

EMERGING TRENDS IN ACCOUNTING, FINANCE, MARKETING AND HUMAN RESOURCE MANAGEMENT



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VOLUME - I



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VANDANA PUBLICATIONS
INDIA

Published by



VANDANA PUBLICATIONS

UG-4, Avadh Tower, Naval Kishor Road

Hazratganj, Lucknow – 226001, INDIA

Visit us: www.vandanapublications.com

E-mail: info@vandanapublications.com

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ISBN

978-93-90728-35-0



Book DOI: 10.31033/vanpub02

First Published

May 2021

All disputes are subject to Lucknow jurisdiction only.

Page Setting & Design by



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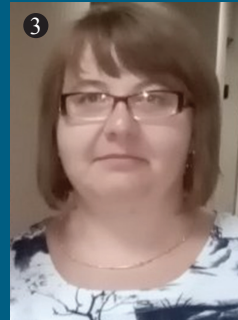
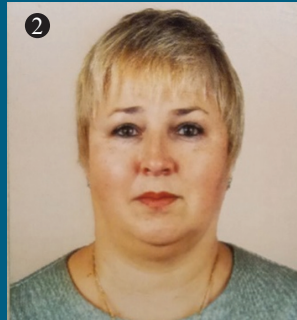
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Marketing and Human Resource Management

Volume : I

ISBN: 978-93-90728-35-0

Book DOI: 10.31033/vanpub02

SOCIO-PSYCHOLOGICAL PROBLEMS OF MODERN YOUTH AND WAYS OF THEIR SOLUTION



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Youth is a socio-demographic group that is going through a period of formation of social maturity, adaptation to the adult world and future changes. Young people have movable boundaries of their age, they depend on the socio-economic development of society, the level of culture, living conditions. To consider the problems of youth, it is necessary to imagine what youth is, how it differs from other social groups.

Today, scientists define youth as a socio-demographic group of society, distinguished on the basis of a set of characteristics, characteristics of social status and determined by certain socio-psychological properties that are determined by the level of socio-economic, cultural development, and the characteristics of socialization in Russian society. Youth is the path to the future that the person chooses. The choice of the future, its planning is a characteristic feature of a young age; he would not be so attractive if the person knew in advance what would happen to him tomorrow, in a month, in a year.

In age-related psychology, youth is characterized as a period of formation of a stable system of values, the formation of self-awareness and the formation of the social status of an individual [1,p.5]

In modern conditions, the process of socialization itself has become more complicated and lengthened, and, accordingly, the criteria for its social maturity have become different. They are determined not only by the entry into an independent working life, but also by the completion of education, the acquisition of a profession, real political and civil rights, and material independence from parents. The action of these factors is not simultaneously and unequivocally in different social groups, therefore, the assimilation of the system of social roles of adults by a young person is contradictory. He can be responsible and serious in one area and feel like a teenager in another. The formation of the social maturity of young people occurs under the influence of many relatively independent factors: family, school, labor collective, mass media, youth organizations and spontaneous groups. This is probably why today's youth have so many social and psychological problems. [2, p.10-14; 3, p.128]

Socio-psychological problems are problems that arise for the most part in the interaction of a person with society. A person's ability to contact, interact, cooperate with people and find his place in society directly depends on his psychological state. Social and psychological problems are inextricably linked with each other and follow from one another. These problems do exist, and it can be noted that the higher the level of development a society reaches, the more problems it generates.

“Youth” in terms of age means the younger generation, young people. Relatively recently, the concept of “modern youth” began to be actively used, although, of course, it has always existed. Already at the time of the emergence and heyday of ancient civilizations, there was a “youth” of its own, and even then, according to historical sources, young people experienced difficulties in relationships with adults and the world around them.

Youth is the path to the future that the person chooses. In developmental psychology, youth is characterized as a period of formation of a stable system of values, the formation of self-awareness and the formation of the social status of an individual. The mind of a young person has a special sensitivity, the ability to process and assimilate a huge flow of information. During this period, critical thinking develops, the desire to give their own assessment of various phenomena, the search for arguments, original thinking.

Modern youth is a “computer generation”, “a generation of virtual reality,” therefore, their cultural needs and values are fundamentally different from all previous generations.

