

NEWSLETTER ON
THE RESULTS
OF SCHOLARLY WORK

IN SOCIOLOGY, CRIMINOLOGY, PHILOSOPHY AND POLITICAL SCIENCE

THE NEW ROLES OF
EXECUTIVES
IN BUSINESS

ANALYSIS OF METHODOLOGICAL
STRATEGIES CONCERNING
THE CONCEPT OF ETHNIC
IDENTITY

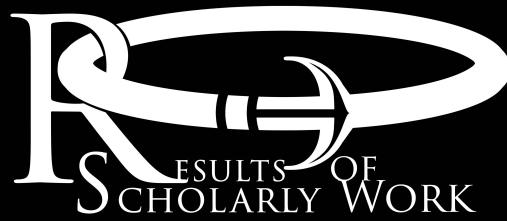
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PSYCHOLOGY
OF SOUTHERN ITALY:
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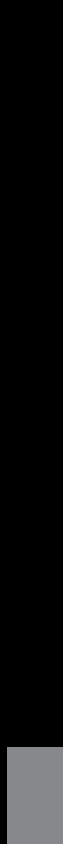
SCIENTIFIC JOURNAL «NEWSLETTER ON THE
RESULTS OF SCHOLARLY WORK
IN SOCIOLOGY, CRIMINOLOGY, PHILOSOPHY AND POLITICAL SCIENCE»

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The first issue of the German multidisciplinary scholarly journal “Newsletter on the Results of Scholarly Work in Sociology, Criminology, Philosophy and Political Science”, will introduce readers to topics spanning criminology, philosophy, sociology, psychology, and political science.

Within this issue, readers will delve into a comprehensive study on the evolution of managerial functions in business. The authors explore the sociology of art, the philosophy of information economics, and methods for studying ethnic identity. Furthermore, the issue delves into the transformation of depth psychology into applied psychology and presents a research concept for studying the psychology of the southern Italian region, the birthplace of the three criminal organizations.

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THE NEW ROLES OF EXECUTIVES IN BUSINESS

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ABSTRACT

The purpose of this study is to comprehend the stages in the executive's (manager's) evolution specifically in terms of the logic of enterprise organi-

zation as a structure and the security of the system being shaped. It considers the security aspect of both the manager (and CEO) and the overall organization, since the organization cannot function at a decent level without the leader. The laws of



nature, the substitution of a superior for another strong and courageous one, the factors of natural selection, etc. do not apply in business, as this system is constructed and functions according to other principles and is an artificial structure, not a natural one. Yuval Noah Harari (2014), in his book ‘Homo sapiens: A Brief History of Humanity’, points to Peugeot as an example. The author indicates that any company, an enterprise as a relational entity is itself a fiction invented by people (Harari, 2014). An enterprise without people cannot function as a structure, and people without proper organization, which implies a leader, do not organize themselves either. This essay focuses explicitly on the evolution and developmental stages of the demands imposed on managers by both the external environment and the internal organizational dynamics.

Keywords

executive, CEO functions, management, recruitment, simulations, business, business management

INTRODUCTION

Be careful of technology looking for solutions. Look for problems that can be solved with technology. Very easy to say — much harder to do.

— Philip Hult, Chairman EF
Education First

By the onset of the 21st century, a plethora of publications focusing on the structuring and management of enterprises had emerged (Ansyori et al., 2018; Foss & Saebi, 2015; Gurianova & Mechtcheriakova, 2015; Madsen, 2020; Vernadat, 2020). As a result, the information landscape has become saturated with a multitude of approaches aiming to educate on effective enterprise organization, encompassing the delineation, arrangement, assessment (Mirsalari & Ranjbarfard, 2020), and equipping of managerial practices. Diverse techniques and strategies for enhancing managerial efficacy and aligning the intentions of hired staff with those of the manager have been presented. Various models of management have been explored, including perspectives that view employees as slaves (Crane, 2013).

However, up to the present time, the realm of research has yet to produce a study dedicated to the practical analysis of the developments and accomplishments in the prior stages of the evolutionary journey of shaping and testing different methodologies for company management. The absence of systematically compiled knowledge regarding previously successful solutions and approaches precludes the aspect of objectivity in evaluating current occurrences (a rational perspective inherently leads individuals to unconsciously compare the qualitative aspect of the dichotomy “what-was” with the present). Consequently, a prejudiced or fragmented apprehension of the current landscape obstructs the capability to objectively anticipate the future.

Changes in the roles, structure, and organizational aspects of management are instigated not solely by internal processes within an enterprise, but also by external dynamics, including external threats (Purpura, 2019; Saebi et al., 2017). These threats materialize independently of the enterprise’s internal workings and can be influenced by the economic and financial landscape in which the enterprise operates, the state apparatus, its legal framework, and the broader societal relational dynamics. Business, fundamentally, is a pursuit geared toward profit generation. Nonetheless, it is imperative to recognize that the pursuit of profit encompasses not only its accrual but also its preservation, i.e., the keeping of earned resources.

The criminogenic environment beyond the enterprise compels managers to incorporate this factor into their considerations, necessitating the introduction of innovative solutions and the crafting of strategies that regulate managerial approaches. These measures are aimed at upholding the viability and profitability of the enterprise (Blume et al., 2020; Niemimaa et al., 2019) and, most critically, securing the ownership of the enterprise for its founder. Grasping the evolutionary trajectory of enterprise management functions plays a pivotal role in preemptively mitigating errors, even during the initial construction of the management framework. This proactive approach ensures the enterprise’s functionality amidst its operational milieu and forestalls the perpetuation of errors, thereby preventing current misguided decisions from reverberating into future consequences. In

the course of this study, our examination will not solely adopt a historical vantage point to comprehend the tangible evolution, but will also encompass a scrutiny of the models employed in configuring business management practices.

METHODOLOGY

The methodology outlined below was devised within the framework of a study exploring the evolving roles of managers in the business landscape. In the contemporary landscape, while artificial intelligence furnishes individuals with more information for making decisive choices, ultimate decisions still rest in human hands. Artificial intelligence serves as a support mechanism in the decision-making process, with the final decisions entrusted to the new cadre of “super leaders of artificial intelligence.” The exponential growth method is one such approach.

Exponential growth, characterized by an increase in size or volume in a geometric progression, denotes a situation where the value augments as a percentage of its preceding value. In developmental contexts, it implies the utilization of strategies that facilitate substantial growth or progress in a relatively brief timeframe.

The Big Data method delineates the volume, variety, and velocity of data prevalent in today’s information society. It also encompasses the methodologies and technologies employed for processing, storing, and analyzing these extensive datasets. Key aspects of the Big Data methodology include:

- **Data Collection:** The initial step in working with Big Data involves collecting data from diverse sources, such as sensors, IoT (Internet of Things) devices, social media, and transactions.
- **Data Storage:** Given the sheer volume of data in Big Data applications, specialized storage systems like distributed databases, data warehouses, and cloud-based solutions are essential.
- **Data Processing:** Traditional data processing methods may prove inadequate for handling Big Data, necessitating the use of distributed data processing systems like Apache Hadoop and Apache Spark.

- **Data Analysis:** Extracting valuable insights from large datasets is a crucial aspect of Big Data, employing various analysis techniques, from statistics and machine learning to complex natural language processing algorithms.
- **Data Visualization:** A pivotal step in understanding Big Data involves data visualization, where tools aid in presenting analysis results in an easily comprehensible manner.
- **Data Security:** The processing of Big Data requires addressing security concerns, ensuring protection against unauthorized access, and compliance with data privacy laws.

Big Data finds extensive applications across various fields, including business, medicine, science, technology, and more. Effectively leveraging Big Data can unveil trends, predict behaviors, and facilitate informed decision-making.

Modeling and forecasting play a crucial role in business decision-making, representing integral components of data analysis and strategic management in today’s corporate landscape. These methodologies empower business leaders to make well-informed decisions by leveraging data analysis and predicting future trends.

