptions of anthropological dimensions of human existence necessitate overcoming entropic processes that interpret the conditions of creating human society, in which imperatives of human society must be implemented, and the conditions for forming a strategy of social progress must be created.

Analysis of the patterns of forming the anthropological paradigm of human dimensioni as the basis of European philosophy is oriented toward humanistic factor: a) increasing the level of economic development in the context of building a social-democratic state with a mixed economy; b) development of the constitutional state; c) the systematic improvement of legislation and forms of its presentation; d) formation of civil society and its institutions; e) formation and development of social responsibility in the sphere of public administration. Anthropological doctrine deduces its understanding of man and the surrounding reality from the human being and through it [6, p.262].

Essence of human dimension as an anthropological paradigm of humanistic management focuses on the fact that man is not only an economic or political member of society, but also a sociocultural phenomenon that incorporates all the rational, cognitive-creative, cognitive-informative, which intertwine with emotional-volitional, traditionalist, national-historical, national-psychological elements. But being a reality, which takes certain place in the given space-time limits, does not make the individual historical. Democratic transformations of modern Ukrainian society determine the social formation of such values of anthropology, which are caused by specific historical circumstances. It is the question of forming such type of welfare state, which would focus on a man, his high social purpose, the orientation of the welfare state on the man, his well-being, happiness. In addition, there is no other way to make politics really humane and human, to combine it with morality and man. Philosophical anthropology covers the full range of issues that make up the essence of human problem in the coordinates of the universal laws of life and universal principles of human activity. The humanistic basis of human dimension as an anthropological paradigm of European philosophy is giving the humanistic connotation to social life, focusing on realizing human interests and values, when each man discovers the way to personal substantiality [5, p. 96].

Human dimension as an anthropological paradigm of European philosophy explores the anthropological bases of economic, political and social spheres; interprets the conditions of creating humane society, in which imperatives of a just society must be implemented, notions such as "humane society", "humane relationships", "humane person", "humanistic management" must be rehabilitated. In anthropological paradigm as a matrix of anthropocentrism, a total approach to the study of man as socio-cultural being is used, the focus is placed on forming a society that is based on the ideals of justice, solidarity, social consensus, based on anthropological mode of man, i.e. forming the anthropological foundations of the welfare state, stable social development, overcoming lag of Ukraine from highly developed countries.

The object of human dimension as an anthropological paradigm of European anthropological philosophy is a set of ideas, principles, concepts of humanism that constitute a paradigm of political anthropology, accumulated by Western political and economic doctrines that ensure the regulation of relations in sociums with a focus on anthropological paradigm of culture and management. It is the anthropological paradigm as a paradigm of European philosophy that is seen as a culture, which is able to support the practical-political implementation of general democratic values, which would contribute to the development of individual completeness and integrity of the personality. It is primarily about a constitutive significance of the human personality and his experience to find new forms of social, political and religious relations, in which man is considered as the limiting form of realizing the idea of civil society, dialogue (polyphony of voices), possibility to initiate transformative processes in a changing and contradictory political life. These problems become especially relevant in view of the fact that as a result of human insecurity in conditions of crisis socium, overcoming the

destruction of the personality, non-self-identity, non-integrity of the personality, dissociation of consciousness, man becomes alienated from the whole world of society, nature, himself. After all, man enters a social world not as an abstract being, but as a concrete social integrity, hence political anthropology should form an environment that would be worthy of a complete image of personality, and therefore civilized lifestyle.

Receptions of human dimension as anthropological paradigm of European philosophy are based on domestic and foreign experience in theory and practice, science, culture and education, includes the principles of humanism as a system of beliefs that define the disclosure of human capabilities as a criterion for evaluating the effectiveness of the state and maturity of social institutions, and the inherent right of everyone to free development of personality and realization of all his capabilities. Post-industrial era as the sociocultural context of modern activity paradigm creates new sociocultural trends, associated with forming a new paradigm of human dimensional foundations of management. Human dimension management is based on the following principles: 1) the principle of anthropological reduction as explanation of objective formations of politics, government and culture through their relatedness to man; 2) the principle of authority as a holistic perception of human nature, based on created objective forms of culture; principle of anthropological interpretation of certain phenomena of human life, based on human dimension, anthropologism, humanism; 3) anthropological principles, based on "man as the measure of all things"; 4) development and the fullest use of the national cultural heritage in the multifaceted relations with other national cultures, openness to cultural interaction to ensure proper place for Ukraine in the European and global humanitarian space; 5) interaction between the state and civil society, business and government to create the necessary social and economic conditions for improving the quality of life, comprehensive harmonious development of man, protection of his rights and freedoms [6, p.25-29].

