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### **MOTIVATION OF ENTREPRENEURSHIP IN THE CONTEXT OF CROSS-CULTURAL ANALYSIS**

Transition of Post-Soviet states towards the formation of market institutes in economic systems shows the dependence of functioning of economic system on immediate actions of people-participants of the economic process, their behavior and orientation. In our national conditions, the Western model of an entrepreneur ascribing the subject initiative and creativity, fearlessness of risks and orientation at efficient economic activity for profitability turned out to be a mere ideal. That is why to develop strategies of working reforms in Ukrainian economy it is important to understand economic concepts and settings of national subjects of entrepreneurial activities.

In the article it is established that any economic entity operates in a complicated system of social interactions, has hierarchy of needs, and acts within rules and regulations that are mainly culturally influenced. That is why the problem of studying entrepreneur's motivation is an interdisciplinary one.

Cross-cultural analysis allows us to distinguish the dominant social and psychological settings of entrepreneur motivation in every national model. Empiric data obtained by V. Radaiev in 1990s and results of cross-cultural survey by N. Lebedeva and A. Tatarko shows that Russian entrepreneurs have no egoistic dominant in their motifs. Similar research conducted by the authors confirms the results relative to Ukrainian entrepreneurs.