Here are key elements of this approach:

1. **Data Collection:** Initiate the process by collecting data reflecting the current state of the business and its environment. This encompasses internal company data, such as financial and production metrics, as well as external data, including market trends and competitor information.
2. **Mathematical Modeling:** Develop mathematical models to describe relationships between different variables. Utilize statistical methods, machine learning, and other analytical approaches to identify patterns in the collected data.
3. **Predictions:** Build predictions of future events or trends based on the established models. Forecasts can pertain to sales, demand for goods and services, financial performance, and other critical parameters.
4. **Scenario Modeling:** In addition to forecasts, conduct scenario modeling to assess various development options and prepare for different business scenarios.

5. Risk and Opportunity Identification: Modeling and forecasting help identify potential risks and opportunities. This aids in developing risk management strategies and capitalizing on business opportunities.
6. Data-Driven Decision Making: Base informed decisions on the outcomes of modeling and forecasting. These decisions can span strategic planning, marketing campaigns, inventory management, investments, and other facets of business operations.
7. Monitoring and Adjustment: Continuously monitor results and adjust strategies in response to changes in the business environment.

Leveraging modeling and forecasting techniques enables businesses to enhance adaptability, improving management efficiency and overall competitiveness.

General approaches to researching the new roles of executives may include:

- Interviews, Focus Groups, and Case Analysis: These methods can help identify the evolving functions and roles of executives in contemporary businesses.
- Data Collection on Managers: Utilizing surveys and questionnaires to gather information on time allocation, responsibilities, and competencies of managers.
- Trend Analysis: Examining changes in the business environment, technology, and societal expectations that may impact executive roles and functions.
- Technology Impact Study: Assessing how the introduction of new technologies influences the roles and functions of managers.
- Cross-functional Research: Investigating how managers' interactions with various functional areas impact their roles.
- Network Analysis: Examining organizational networks to identify key players, interactions, and influences that broaden the understanding of executive roles.
- Global Labor Market Analysis: Exploring changes in labor market demands and in-demand skills for executives across different regions and industries.
- Resilience and Innovation Research: Analyzing how executives adapt to resilience challenges

and how innovation affects their functions and strategies.

- Multidisciplinary Approach: Collaborating with experts from diverse fields, such as psychology, sociology, and technology, for a deeper understanding of executive roles.

Successful research on new executive roles necessitates a combination of different methods and approaches. By integrating qualitative and quantitative data and considering contextual factors, a more comprehensive understanding of the dynamics of modern business leadership can be achieved.

RESULTS

The crux of the research task outlined for this study revolves around an examination of the historical functions undertaken by managers, spanning up to the year 2020. Specifically, the aim is to discern and comprehend the significant evolutionary milestones that have shaped the roles of managers. Over the past century and a half, the nature and manifestation of managerial functions have undergone a discernible evolution. The inception of this concept originated with the notion that the executive's role is to orchestrate, inspire, and steer the company's endeavors with a forward-looking perspective — essentially, to foresee the future (it is the first function). This initial function was established as the paramount leadership function within a company: guiding individuals towards future endeavors. Even in contemporary American textbooks, this function remains prominent. The manner in which this function is realized, the motivations behind it, and the tools employed are topics covered in US university teachings, albeit practical and effective content remains limited in these textbooks.

This situation persisted until roughly the 1990s of the 20th century. During this period in America, there was a shift in focus within the leadership function, ushering in a **second function**. While not entirely novel, this secondary function garnered attention, drawing from historical precedents as far back as the 1930s. It became a subject of active discourse, documentation, and publication. This function is characterized by its emphasis on “people,” encapsulating the triumphant emergence of Human

Resources management during the 1990s — a function that can be aptly described as the pinnacle of HR-management's success.

In terms of chronological alignment, it would indeed be more accurate to switch positions of these two functions (the first with the second). However, contrary to this sequence, the described position is found in textbooks, when the first function is to organize, the second is HR (Tracy, 2001; Ivanova, 2008). Fundamentally, the cornerstone for both companies and managers is the presence of individuals capable of delivering results, along with the capacity to retain them within the organization. This constituted the primary essence of the leadership function. This concept, albeit not novel, was articulated in various ways by Dale Carnegie (1935) during his interviews with American business figures. Strangely, in the early 2000s, this function began to not merely experience a resurgence, but rather an explosive surge, akin to the detonation of an atomic bomb. Businesspersons, senior executives, “coaches,” and proponents overtly began proclaiming that “people are paramount,” emphasizing that the absence of individuals capable of achieving results undermines the establishment and capital accumulation of a business.

The author of this article has consistently held the conviction that the primary managerial function is to foster and cultivate individuals, equipped with appropriate skills, abilities, and psychological traits — not solely generating motivation and rallying calls to action. People constitute the foremost capital. This is substantiated by global practices observed in the formation of specialized services and military forces: the absence of individuals translates to diminished prospects for realization and achievement.

The subsequent managerial function in the realm of business emerged during the turn of the 1990s and 2000s. Surprisingly, this **third function**, although implicitly aspired to by many, has never been formally articulated in textbooks, and scholarly discussions or significant works concerning it are lacking. This function revolves around the ability to engage in conflict (make a war)—fully encompassing the act of eliminating individuals, commissioning assassinations, targeting law enforcement personnel, orchestrating vehicle explosions, collaborating with criminal factions, and more. The essence of this pe-

riod, particularly evident in the TV series “Hunting for wapiti”, was essentially the function of safeguarding and expanding, preventing the redistribution of existing assets (Karpykov, 2005). This phenomenon not only characterized the post-Soviet landscape but also found resonance within the United States, further reinforcing and consolidating this function.

The 2000s marked a pivotal shift in the function of leadership (**the fourth function**). During this era, the manager assumed the role of an owner of a phantom structure. In essence, the approach to enterprise management underwent transformation. Functions involving inspiration and the organization of individuals lost their prominence on the list of priorities. Instead, the primary role of the manager evolved into the stewardship of this phantom entity. Let us delve deeper into the mechanics of how this role materializes. The affiliation of management with an elusive and intimidating entity, referred to as “X,” a structure about which very little is known beyond whispers and rumors, hinges on the anticipation that individuals will autonomously speculate about its power, peril, and its capacity to exert influence “far and wide,” both within and outside the enterprise. This function, among other aspects, instills in employees an appropriate disposition toward management: they recognize that missteps are unacceptable due to the potentially unconventional repercussions.

Concerning this structure “X,” nobody possesses substantive knowledge; employees remain ignorant about the individuals constituting it. Only isolated instances of its actions are discernible, such as the appearance of masked figures who abruptly infiltrate the enterprise or its premises, execute their objectives, and then vanish. It is important to note that this is not referring to a criminal syndicate; rather, “structure X” remains an elusive, anonymous enigma.

Instances of these occurrences can be traced back to the late 1990s, but the widespread integration of “phantom structures” fully unfolded during the 2000s. Moreover, numerous managers did not create tangible entities; they instilled fear in their employees by fabricating a concoction — an anecdotal legend concerning the existence of such a structure. This legend propagated through

the enterprise via rumors, and whenever an incident transpired (perhaps unremarkable in nature), employees attributed causality to the constructed or fabricated phantom — a “ominous entity in the capital,” “sinister foreign forces,” or “shadowy figures behind the changes.” Curiously, no one had ever encountered the members of entity “X” in person or been acquainted with them. In this context, employees followed orders unwaveringly, and external adversaries refrained from antagonizing the company. The proficiency in devising, establishing, or conjuring such structures greatly bolstered the manager’s authority within the enterprise, both in the eyes of their employees and their partners. In employee discussions, the manager might be depicted as exceptionally benevolent and honorable, while the enigmatic figures behind them were attributed with an array of ominous traits. This mode of organization held sway over others during a specific period.

The subsequent managerial (**the fifth**) function involved the transformation of the enterprise into a marionette, effectively relegating control of the enterprise to external forces. Those managers capable of achieving this feat were highly esteemed: the control center shifted outward. A certain clandestine office was established — an enigma in terms of location, never traversed by any staff member. This office was rumored to house the manager and an enigmatic figure. Appointments within the company were occupied by phantom entities, constructs of “alien scenarios,” essentially puppets. Through the manipulation of these figures, the company was steered. Concurrently, the genuine managerial control remained concealed, rendering the company a puppet. As articulated in the work “The System of Objects” by Jean Baudrillard, “If the simulacrum is so well designed that it becomes an effective organizer of reality, then surely it is man, not the simulacrum, who is turned into an abstraction. It was already apparent to Lewis Mumford that ‘the machine leads to a lapse of function which is but one step away from paralysis’” (Baudrillard, 1996, p. 57).