Reception of human dimension as an anthropological paradigm of European philosophy is the basis of the anthropological paradigm of management, it is a human dimension of economics and politics, economic ethics, dialogue and tolerance as imperatives of human relations, social pragmatism and focus on the real needs of "earthly man", which provide a broad social base, possibility to survive in a crisis society. The essential feature of anthropological principles of management is that they focus on combining individual and group valuable institutions, social, national and general civilizational interests. The civilization of the XXI century with its vast technological progress and equally impressive tragedies, on one hand, has created opportunities for implementing projects of true human dimension, and on the other hand has caused deepening effect of crisis factors, which "totally" threaten humanity. As a result of these processes, mankind faces a choice, the crucial role of which belongs to human dimension and human dimensional European values. In these conditions, following anthropological standards should become the main criterion of public management. In this regard, it should be noted that in order to purposefully solve strategic programs of human

development, developed by the government, they are aimed at implementing the concepts of human dimensional development. It is post-industrial era that interdetermines evolution of humanitarian sociocultural processes, allows to fix the substitution of technicist society paradigm by sociocultural development paradigm, directed to forming "symbolic man", created by the information epoch (Castells); forming post-industrial humanitarian market; inquiring for searching new meanings and forming new types of activity and professionalization systems, oriented on humanitarian production (human production).

Reception of human dimension as an anthropological paradigm of European philosophy is a new type of management activities, aimed at achieving positive qualitative changes in all spheres of society by means of humanism, anthropocentrism, use of humanitarian resources and technologies. The human dimension is based on the concepts of communication, professional self-determination, cultural and symbolic capital, cultural policy. The human dimension is conceptualized as a sociocultural and anthropological phenomenon, introduced in the context of post-industrial scale of values, based on the activity theories of both the individual, and the government. Human centrism as type of politics is formed on the basis of the system model, which includes the evaluative, descriptive and instrumental clusters: 1) evaluative cluster includes the values of strategic thinking and cooperation, effective communication and productive reflection, responsibility and development, improving quality of life; 2) descriptive cluster is defined by objects of anthropological dimension of public management, such as symbols, institutions, communities, territories, spaces, sociocultural processes, and includes professional communities of humanitarian managers as subjects of sociocultural space; 3) instrumental cluster forms the types of resources, such as symbolic (the space of communication and language of profession), competence (communicativeness, reflexivity, creativity and projectivity) [7, 246-253].

The anthropological principles of human dimension of European philosophy are based on the possibility of forming the elements of universal culture, which are determined by: 1) the needs of social practice that necessitate reflection of phenomenon of humanistic management in a global transformation; 2) the need for a comprehensive understanding of the nature, meaning, functions, development areas of humanistic management in the socialization of the economy by features of humanistic management as an integrated social system, determining the place and role of the main sub-structures of humanistic management; 3) the importance of effective management of economic and social systems in transitive societies, maintening political, social, economic and cultural stability, associated with effective mechanisms of ensuring humanistic management; 4) the need to provide all levels of management mechanism with humanistic scientific knowledge about the nature and character of the interrelation of objective conditions of ensuring human dimensional management in organizations, peculiarities of its functioning in conditions of transformation processes (transitive, transient, and modernization). The main area of anthropological development of Ukraine is the purposeful formation of a new quality of life,

which consists in creating conditions for proper realization of opportunities of each person and guarantee of a decent living standard.

In modern conditions of development of the state, for elaboraating and implementing human dimension as the basis of management practice, it is necessary to: 1) analyze the objective need for developing humanization of the socium as an integrated social and economic social system, in the context of which feedbacks work harmoniously; 2) identify "fundamental economic and managerial constants", which are stable basis of management system operation in the marketplace; 3) develop areas of optimizing the mechanism of effective ensurance of humanistic management to prepare absolutely new managerial elite of the XXI century; 4) develop and implement socioantropological paradigm of human dimensional European humanistic management, based on self-organizational and system processes. Human dimension as humanistic principle of management is aimed at forming human dimensional European humanistic management as a management paradigm of the XXI century, which is a multiparadigm sphere of knowledge, based on several independent paradigms that are determined by the following factors: 1) practical: humanistic management is a practical field of activity that is related to solving practical problems, arising in different spheres of society; 2) institutional: humanistic management is a set of institutions that conduct humanistic management activity; 3) activity: humanistic management is the activity, related to the state management; 4) regulatory and legal: humanistic management serves as a legal and regulatory system that governs the state management; 5) scientistic: humanistic management is an area of scientific knowledge, which is implemented in the state activity; 6) system: humanistic management should be formed as a system that requires a system regulation and self-regulation; 7) instrumental: humanistic management is a set of instrumnets for state management and influence on society; 8) innovative: humanistic management serves as an important mechanism for implementing innovations and renewing all spheres of society; 9) liberal: humanistic management is a way of regulating the relations between subjects of politics, government, management, centered around the "man as the measure of all things".

1. To fulfill all tasks of concept of human dimension as the anthropological basis of humanistic management, it is necessary to form the elite of humanitarian managers, exercise social and humanitarian policy by forming the key objectives of humanitarian management activity in human dimensional direction: a) notional (semiotic); b) personal growth and activity self-determination (anthropological); c) spatial; d) strategic thinking and political action.

2. Promote development of human dimensional outlook of humanitarian managers and development of human dimensional technologies, which are a set of scientifically grounded methods and special techniques of indirect impact on society through the management of social human behavior.