Young people are not only the future, they are the “living present”, and it is important to understand to what extent the young generation today determines the content and character of the future, to what extent it carries the “spirit of the new time”.

The psychological problems of today’s youth are becoming more and more urgent. All over the world, among young people, priorities are changing. Instead of being kind, honest and obedient, thinking about family, our younger generation increasingly wants to stand out through addiction, violence and superiority. Therefore, adults face a difficult task - to bring up goodness and humanity in adolescents in order to avoid the subsequent problems of young people in modern society and society. Of the existing psychological youth problems, the most important are: immorality in behavior, dependence on electronic gadgets and the Internet, lack of craving for self-development, unnecessary education, lack of independence, unwillingness to take responsibility for their own actions.

Immorality in behavior. Everything that affects adolescents is very important. With regard to immorality, it must be absorbed from the diaper. This problem of young people is laid subconsciously, by the example of the family. If a teenager sees disrespect for one parent to another, then in 90% of cases, he will also treat others. He will not have a framework of decency through which he cannot cross. And his environment will begin to adapt to him, and this is

already a secondarily acquired problem of modern youth. Parents often wonder why their child does this? And it turns out the whole problem is friends. It is necessary initially to educate the child correctly, and subsequently, to be interested in his company. This is the only way to protect the teenager from immoral behavior. [4, p.10].

Dependence on electronic gadgets, including the Internet. Many people believe that they have no addiction, since they do not sit for hours at phones / computers. However, once a person is completely denied access to the Internet, the situation changes dramatically. Even trying to occupy himself with something, he is drawn back to the gadget, since the habit of checking for new messages and news every 10-15 minutes does not just disappear. We need to find an alternative to the social media functions. Read news from which you can get some benefit. Listen to music offline, downloading it in advance in good quality, or using specially designed applications like Google Play Music. Minimize constant correspondence on social networks, replacing them with real meetings.

Lack of craving for self-development. Of course, this does not apply to all young people. Fortunately, a significant proportion of young people invest considerable resources in self-education. However, the percentage of young people who do not devote time to comprehensive development is still much higher. The importance of self-development lies not so much in the assessment of intellectual and other abilities, but in the possibility of acquiring skills and knowledge that allow one to be more adapted to the environment. If in the country more than 95% of the population were trained in financial, legal, computer literacy, traffic rules and first aid to victims, the level of corruption, deception, divorce, accidents would begin to steadily decline, and the general standard of living would rise. And this is the simplest thing that every young person should know, since up to 25 years of age a person's ability to learn is much higher than after 25. Young people should have the desire and motivation to increase their own adaptation to the environment, to become more adapted. You can start talking about large-scale campaigns to increase the level of education among the population, etc., but, unfortunately, this, in principle, is not realizable, since a huge number of status people are interested in the fact that the majority of the population still does not know such important of things.

The opinion that education is not necessary, unfortunately, is very widespread in our time. Higher educational institutions, along with proper education, makes a person more socially adapted, opens up new opportunities for social interaction in him. It is at the university that young people receive

that basic knowledge regarding their future profession. And, of course, every person must develop themselves. But not excluding the educational process, but in parallel with it. The right decision would be to hold regular events in educational institutions aimed at the interest of applicants for higher education in the educational process. Great attention should be paid to practical exercises that would make it possible to better assimilate the knowledge gained, as well as evaluate the usefulness and application of the information received in real life. The same attention should be paid to extracurricular work.

The problem of unwillingness to think independently, easily succumbing to other people's manipulations, follows from the paragraph on self-development. Quite often we see situations when just a couple of ambiguous arguments can convince a person of something. Moreover, this applies to a greater extent to young people, since older people often have a more or less formed opinion on various issues. This leads to the fact that subsequently the majority of personalities prevail in the youth environment, who, instead of using rational thinking, resort to stereotypes that have nothing to do with reality. Therefore, young people need to clearly analyze all incoming information. [5, p. 24; 8, p.271]

Unwillingness to be responsible for your own life. In fact, everything that is written above refers to this point. People to the last postpone the decision of questions about their present and future, which leads to a spontaneous choice with unpleasant consequences. But if you constantly ask yourself questions: who do I want to be? What do I get? What sources of income will I have? What will benefit me in the future is not so difficult to be responsible for my future.