What prompted this shift? Business leaders faced threats of assassination, incarceration, and the like, giving rise to the necessity for an imperceptible stronghold. Hypothetically, unknown individuals could eliminate anyone within a visible, identifiable

enterprise. However, this solution proved futile as new employees would merely fill the vacated roles. The visible employees held negligible influence — they were mere semblances, puppets occupying positions and executing directives from above. The imperceptible puppeteer possessed “hands,” which subsequently directed the visible “hands” within the enterprise — the heads of hired employees seated in offices behind the director’s desk. The actual director of the enterprise remained an enigma; the company’s manager remained anonymous. This construct emerged as an invisible fortress, an ingenious method of managing the enterprise, particularly under high-threat circumstances. The true owner of the company was concealed, as the core functions of security and management were strategically positioned outside the enterprise’s perimeter, detached from its immediate environment.

Subsequently, the company found itself with an office and employees who had never laid eyes on the actual CEO. These employees genuinely believed that the person occupying the office next to theirs was the true director. However, this individual was never the genuine director of the enterprise and held no acumen in management; instructions were relayed via phone or alternative means, while meetings served as venues for dispensing directives relevant to various situations. Externally, it appeared that the director was incessantly occupied with citywide travels and meeting engagements, without entrusting such tasks to others. Essentially, the enterprise’s manual management was transferred to an external locus.

The sixth function can be tentatively labeled “two personas.” The legitimate CEO of the enterprise occupied a distinct position within the organization, potentially unrelated to management — for instance, leading the HR-management department. Unbeknownst to all, he remained the general director. Within the enterprise, he functioned as an observer, attending all meetings, enjoying influence and esteem, drawing a salary, and partaking in company events. Yet, his true identity as the CEO and owner of the enterprise remained concealed, for he was a salaried employee within his own company. This function essentially mirrors that of an intelligence operative positioned within the enterprise — while the company operates like a puppet, the CEO scrutinizes internal affairs, while the head of the security

unit monitors external matters surrounding this enigmatic construct. This organizational form, akin to the preceding one, draws inspiration from intelligence services. The concept is explicitly depicted in Viktor Suvorov’s book “Soviet Military Intelligence”: “In everyday life, a person not privy to the secrets of

Soviet military intelligence saw only what the GRU wanted to show him. The resident could have a very low diplomatic rank or hold one of the lowest positions in the embassy, but this did not prevent him from giving a blow-by-blow to the military attaché at every meeting — even if in public he carried the

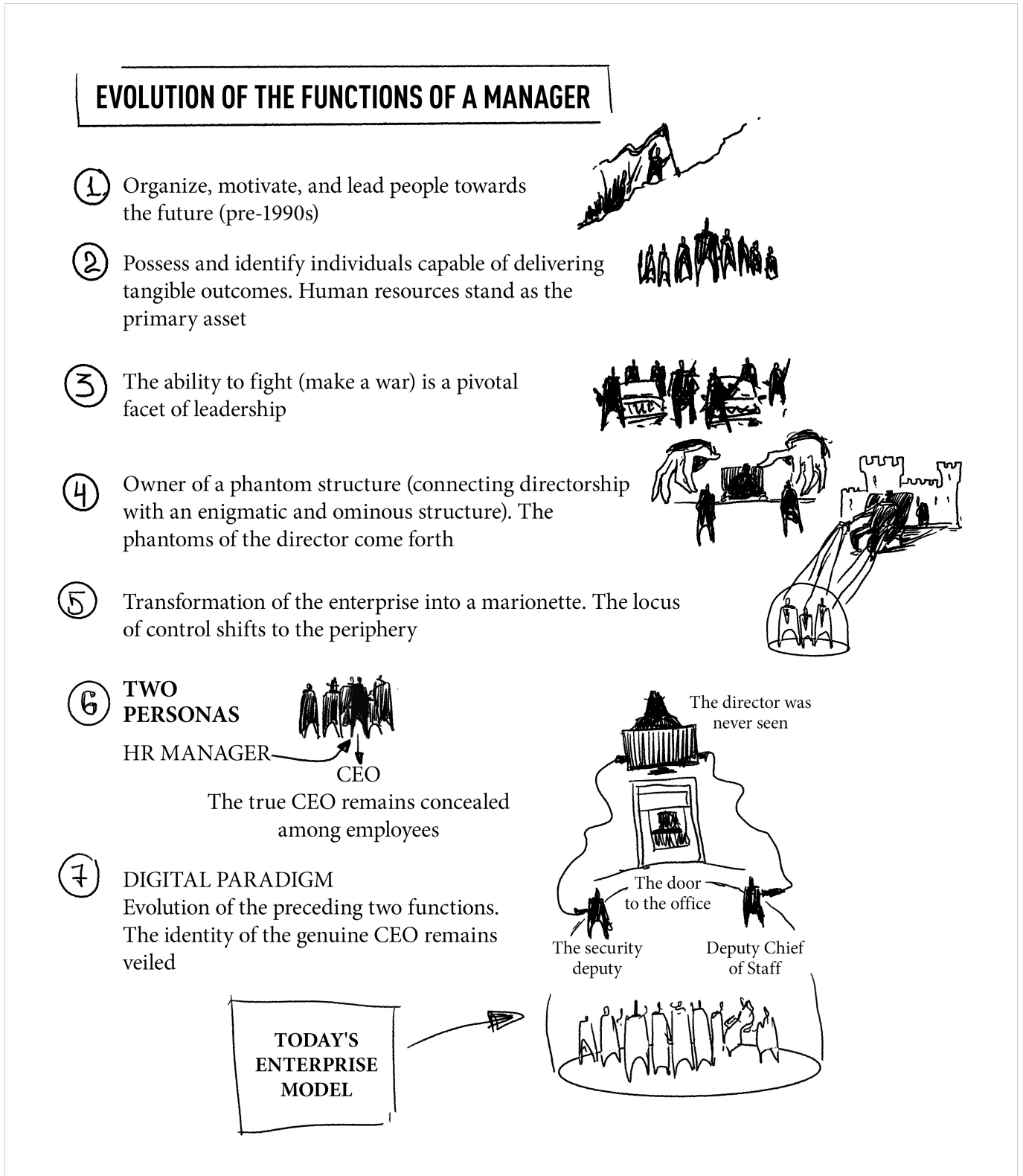


Figure 1. Evolution of the functions of a manager

attaché's briefcase behind him or was his chauffeur" (Suvorov, 2016).

The emergence of **the seventh function**, a digital paradigm, is a direct consequence of the development of the preceding two functions. In this organizational structure, the identity of the general director remains shrouded in obscurity. Two deputies are present, both within the enterprise: one overseeing security and the other managing organizational aspects of work (which could also be adapted from practices in special services). The general director's office, as indicated by a sign, is located on the enterprise premises; however, it perpetually remains closed and inaccessible. In actuality, no director is physically present; furthermore, the workforce within the company remains unaware of the director's identity, as management is executed digitally. Essentially, the setup involves a computer, an internet connection, and a nominal representative. Some of the founders are occasionally visible to employees; they visit the enterprise, circulate around, and convey judgments on what is deemed "good" or "bad." However, the director himself is never seen, often not even by his immediate deputies. The manager's capabilities are only discernible through consequential alterations.

DISCUSSION

The outlined shift in functions represents a chronological overview of management development, spanning from the 1930s to 2020. This chronicles the retransformation along the evolutionary stages of managerial function development, illustrating the changes in management functions over time. It is crucial to focus on the current state of management functions in the present day. Modern businesses, immersed in subculture and transpersonal psychology ideals, seem to overlook global enterprise management experiences and have become susceptible to exploitative power dynamics and private intelligence services (Rzayev, 2002).

Presently, the turquoise management model is being adopted within enterprises (Laloux, 2014). This implementation involves owners effectively leasing their enterprises, with the promise of illusionary security and a monthly share of profits. In this scenario,

politicians guarantee security and profit-sharing commitments, restraining intelligence agencies from meddling in the firm's operations. However, politicians, akin to any form of authority, are transient and consistently replaced by new figures — individuals with whom no prior agreements exist. Concurrently, "turquoise" enterprises rapidly lose their capacity to withstand external threats, becoming vulnerable targets for influential entities, be they competitors seeking to exploit weaknesses or entities aiming to diversify their business portfolios with fresh assets and avenues.

