

Stovolos Nadiya,

*Ph.d., Associate Professor of the Department of Management in Agribusiness
Sumy National Agrarian University, Ukraine*

Vlasiuk Yelizaveta,

Master student of Sumy National Agrarian University, Ukraine

INFLUENCE OF THE SEMANTIC FRAMEWORK ON ADOPTION OF ECONOMIC DECISIONS

Each person in our world is part of several societies. And, although every community requires the fulfillment of its social role, nevertheless the general behavioral framework of the individual is present, despite the specific requirements for a particular role in a given place. The formation of these frameworks is influenced by a huge number of factors and, coming to a workplace, the employee uses them, sometimes even without his volition, not always realizing what influence do they have on the performance of a certain work, as well as on the close environment.

Sometimes such framework has influence on management decision making. «How good are the words on time!», – wrote the wise Solomon. The same can be said about temporal and qualitative components at decision-making. Both false start, and delaying are equally bad. But, practice shows that indecision is present more often and therefore not all companies can withstand the dynamic development of the modern world so moving away from the distance of effective business running.

In order that this process was effective, it is necessary that all who are involved in it, understood it approximately equally and also the speed and quality of decisions were identical too. When selecting a team, in addition to professional qualities, practically all employers try to consider these factors. But, how we would not want, all the details and nicety cannot be taken into account. For this purpose, it is necessary in the course of work to pay attention to the concrete socialization directed at the efficiency of results.

As early as 1969, the Nobel laureate G. Becker has designated that the person has an inclusion of psychological factors in adoption of economic decisions, although he adhered to all the axioms of utility theory [1]. Another Nobel Prize laureate, G. Simon, developed a theory of limited rationality to explain how people aspire to satisfaction instead of maximizing utility, as earlier economists assumed [2].

Psychological phenomena, such as overconfidence, projection, effects of limited of attention are also part of this theory and are part of this very frame (metacommunicative definition of a situation) or semantic framework used by a person for understanding something and actions within this understanding. Most often, it is not recognized and therefore for making economic decisions it is important that the whole team have an identical frame.

And what is very important, at correction of this semantic frame, it is necessary thin psychological influence so that there is no disorganization of perception, which can lead to a deviation in behavior, but on the contrary, will have a positive effect for the person himself, the team with whom he works and for the company as a whole.

List of references

1. http://gallery.economicus.ru/cgi-bin/frame_rightn_newlife.pl?type=in&links=./in/becker/works/becker_w5.txt&img=works.jpg&name=becker
2. http://gallery.economicus.ru/cgi-bin/frame_rightn_newlife.pl?type=in&links=./in/simon/works/simon_w1.txt&img=works_small.gif&name=simon