The topic affecting the social and psychological problems of modern youth is currently one of the most urgent. Young people are faced with a number of problems, such as social problems associated with finding their place in society, psychological ones dictated by the desire for self-realization. [6, p.151]

It should be noted the important role played by young people in the processes of economic, socio-political and spiritual and cultural development of any state and society. Being the successors of traditions, norms of culture and morality, under favorable conditions, young people can be one of the most active social groups and stand at the forefront of domestic state policy. It is not for nothing that many political parties create youth organizations and party schools, in which a lot of attention is paid to the education and formation of young party cadres, as future successors

At the present stage of state development, young people have involuntarily

become “hostages” of an unfavorable combination of several key factors that make it impossible to move from discussions to practical problem solving. Firstly, it is the economic situation in Ukraine. secondly, the socio-political crisis, and thirdly, the spiritual and cultural crisis, the impossibility of an unambiguous historical and personal identity. [7, p.80]

Accordingly, the main social problems of young people can be classified into 3 groups: material, social and cultural.

The primary material problems include: unemployment, lack of a first job, low standard of living, financial dependence on parents, housing problem.

After receiving a diploma, there is a problem of employment in the specialty received.

In recent years, the demand of enterprises for young specialists has noticeably decreased and, as a result, young specialists are forced to look for the first job on their own. Therefore, many graduates are employed in their specialty while still students. Agree that in conditions when several people apply for one job, and the chance of finding a job for a “new” university graduate is much less than that of a specialist with work experience.

Regarding housing problems, not only for young working professionals, but also for young people in general, the situation is even more deplorable.

Mortgages are now more like long-term financial bondage than adequate credit. It is noteworthy that there are programs and mechanisms for implementing the program of affordable youth housing, developed with the participation of the Cabinet of Ministers of Ukraine, the Ministry of Regional Development and Construction, as well as the State Fund for Assistance to Youth Lending. When asked why they don't work, there is only one answer: there is no money. [9, p.88]

The second group of youth problems can be attributed to **problems of a social character**: loss of confidence in the future, social and life prospects, impossibility of self-realization, social aloofness. The unstable socio-political situation in the state, as a consequence, leads to an increase in negative trends and pessimistic sentiments in society. Young people are no exception, and even in such conditions they remain one of the most active social groups. However, here, too, one can feel the general polarization of youth ideas and sentiments based on ideology, history and culture. General disappointment with politicians, failure to fulfill election promises, the impossibility of a constructive dialogue between young people and the state, slowly but surely leads to a decrease in

the social activity of young people, their marginalization and attempts to form an alternative model of the social system within the state.

Unfortunately, in Ukraine, active and conscious groups of young people are not always able to realize their social activity or show a civil position. The commercialization of public relations, the work of public organizations and a general disillusionment with political parties increasingly leads to the fact that active participation in public life is reduced to some financial reward or material gain, rather than an attempt to self-actualize. General social apathy gradually instills self-doubt, organizing young people into various forms of social protest and conveying their opinions: youth subcultures. [10, p.58; 11, p.83]

The cultural problems of young people are manifested primarily in the general low culture of behavior, the frequent disregard for generally accepted norms of morality and values of society. The liberalization of Ukrainian society, which began in the 90s, was significantly different from the liberal values and ideals of the Western world. In Ukraine, they turned out to be significantly distorted and very far from the truth. First of all, because of the cardinal difference in worldview, culture and mentality, and secondly, because of the lack of an adequate alternative system of social values and active promotion of the Western lifestyle of young people. As a result, extreme individualism began to acquire the negative traits of selfishness to satisfy personal needs. Such concepts as “patriotism”, “solidarity”, “mutual assistance” have lost their true meaning. Material and financial well-being has become almost the main criterion for measuring human qualities instead of spiritual and moral.

Consumer psychology, which began to spread actively more than 10 years ago, has established material enrichment as one of the main meanings in human life. As a result, the consumer attitude of young people to other individuals, nature and the world around them, from which something can be “taken”. Knowledge, self-discipline, self-improvement and spiritual development have become secondary values.