The paramount step toward ensuring safety is the comprehension of prevailing circumstances. The historical progression of business management elucidated in this article furnishes an objective foundation for assessing the current state of enterprise management, identifying potential adjustments, and strategizing against the jeopardies of business destruction or seizure by external actors. It is crucial to underline that past methodologies have been refined, encompassing not solely external perils but also internal vulnerabilities within enterprise operations. The implementation of the "turquoise" paradigm provides an illusory sense of detachment from day-to-day operations, affording managers the semblance of a carefree existence. Nevertheless, this approach is inherently transient, ultimately liberating both managers and owners from the enterprise itself in an unexpectedly brief time frame.

Psychologist McClelland (1975) from Harvard University proposed that job performance quality is influenced by worker attitudes, cognitive abilities, and characteristics, laying the foundation for the concept of "competencies." Subsequent developments in the US and UK introduced various definitions and explanations of competency. In 1993, the widely embraced "iceberg model" by Spencer and Spencer conceptualized competencies in their book "Competence at Work," emphasizing both visible (knowledge and skills) and potentially hidden aspects (self-esteem, personality traits, motivations). These embedded traits are seen as crucial keys to personal understanding and significantly impact job performance (Spencer & Spencer, 1993).

Attributes have a substantial causal connection with both positive and negative job performance.

Based on this conceptualization, attributes are delineated to include:

- **Motives:** Personal intentions and desires.
- **Character Traits:** Pertains to an individual's inherent physiological characteristics and their consistent responses to situations and information.
- **Self-Concept:** Refers to an individual's attitudes, values, or thoughts about themselves.
- **Knowledge:** Denotes the information or expertise an individual possesses in a specific area.
- **Skills:** Encompasses the ability to perform specific physical or mental tasks, which may involve analytical and conceptual thinking.

The amalgamation of the aforementioned components equals knowledge + skills + attitude. Currently, functions are broadly categorized into three groups:

1. Professional Functions.
2. Core Functions.
3. Management Functions.

Management functions encompass the skills required for individuals in managerial roles, including leadership and team building. Core functions represent the skills essential for every member of the organization, evolving with organizational strategy and culture, such as customer focus and innovation. Professional functions entail the skills necessary for employees to undertake specific professional work within their respective departments.

In establishing functions within the industrial benchmark context, consideration should be given to the prospective nature of industrial development. It should also account for the common requirements of different enterprises in the industry for professional talents, reflecting the ability to engage in professional tasks.

Functional tests, in this context, extend beyond specific job tasks. Instead, they are structured around functional test blocks, categorizing occupations or job categories, generalizing job scope descriptions, and representing the industry as a whole.

Building on McGrath's (1964) I-P-O model, three main aspects are identified: (a) demand (Input); (b) process (Process); and (c) result (Output). Each with its key requirements.

The analysis should encompass the following dimensions:

1. **Demand side.** Examine the rationality of the demand for the development of functional benchmarks. Assess if functional benchmarks align with industry and labor force needs, considering future application advantages. Define based on the importance of the industry, aligning with domestic or regional industrial policies. Evaluate the impact on related industries, international integration, talent flow, transformation needs, and talent shortage.
2. **Procedural aspect.** Check the systematicity and fairness of the control procedures in the development of functional benchmarks. Examine if suitable functional analysis methods are employed based on competencies, the nature of professional work, and work procedures. Assess the suitability of planning and design tools used in the analysis process. Evaluate human participation and practical experience in the development process. Verify the appropriateness of developed verification methods and procedures.
3. **End result aspect.** Check the completeness of the functional test results. Assess if the output of the production functional benchmark is comprehensive. Ensure that "job description" and "job tasks" in the functional benchmark align with the actual status of the occupation. Confirm consistency of each "functional benchmark" with the occupation's important attributes. Evaluate if "behavioral indicators" specifically reflect the degree of ability and serve as a basis for assessing achievement.

Develop audit indicators for each quality dimension, including descriptions, requirements, attached documents, and key points for verification by the quality review team. To make informed decisions, companies must maintain a steadfast focus on business goals and understand that artificial intelligence (AI) serves as a tool to support, not an end in itself. The process of defining business goals is made more efficient with AI, allowing organizations to

allocate more time to goal achievement. As technology evolves, the relationship between humans and technology will be redefined, requiring a shift in enterprise architecture and key performance indicators (KPIs). HR and L&D leaders play a crucial role in ensuring the rapid adoption of best practices and methodologies.

As AI capabilities become commonplace, the differentiation between enterprises will lie in how they use AI to define and achieve business goals. Enterprises must prepare for unprecedented levels of data requirements to unlock the full potential of AI. Establishing robust data infrastructure and equipping employees with the necessary skills are essential. AI super leaders will emerge as communicators, collaborators, and change agents, making bold decisions while embracing uncertainty and continuous change. The future distinction among enterprises will be centered on their adeptness in leveraging AI for strategic goals.

In the current business landscape, technology is not always the primary differentiator, underscoring the heightened importance of precisely defining business goals. There is a call to shift focus from “business solutions based on past technologies” to a broader emphasis on comprehensive business solutions. Achieving this necessitates a profound understanding of technology across the entire organization. Accurately identifying business goals and challenges is crucial for maintaining competitiveness. While AI excels at standardized tasks, a cautious approach is required, emphasizing the selection of technology tailored to specific solutions.

Recognizing the role of AI in problem-solving and business support is pivotal. Success in the AI domain demands resolute goal-setting and decision-making that is AI-driven, contingent on having the right data. The imperative to systematize data has arrived as AI and machine learning introduce a new scale of data requirements. Adaptation of KPIs and enterprise architecture to swiftly changing circumstances is essential. Managers must fundamentally transform these metrics to effectively navigate the rapid changes brought about by artificial intelligence. Performance analysis should shift from past-centric KPIs to a predictive approach that links performance appraisals to future events.

CONCLUSIONS

Throughout its evolutionary trajectory, the systemic framework of business management has undergone multifarious adaptations to counteract external and internal threats. The business environment has never been — and will never be — a sanctuary; the very essence of this endeavor, denoted as operating at one’s own risk, inherently entails an assertive disposition. Over time, the methodologies employed by adversaries to assail businesses have grown progressively sophisticated, warranting heightened vigilance and timely strategic recalibrations by management. The evolution has traversed the methods delineated in the preceding stages, furnishing contemporary stakeholders with the knowledge to deploy these approaches in mitigating potential threats. Ultimately, a nuanced comprehension of historical developments empowers current practitioners to adeptly respond to and preclude forthcoming challenges, reinforcing business resilience and sustainability in the face of a dynamic landscape.

The decision-making system in modern business undergoes constant evolution driven by technological, social, and economic changes. Several key shifts are influencing the implemented management model:

- The active utilization of big data, modern analytics tools, machine learning, and artificial intelligence has become integral to decision-making processes, providing valuable insights.
- Technologies like cloud computing, the Internet of Things (IoT), and blockchain are transforming the way data is collected, stored, and processed, thereby impacting decision-making approaches.
- Many companies are adopting agile methodologies for project management and product development, fostering a more agile decision-making system that can swiftly respond to environmental changes.
- Digital transformation not only alters the technological aspects of business but also influences management structures and culture, shaping the way strategic decisions are made.
- Increasing emphasis on customer experience is making companies more customer-centric in strategic decision-making, incorporating customer feedback and actively using customer journey design techniques.

- Stakeholders, including employees, customers, and society, are actively participating in the decision-making process, necessitating new methods of engagement and communication.
- Growing attention to ethical issues in business requires the integration of ethical standards into decision-making systems to ensure responsible management.
- The global economy and markets are influencing decision-making systems, necessitating consideration of diverse cultural, economic, and legal contexts.
- Incorporate ethical use of technology and ensure social responsibility in digital transformation processes.
- Integrate technology into the business's strategic goals rather than treating it as a separate element.
- Knowledge and use of cloud technologies to optimize data storage, resource management, and operational flexibility.
- Develop and implement digital risk management strategies, including prevention of data breaches and other digital threats.
- Engage with external innovation entities, including startups, to identify new ideas and opportunities.
- Develop and maintain talented leaders internally, preparing them for digital challenges.