3. Promote modernization of human dimensional European space of Ukraine, which requires: establishing a modern human dimensional culture of public management; full integration of Ukraine into the information space; strengthening the Ukraine's presence in the global humanitarian space.

Human dimension comes from the fact that reserves of humanistic development of economics, politics and culture are to be found in man himself, the development of his consciousness and spiritual capital. Without the development of anthropological capital, further development and improvement of society become impossible. The most important resource of human dimension appears intensification of **anthropological capital** and human existence. Anthropological principles of human dimension are terms of saving human, natural, social and political resources. In its substantive characteristics, concept of human dimension includes theoretical and conceptual grounding of "typical" tasks of humanization of politics, economy, ecology, social policy, science, education and culture.

The acquired knowledge may be useful for solving anthropological problems of humanistic management.

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RECEPTION OF HUMAN DIMENSION IN THE CONTEXT OF ANTHROPOLOGICAL DISCOURSE OF HUMANISTIC MANAGEMENT

The subject of research is the perception of human dimension as the anthropological aspect of humanistic management, based on the interrelations between man, government, society. The paper describes the evolution of views on man in the context of anthropological foundations of humanistic management; it is noted that the development trends of the philosophical and anthropological knowledge of humanistic management are based on human perception in the projection of anthropological dimensions of man, which is fundamental in European philosophy. The paper analyzes the essence of human dimension as anthropological paradigm of humanistic management, in which man is not only economic, or political, but also the spiritual and cultural member of society; gives the analysis of human dimension as anthropological paradigm of European philosophy that investigates the anthropological foundations of economic, political and social spheres, interprets conditions of creating a humane society, in which the imperatives of a just society should be implemented. Characteristics and features, as well as the conditions for achieving human dimension as the anthropological foundation of European humanistic management are disclosed. The acquired knowledge can be useful for solving anthropological problems of humanistic management.

Keywords: human dimension, anthropological dimension, philosophical anthropology, humanistic management, man as the measure of all things, anthropological paradigm

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РЕЦЕПЦИЯ ЧЕЛОВЕКОМЕРНОСТИ В КОНТЕКСТЕ АНТРОПОЛОГИЧЕСКОГО ДИСКУРСА ГУМАНИСТИЧЕСКОГО УПРАВЛЕНИЯ

Предметом исследования является восприятие человеческого измерения как антропологического аспекта гуманистического управления, в оснвое которых взаимоотношения человека, власти, общества. В статье описывается эволюция взглядов на человека в контексте антропологических оснований гуманистического управления; отмечено, что тенденции развития философско-антропологического знания гуманистического управления основано на восприятие человеком в проекции антропологических измерений человека, что является основополагающим в европейской философии. В статье анализируются сущность человекомерности как антропологической парадигмы гуманистического управления, в которой человек является не только экономической, или политической ячейкой общества, но и духовно- культурной клеточкой общества; дается анализ человекомерности как антропологической парадигмы европейской философии, которая исследует антропологические основы экономической, политической и социальной сферы, осмысливает условия создания гуманного общества, в котором должны быть реализованы императивы справедливого общества. Раскрыты характерные черты и особенности, а также условия достижения человекомерности как антропологической основы европейского гуманистического управления. Полученные знания могут быть полезными для решения антропологических проблем гуманистического управления.

Ключевые слова: человекомерность, антропологическое измерение, философская антропология, гуманистическое управление, человек как мера всех вещей, антропологическая парадигма, антропологический капитал

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РЕЦЕПЦІЯ ЛЮДИНОВИМІРНОСТІ В КОНТЕКСТІ АНТРОПОЛОГІЧНОГО ДИСКУРСУ ГУМАНІСТИЧНОГО УПРАВЛІННЯ

Предметом дослідження є сприйняття людського виміру як антропологічного аспекту гуманістичного управління, в основі яких взаємовідносини людини, влади, суспільства. В статті описується еволюція поглядів на людину у контексті антропологічних засад гуманістичного управління; відмічається, що тенденція розвитку філософсько-антропологічного знання гуманістичного управління базується на сприйнятті людиною в проекції антропологічних вимірів людини, що є основоположним у європейській філософії. У статті аналізується сутність людиновимірності як антропологічної парадигми гуманістичного управління, у якій людина являється не тільки економічною, чи політичною клітинкою суспільства, але й духовно-культурної клітинки суспільства; дається аналіз людиновимірності як антропологічної парадигми європейської філософії, яка досліджує антропологічні основи економічної, політичної і соціальної сфер, осмислює умови створення гуманного суспільства, у якому повинні бути реалізовані імперативи справедливого суспільства. Розкриті характерні риси і особливості, а також умови досягнення людиновимірності як антропологічної основи європейського гуманістичного управління. Отримані знання можуть бути корисними для вирішення антропологічних проблем гуманістичного управління.

Ключові слова: людиновимірність, антропологічні виміри, філософська антропологія, гуманістичне управління, людина як міра всіх речей, антропологічна парадигма, антропологічний капітал

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