The ambiguous formulation of patriotic values, the politicization of the issue of patriotism and its extreme politicization significantly contributed to the spread of antagonistic sentiments among the youth, which largely contributed to the emergence of various national-patriotic organizations, which have recently acquired extreme forms: Nazism and racism.

In the absence of a clear system of spiritual ideals, values and guidelines, a cardinal stratification of society, various social deviations began to become

widespread: drug addiction, alcoholism, prostitution, juvenile delinquency. With the help of public organizations and foundations that conduct information and social campaigns to combat nicotine, alcohol and drug addiction among young people, we can talk about positive trends in this direction. However, not everything is so good in terms of practical results. [12, 13, 14].

The ban on the sale of tobacco and alcohol to persons under the age of 18 is almost non-existent in Ukraine. The situation is similar with the ban on smoking in educational institutions and public places. For significant success in combating various addictions, one thing is missing - a real alternative. Children from disadvantaged families are primarily at risk for drug addiction and alcoholism. And if earlier there was a whole system of children's and youth clubs and sports sections, now such youth are brought up by the street.

According to a survey conducted by the Ukrainian Institute for Social Research. O. Yaremenko, with the support of the United Nations Children's Fund (UNICEF) at the age of 15 years 63% of children in Ukraine have experience of smoking; 91% have used alcohol, and 14% have tried soft drugs. In addition, according to the World Health Organization, Ukraine ranks second in the world in terms of the number of adolescents who smoke. The spread of advertising for tobacco and alcohol, their wide availability to consumers, and the temptation for young people to have fun, all contribute to the spread of adolescent beer alcoholism and nicotine addiction. [18, p.15].

Broad promotion of a healthy lifestyle should be the prerogative of the state youth policy. To achieve positive results, it is necessary to combine the efforts of the Cabinet of Ministers of Ukraine (funding), public organizations (information and social campaigns) of the Ministry of Youth and Sports of Ukraine (motivation), as well as the Ministry of Health of Ukraine (prevention) and the media (broad promotion of a healthy lifestyle). The increase in excise taxes on tobacco and alcoholic beverages is only the material side of the issue. We also need an ideological one.

The construction of sports playgrounds even for the budgets of city and regional councils (the starting price of a modern playground is from UAH 10,000) can help take many children off the street, instill in them respect for physical education and a healthy lifestyle. It is necessary to destroy the prevailing stereotype about the inseparability of alcohol and sports. Sports news is mixed with alcohol ads. The choice: to lead a healthy lifestyle or not, is a conscious, personal choice of every adult. However, adolescents are not yet able to independently and consciously make such a choice. [15, p.17]

As a result, in addition to fleeting pleasure, there is a bitter truth in the form of irreversible consequences. In conclusion, I would like to talk about another urgent problem, which is more related to the nation as a whole - the demographic crisis. Over the past 10-15 years, Ukraine has maintained a low birth rate, which does not even ensure the normal reproduction of future generations. The reasons are objective: deterioration in the socio-economic standard of living, low life expectancy, constant deterioration of the ecological situation, decline in the quality of food and drinking water, low birth rate and high mortality. The only thing that the state has managed to do is to increase assistance with the birth of a child. But this is only a tenth of the solution to the problems of millions of young families who need state support. [16].

Thus, the state youth policy in Ukraine requires the immediate creation of a qualitatively new system and approaches to education, taking into account global development trends, aimed at solving the following problems:

- › the situation on the domestic labor market, where young specialists remain unclaimed today;
- › providing graduates with the first job in their specialty;
- › financing of youth housing loan programs;
- › overcoming the social alienation of young people, involvement in socio-economic and political processes in the state and society through participation in local government and self-organization;
- › active propaganda and popularization of a healthy lifestyle, the dominance of spiritual values over consumer and material culture;
- › realization and satisfaction of economic, social and cultural interests and needs.

A significant consolidating factor in the implementation of the above problems can be the joining of efforts of numerous youth organizations, associations and movements, and the state's youth policy will effectively fulfill its obligations, help overcome social apathy, and give young people the opportunity to feel in demand in the state and necessary for society. [17].

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