These changes collectively shape a new landscape for business decision-making systems, making them more adaptive, data-driven, and capable of responding rapidly to variable conditions.

With the digitalization of modern business, executives face new challenges and opportunities, leading to emerging roles in digital transformation:

- Executives need to be digital leaders, understanding technology, creating digital transformation strategies, and fostering innovation.
- Successful executives must analyze big data and use business intelligence for informed strategic decisions.
- Given the rise in digital threats, executives should focus on cybersecurity, developing data protection strategies, and securing digital business processes.
- Executives must understand AI and business process automation to optimize operations and enhance efficiency.
- Foster a culture of innovation, encouraging creative thinking and innovative approaches to business.
- With increased remote work, leaders need to effectively manage hybrid teams, including remote employees.
- Implement digital transformation internally and in customer experience, using technology to enhance interactions.
- Ability to quickly adapt to changing market conditions and technology trends, revising strategies in response to new opportunities and challenges.
- Create training programs for employees to successfully use new technologies and participate in digital initiatives.

Digital transformation requires executives not only to have technical understanding but also to be flexible, adaptive leaders who continuously learn. Companies need to experiment, make assumptions, and use testing methods for rapid decision-making. The right enterprise architecture is crucial, moving from hierarchical structures to decentralized decision-making structures. Future-oriented enterprises trust in autonomy, delegation, and deeper transformations in resource allocation.

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THE SIGNIFICANCE OF THE SOCIOLOGY OF ART IN STUDYING THE BEHAVIORAL AND PSYCHOLOGICAL TRAITS OF CRIMINAL NETWORKS IN SOUTHERN ITALY

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ABSTRACT

While analyzing all available sources for examining the criminal traditions of Italy, the main ones would include administrative protocols, well-known crime histories, criminal organizations and societies, statistics, observations, and results of working with the representatives of criminal organizations. However, up to this moment, no one has considered an additional source of information and data verification as a sociology of art. The purpose of this article is to analyze the significance of multidisciplinary scientific work, to exhibit the method of applying the sociology of art to study the behavioral and psychological characteristics of the criminal traditions of southern Italy based on Salvator Rosa artistic works, to demonstrate some trends and ways for improving and developing approaches and methods of scientific.

Keywords

sociology of art, Salvator Rosa, criminal tradition, calabrian subculture





INTRODUCTION

Considering a wide range of topical problems of modern human cognition sociology is one of the key sciences (Fox & Alldred, 2016; Gunderson, 2018; Ishihara, 2018; MacKay & Stoyanova, 2017; Timmermans & Tietbohl, 2018). Various experts apply social sciences in conducting research across different fields (Bennett et al., 2017; Frydenlund et al., 2014; Cole, 2013; Coze, 2019; L'Etang, 2014). Moreover, in the contemporary academic landscape, there exists a growing necessity to transition towards the synthesis of knowledge, research, and analysis that intersect various fields of study (Brailly et al., 2016; Engelen et al., 2016; Lee, 2016; Mider, 2013; Vaisey & Valentino, 2018). Investigating phenomena solely within the confines of individual disciplines is deemed ineffective. As a result, in the context of the disciplinary structure that has shaped scientific inquiry in the 21st century, scholars and researchers are compelled to work with interdisciplinary insights. They apply specialized and unconventional approaches and methodologies to achieve comprehensive results and validate their conclusions from multiple perspectives. However, it is important to acknowledge that this approach is not entirely novel or modern. For instance, as early as the late 15th century, Jeronimo Sanchez de Carranza (1839), a Commander of the Order of Jesus Christ, authored the foundational work "The Philosophy of Arms." This work intersected nine sciences, including mechanics, geometry, philosophy, psychology, and physics, as he himself noted in his writing (Maltsev, 2019a). Numerous European mystics similarly composed their works at the crossroads of multiple disciplines, aligning their approach with research

(Machiavelli, 1964; Florio, 1844; Pacheco De Narvaez, 1605; Thibault, 1630).

Nonetheless, as centuries have progressed, not only has the comprehension of certain sciences evolved and transformed, but some fields have also lost their original relevance, assuming entirely different concepts and objectives in the modern context (Laudan & Laudan, 2016; Lightman, 2016; Riesch, 2014; Sanz-Hernández et al., 2019; Tayi, 2018). Consequently, the understanding of interdisciplinary sciences, both in terms of defining the

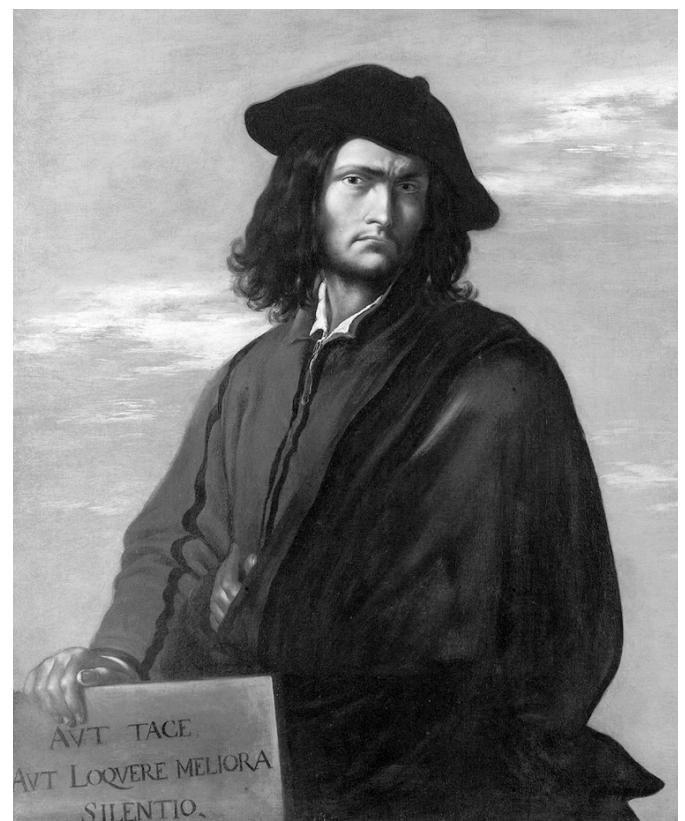


Figure 1. Salvator Rosa. (Self-Portrait, 1640)

concept and recognizing its heuristic potential, can diverge significantly over time, especially considering distinct mental and psychological components.

As an illustration, contemporary understanding regards physiognomy as a method for determining an individual's personality type, mental qualities, and health condition through the analysis of facial features and expressions (Nakhov & Takho-Godi, 1987). However, ancient sources also indicate that this science had associations with interpreting the intentions of adversaries (Carranza, 1839).

An issue that can arise pertains to researchers asserting that their work occurs at the crossroads of multiple sciences, imbuing their research with significance and value. Yet, in cases where there is a lack of profound comprehension of this interdisciplinary nature, its category, and conceptual framework, their conclusions necessitate further scrutiny and analysis. Such conclusions cannot be taken as entirely reliable, as they might remain superficial and lead to potential misconceptions.

Hence, when embarking on analyses and endeavors at the intersection of diverse scientific domains, a thorough grasp of each field becomes imperative. This entails accurately defining and clarifying the essence, terminology, and subject of the specific discipline or science involved. Being well-versed and adept in utilizing this knowledge within scientific research is essential. Every science, discipline, or branch maintains a distinctly defined research object, scientific methodology, approaches, tools, an acknowledged expert community, a "scientific elite," a "scientific periphery," an assortment of authoritative foundational sources, scientific literature, and research outcomes. Researchers, representing particular scientific disciplines or branches, should possess qualities such as discipline and objectivity. They must abstain from favoring specific theories and adhere to essential norms and research protocols. Moreover, they should consider cultural and psychological factors in their work. Experts across various studies adopting this tactic, emphasizing its importance (Lisciandra, 2018; Robinson, 2018; Roy & Goll, 2014).

Having grasped these insights and delved into the aforementioned aspects, it becomes feasible

to regard and employ the necessary discipline as a means of validation — a mechanism for sieving potential hypotheses and conclusions, thereby filtering out unacceptable ones. This discipline serves as a cognitive method and explanatory tool. Such comprehensive scientific endeavors are currently accessible primarily to well-established research institutions that have cultivated a proven scientific foundation. These institutions amass diverse technologies, specialized methodologies, and tools, enabling not only thorough analysis and conclusive deductions but also practical verification through experimentation or field studies.

The presence of adept personnel and the proficiency of scientific teams significantly factor into the effectiveness of these pursuits. Nonetheless, a prevailing trend in the contemporary scientific realm entails adopting a stereotypical approach, emphasizing specialization, and synthesizing knowledge based solely on certain viewpoints. This tendency can be labeled as a form of "professional cretinism," characterized by data distortion and a reluctance to delve into subjects deeply or conduct genuinely scientific investigations. It is often marked by a lack of willingness to explore beyond one's immediate scope of comprehension and worldview. Such an approach yields erroneous outcomes, shapes professional biases, automates subpar skills, and employs ineffective methodologies. The overreliance on stereotyped approaches and research methods, as well as the extraction and analysis of information, leads scientists to interpret research subjects according to their own perspectives. They tend to dismiss innovative technologies and alternative methodologies as pseudoscience, thereby obstructing the generation of fresh knowledge, novel methods, and innovative research approaches. This results in diminished capabilities and outputs, ultimately rendering years of work inconsequential. In contrast, scientific progress hinges on the embracement of effective and pioneering technologies, showcasing a fundamental hallmark of scientific advancement.

The objective of this article is to underscore and unveil, through a specific case study involving Italian criminal traditions, the significance of employing an interdisciplinary approach and engaging at the crossroads of various fields. By utilizing the sociology

of art, the article aims to illuminate certain trends and avenues for enhancing and advancing scientific analytical approaches and methods.

The sociology of art, as a scientific discipline, typically focuses on examining the social aspects of art and its impact on society. However, your question pertains to the study of behavioral and psychological characteristics of criminal structures in Southern Italy. Art often reflects cultural values and identity. Analyzing art can aid in understanding prevailing values and norms in society, including those within criminal structures. For instance, studying artwork associated with mafia structures can unveil specifics of the social context. Art can serve as a medium for expressing messages and ideas. Mafia groups might utilize art, such as symbols, to communicate power, status, and threats. Analyzing these symbols can contribute to understanding dynamics within criminal structures. Examining the influence of art on the aesthetics of crime provides insight into how criminal gangs shape their “culture” and how this influences societal behavior and perceptions. Art analysis can be integrated into a broader sociological study of the socio-cultural context in which criminal organizations operate. This comprehensive approach enhances understanding of the factors contributing to the formation and sustenance of organized crime.

While the sociology of art may not be a direct method for studying criminal structures, it can offer additional research tools. It helps comprehend the sociocultural context influencing the behavior of criminal groups and identifies aspects of art serving as a means of expression and influence for these organizations.

METHODOLOGY

The social structure of art encompasses an analysis of the social dynamics within the art world, offering insights into the connections between the art community and criminal structures. Instances may arise where criminal personalities exert influence on the arts community or exploit it to legitimize their status. Certain artworks might impact the behavior of individuals in the community, including those involved in criminal activities. Delving into these



Figure 2. Three warriors conversing at a low wall. Salvator Rosa

influences yields valuable information on how art can be wielded to shape or alter behavior within the realm of criminal entities.

The arts serve as a platform for expressing social inequalities, which, in turn, can be correlated with the formation and development of criminal structures. Exploring art in this context aids in identifying the roots of social problems and understanding their implications for the genesis of crime. The study of art unveils the cultural codes inherent in criminal subcultures, providing a nuanced understanding of the language employed by criminal groups and how these codes manifest in art, reflecting their mentality and values. In essence, the sociology of art furnishes both context and tools for a more profound analysis of social phenomena, including the intricate structures of criminal organizations.

Understanding the influence of art on society, particularly on criminal gangs, contributes to a comprehensive study of the social and cultural factors shaping behavior in various communities.

- **The Social Structure of Art:** Analyzing the social structure within the art world provides insights into the connections between the art community and criminal structures. Instances may occur where criminal personalities influence or exploit the arts community to legitimize their status.
- **Effects on Behavior:** Artistic works can influence the behavior of individuals in the community, including those involved in criminal activities. Studying these influences yields valuable information on how art shapes or changes behavior within the context of criminal structures.
- **Expression of Social Inequalities:** Art serves as a platform for expressing social inequalities, which can be linked to the formation and development of criminal structures. Studying art in this context helps identify the roots of social problems and their impact on the emergence of criminality.
- **Cultural Code and Criminal Subcultures:** The study of art unveils cultural codes inherent in criminal subcultures, facilitating a better understanding of the language used by criminal groups. These codes are embedded in art, reflecting the mentality and values of criminal organizations.

Overall, the sociology of art provides the context and tools for a deeper analysis of social phenomena, including criminal structures. Understanding the influence of art on society and, in particular, on criminal groups, can contribute to a broader study of the social and cultural factors that determine behavior in different communities. To conduct an analysis of the sociology of art in the context of a study of the behavioral and psychological characteristics of criminal structures in Southern Italy, you may need to develop a specific methodology. Here are some steps that may be useful in creating a methodology:

1. **Analysis of Symbols and Codes:** Developing a methodology to analyze the symbols and codes used in art that may be related to criminal structures. This may include semiotic analysis and the identification of metaphors and symbols.
2. **Sociocultural Context Analysis:** Examining the social and cultural environment, including traditions, values, and social structures that may influence criminal phenomena. Develop-

ing a methodology to analyze the sociocultural context in which the art is inserted. This may include the study of history, customs, traditions, and social attitudes in Southern Italy, understanding the social and cultural environment in which criminal structures function.

3. **Quantitative and Qualitative Methods:** Considering using both quantitative and qualitative methods of analysis depending on the nature of your research. For example, analyzing the number of artworks of a particular type at different points in time and their relationship to criminal activity.
4. **Ethical Considerations:** Taking into account the ethical considerations involved in criminal research and ensure that all necessary rules and regulations are followed.
5. **Criminological Research:** Analyzing crime, identify criminal groups, and study the motivations and characteristics of criminals.
6. **Network Analysis:** Studying the links and interrelationships between members of criminal groups using network methods.
7. **Analysis of Crime Statistics:** Studying crime statistics in Southern Italy to identify trends and patterns. It is important to note that the study of criminal patterns requires caution and an ethical approach. Researchers must comply with laws and regulations regarding crime research and ensure the safety of both themselves and those with whom they interact during the research process.

These methods can be used alone or in combination, depending on the specific objectives of the research. It is also important to consider ethical and legal considerations when conducting research in the field of forensics and sociology of crime. The methodology should be flexible and adaptable to changing circumstances and new data that may emerge in the course of the research.

RESULTS

To commence, it is imperative to examine the nature of sociology of art as a discipline, its key attributes, and its purpose. It is evident that the sociology of art, much like the sociology of culture, constitutes a distinct disciplinary domain encompassing both

theoretical and methodological components (Zolberg, 1994). As Pierre Francastel (1900–1970), a renowned French historian and sociologist of art, articulated: “The aim of the sociology of art is... to delineate, on one hand, a succession of visual objects, demonstrating how the constituent elements belong to a specific realm of civilization, and, on the other hand, to define the principles of interactions through which virtual images are transmitted from individual to individual” (Bordoni, 2008).

This particular branch of sociology, which scrutinizes art as a dimension of life, as a manifestation of an artist’s or a region’s philosophy and psychology, as well as a reflection of people’s lifestyles, subcultures, groups, and societies, is of paramount importance. Numerous features that are characteristic of all societal strata are often marginalized, increasingly confined to realms such as ethnology, archaeology, and art history.

Both the sociology of art and the sociology of culture dissect art as a form of activity or communication on one hand. This perspective encompasses a distinct aesthetic dimension within social life (attire, furnishings, architecture, cuisine, publication, music, and advertising). On the other hand, studies of this nature also meticulously evaluate and scrutinize the endeavors and the distinct world of individual artists, encompassing their personal techniques, attributes, and styles, which includes the artistic milieu, dissemination of artworks, and the study of artistic movements (Fokht-Babushkin, 2002).

To interpret or characterize the attributes of an artwork or cultural artifact, conventional scientific and critical methodologies are employed, facilitating a rather focused analysis and evaluation of the specific art piece. Nevertheless, these conventional approaches often overlook various aspects, such as the reflection of the environment, the influence on the future experiences of individuals, and the shaping of perspectives during a particular period. This, to a certain extent, restricts the depth of scientific inquiry and analysis of such objects, thereby impeding the researcher from extracting the maximum useful information required for substantiating conclusions and findings. Moreover, this discipline can also be examined from the perspective of a

non-conventional method for gathering essential information about entirely distinct phenomena, like criminal traditions in Italy.

In the realm of art analysis in Italy, a predominant role has historically been attributed, particularly in relation to visual arts, which constitute a vital part of the nation’s historical heritage and serve as a prominent national resource. Over countless centuries and millennia, this rich tapestry of artistic creations extends, positioning Italy as a cultural haven brimming with aesthetic allure. However, in reality, the works of art commonly included in research pursuits might not necessarily encompass universally agreed-upon choices, sometimes even incorporating forbidden subjects. Drawing from the research conducted at the Memory Institute, these forbidden aspects often garner attention and hold immense value for study, especially in understanding the reasons behind their concealment from public view. In the contemporary world, the distinction between what qualifies as art and what does not is a precarious realm, rife with debates that can be approached by observing social practices and shared aesthetic values. The delineation of what falls within the realm of art and what might be deemed “non-art” faces constant scrutiny, influenced by culturally accepted frameworks and norms. This dynamic underscores the substantial fluctuation in what has been classified as art throughout different epochs.

Amidst this complexity of factors and nuances, it is essential to recognize that various modes of expression, which might lack aesthetic value or profound societal significance within a particular era, can evolve into primary sources of information for hypothesis testing and conclusions in research. This holds significant importance for scientific endeavors.

While investigating the criminal traditions of southern Italy, we encountered a remarkable figure by the name of Salvator Rosa. He was an artist, poet, musician, philosopher, and patriot, embodying within his remarkable persona the loftiest elements of fine art alongside the noble instincts of intellectual humanity (Znamerovskaa, 1972). As portrayed by Lady Morgan (1824) in her work “The Life and Times of Salvatore Rosa,” Rosa dedicated himself to his profound calling with an unwavering

spirit that remained unbroken by the challenges he faced, including the pressures of despotism and the intrigues of professional rivalry. His moral integrity stood firm against the licentious tastes of his turbulent era, distinguishing him from his illustrious predecessors, and ensuring that his artworks did not give him cause for posthumous shame.”

Salvator Rosa was born in 1615 in Arenella, a village near Naples that would later become part of the city. His mother, Giulia Rosa, hailed from a Sicilian family with Greek origins, while his father, Vito Antonio de Rosa, worked as a surveyor. Initially intended for a path in the priesthood or law, young Salvator’s burgeoning artistic inclinations led him down a different course. He began to study the basics of painting under the guidance of his maternal uncle, Paolo Greco. Salvatore Rosa’s life journey is marked by numerous twists and turns, traversing cities such as Florence, Rome, and Naples. His biography is replete with conflicts and paradoxes, embodying a complex narrative interwoven with shifts and returns. Throughout his life, Salvatore Rosa’s experiences encompassed a tapestry of lonely wanderings in the Campagna countryside, laboring for meager wages, grappling with personal darkness and poverty as depicted in his “cantante” compositions, enduring persecutions, the loss of historical paintings and poetic works, moments of emotional turmoil, and the suppression of his spirit (Fedotova, 2017).

Salvatore Rosa’s contributions to painting and satirical writing were substantial, although not as widely recognized as some other renowned Italian artists. His musical compositions, on the other hand, garnered immense popularity, to the extent that they were repeatedly enjoyed even by humble individuals like spinners and knitters under the sun. During his lifetime, Salvatore Rosa found himself both revered and critiqued. In the backdrop of the Middle Ages, the notion of artistic excellence was intricately tied to political dynamics, wherein hierarchy reigned supreme and the Church held significant state power. In this context, knowledge and its various expressions in painting, poetry, and theater were deemed excellent as long as they remained within the confines of clergy and governmental control. This era was marked by an artificially created intellectual disparity that heavily influenced cultural development.



Figure 3. Art of Salvator Rosa

During this period, art served as a tool of governance, contributing to the perpetuation of a powerful system of dominance that held sway over European societies and their rulers for centuries. Those who defied this order faced harsh criticism and persecution. In a bid to uphold this entrenched system, any display of intellectual effort or human genius that challenged the status quo was dismissed and vehemently attacked, in line with the norms of the time. This pattern manifested in acts such as the burning of Cicero’s works and the discarding of statues by Praxiteles. However, this era also witnessed the resurgence of Aristotle’s philosophy and the flourishing of Raphael’s art.

Amidst these dynamics, biographers highlight that Salvatore Rosa, a young artist, managed to escape the constraints of the prevailing social order. Fueled by unique circumstances, he dared to infuse the realm of art with humanizing influences, avoiding the pitfalls of patronage and the malicious actions of envious contemporaries. Despite these

challenges, Salvatore Rosa's distinctive character, personality, style, and talent earned him a significant place in the medieval world, garnering great admiration from those who surrounded him.

Salvatore Rosa's personality and activities offer valuable insights for the study of criminal traditions in southern Italy. Beyond his artistic accomplishments, despite facing authorities' persecutions, he captured the history of modern Italy by portraying outlaw groups and marginalized individuals. These were people compelled into various criminal acts, residing in the untamed expanses of Abruzzo or seeking refuge within Calabria's caves. In these settings, Salvatore Rosa discovered them and depicted them in his works, unveiling their identity, character, and way of life as a moral consequence of political governance. Salvatore Rosa observed that despite their resistance to state authority and their engagement in criminal pursuits, they possessed a somewhat noble character stemming from their high, natural, and social status. Unlike the warriors of the era, these bandits were capable of acts of chivalry and generous sympathies (Fedotova, 2017).

Although his biographers have acknowledged this initial and singular exploration into the realm of criminal subculture, only a few of its positive aspects have been preserved. The primary source of information comes from "portrait scenes preserved in his unconventional landscapes, marine views, cliffs, ancient ruins, and wild shores, distinguished by unique and authentic features; and from the facial expressions and attire of these isolated small groups." Salvatore Rosa meticulously observed the behavior and character of these individuals, studying them amidst the wild and sublime landscapes of Basilicata, Apulia, and Calabria. His early studies revolved around subjects that portrayed unspoiled sublimity, allowing him to embark on his journey as an original master during a time when possibilities for originality and refinement appeared to be exhausted. Many of the countless landscapes scattered globally today, highly esteemed across various nations, are either depictions of scenes painted during this period or reside in libraries and archives. Some paintings portray the wild valleys near Monte Sarchio, capturing their volcanic remnants, pumice and tuff surfaces, and limestone hills. Others showcase fragments of Beneventum's classical ruins, such

as its noble arch and amphitheater. Further works portray undulating and solitary mounds along with shapeless ruins, preserving the distinctive characteristics of ancient Eclano (Greco, 2017).

These landscape paintings hold significant insights about the environment and terrain of their time, yet for the study of criminal subcultures in Italy, particularly the 'Ndrangheta, given that this region is regarded as the local origin of this criminal tradition, focusing on the depicted subjects is crucial. The central subjects captured by Rosa during his travels in Apulia and along the Adriatic shores, the cliffs of Monte Gargano and San Jito with their fortress-monasteries, the port of Bari, the grottoes of Palignano, and the caves of the magi of Otranto, as described by Pliny, who were the denizens of these areas. Salvatore also frequently explored the Pestun and Salernum districts (Hayward Gallery, 1972).

The towering mountains of Abruzzo and Calabria, the most rugged and elevated in the Apennines, overlooking both the Adriatic and Mediterranean Sea, served as a natural deterrent, impeding pilgrimage routes for extended periods and contributing to the isolation of these groups. Ancient cities nestled amidst the rocks, soaring structures often perched on nearly inaccessible cliffs, inhabited by individuals brimming with restless energy and unyielding independence, forged and honed moral qualities within these mountainous regions. It is believed that Salvatore Rosa sought refuge in these places to escape established boundaries of social aggregation.

The event that left the most indelible mark on Salvatore's audacious journey to Abruzzo was his capture by the region's bandits and his temporary (and reportedly voluntary) affiliation with these men. He undoubtedly lived among the picturesque outlaws for a period, a fact substantiated by numerous details and artworks, some of his finest creations offering corroborative evidence. He successfully rallied around 1,500 bandits to join his allies, along with three hundred monks who faced imminent death. The Neapolitan government uncovered the conspiracy, leading to the execution of the leaders through merciless and protracted tortures. His decision to spend time amidst these antisocial elements was solely driven by the benefit to art and



Figure 4. Art works of Salvator Rosa

the accumulation of the images that continue to contribute to his fame to this day.

The social and political positioning of Neapolitan bandits in the early seventeenth century presents an intriguing facet in Italy's history of despotism and lawlessness. Yet, as Salvator Rosa observes, these authentic bandits were not mere common criminals, limited to acts of highway robbery, indiscriminate plunder, and murder. In truth, they bore more resemblance to the valiant and audacious Condottieri and the black-and-white gangs of the Medici and Suffolk during the fifteenth and sixteenth centuries. During their off-duty moments, while living freely amidst the wilderness, they occasionally rivaled the dignity and significance of standing armies. For hire in various enterprises that promised compensation, they waged warfare with all the grandeur and ceremony of legitimate conflict, attacking the rights and freedoms of anyone obstructing the ambition, audacity, or despotism of their employers. Their troops, reminiscent of half-pirate, half-national brigades, underwent regular enrollment and discipline. While their ranks encompassed individuals wild and estranged from the confines of civilized society, or pushed beyond it by their transgressions, they found refuge in the remote stretches of southern Italy. By virtue of their abilities and status, they emerged as leaders of individuals united and armed against society for a multitude of reasons. Within a surprisingly brief span, these bands garnered formidable numbers, skill, valor, and loyalty, capturing the attention of the Austro-Spanish government and commanding respect within the populace. Astonishingly, even the very government that they often openly defied found itself compelled to employ their services.

However, when their interests clashed with a legitimate cause, the same government relentlessly pursued them with regular troops, pursuing them to the limits of their impregnable strongholds. This pursuit involved burning, torturing, and hanging individuals who had been previously regarded and encouraged as allies but were now seen as enemies (Fedotova, 2017).

This "distinctive order," an unconventional social structure, had long found its refuge in the southern reaches of Italy, particularly among the

crag, caverns, lakes, marshes, and shadows of death that Salvator Rosa depicted. These individuals and their families were sentenced to a wild and precarious, albeit not joyless, existence. Periodically, they would be formed into separate units and dispersed under the government's protection to towns and villages throughout the kingdom. Alternatively, they might be sent to the inner fortresses of the fierce Neapolitan barons and other figures of similar stature, who harbored an unending enmity towards the governing power that both entrusted and subjugated them. Many of these proud nobles exploited the long-standing trade of Italian brigands, using it as a means to reclaim their ancestral rights as feudal rulers over the neighboring territories. On occasion, these nobles aligned with or opposed the brigands of Abruzzo, their collaboration or discord determined by the shifting interests or sentiments of these formidable outlaws.

DISCUSSION

During his time immersed among the brigands of Calabria, Abruzzo, and Apulia, Salvator Rosa bore witness to clashes of unregulated and lawless interests, potent aspirations, the elevation of character, and the recklessness that transcended all social norms. These were circumstances marked by the interplay of intense aversions and powerful instincts, acting as both psychological and philosophical elements that fueled his contemplation and artistic creation.

In the context of examining Italy's criminal traditions, Salvatore Rosa, the artist and poet, emerges as a distinct investigator who uniquely infiltrated robber gangs, spending a considerable period among them to meticulously study and explore their traits, characteristics, and way of life. Several noteworthy aspects highlight the significance of his approach. Firstly, his limited duration of stay within these circles prevents any deep allegiance from forming with this group or their lifestyle. Extended exposure to a particular environment often leads to adopting its ideas, philosophy, and way of life, potentially causing an inclination to idealize that environment for oneself and others. Secondly, Salvatore Rosa's status as an artist and poet bestowed him with a distinctive perspective

on people and surroundings, honed through his life experiences. These attributes enabled him to perceive and investigate elements that might go unnoticed by the average individual. His artistic skills had cultivated keen observation, attention to detail, memory retention, and research acumen, qualities pivotal in research endeavors. Furthermore, Salvatore Rosa managed to analyze and capture a significant cross-section of the lives, psychology, and philosophy of these individuals, along with their environment. He translated these insights into his surviving artworks and writings, which serve as invaluable records for contemporary analysis and interpretation.

The study of criminal structures and social aspects of crime can be supported by various concepts and theories proposed by different authors. Here are a few key concepts and names of researchers related to the study of criminal structures:

1. Structural-Functional Theory: Émile Durkheim (1997) suggests that crime is an integral part of social structure. It views crime as the result of deficiencies in social organization and emphasizes the role of social institutions.
2. Symbolic Interactionism: Herbert Blumer's theory focuses on how people give meaning to their environment and interact with each other. In the context of criminal structures, it can help understand how symbols, language, and interaction influence the formation of criminal behavioral patterns (Blumer, 1969).
3. Social Control Theory: Travis Hirschi (2017) suggests that crime arises from a lack of social control. It examines how different forms of control (internal and external) influence an individual's decision to obey laws or commit crimes.
4. Social Differentiation Theory: Edwin Sutherland (1924) argues that crime is the result of learning criminal norms and values through interaction with other individuals.
5. Social Structure and Anomie Theory (Strain Theory): Robert Merton (2017) identifies the gap between social goals and the means to achieve them as a source of stress that can lead to criminal behavior.
6. Social Contract Theory: John Locke (1977), Jean-Jacques Rousseau (1922) view social relations as a kind of social contract between citizens and the state. Crime can be seen in the context of this social contract.
7. Social Reaction Theory (Labeling Theory): Erving Goffman (1971), Howard Becker (2014) argue that crime is formed through the process of social labeling, where an individual is given the status of a criminal by society, which can influence his/her future behavior.
8. Routine Activity Theory: Marcus Felson and Jeffrey Cohen view crime as the result of the encounter of motivated offenders and opportunities for crime in the context of everyday activities (Cohen & Felson, 1979).
9. Conflict Theory: Karl Marx (1975) focuses on social conflict, inequality, and structural contradictions in society as a source of crime.
10. Rational Choice Theory: Ron Clark (2003) views crime as the result of the rational choice of an individual who weighs the benefits and risks of committing a crime.
11. The Postmodern Criminal Theory: Dragan Milovanovic (1997) recognizes the diversity of sociocultural contexts and emphasizes the lack of universal explanations for crime.
12. Cultural Criminology (Cultural Criminology): Jack Katz (1988) views crime as the production and consumption of cultural symbols and practices.
13. Genetics and Criminology: Twin theories that examine the role of genetics in shaping crime.

These theories and concepts represent different perspectives on the nature of crime and may combine or compete in explaining criminal behavior and criminal structures. Each of them brings a different contribution to the understanding of the factors that influence the formation and development of crime in society. These concepts represent only a small portion of the diverse theories used to explain crime and criminal structures. Approaches to the study of criminal phenomena may vary depending on the emphasis placed by a particular researcher.

CONCLUSIONS

In the contemporary scientific landscape, primary avenues for researching criminal traditions involve delving into archival documents, court records,

statistical data from relevant institutions, and analyzing the crimes themselves. While exploring the history and origins of these criminal traditions can often lead to uncertainties due to a lack of standardized information sources, efforts are being made to develop specialized methodologies for such investigations. At the Memory Institute, Dr. Oleg Maltsev has pioneered methods and approaches to study these phenomena in the absence of conventional sources. For instance, in the examination of southern Italian criminal traditions, sources like written records related to key skills of the era and European architecture were utilized to uncover significant insights about the history of the Calabrian subculture (Maltsev, 2018; Maltsev, 2019b).

However, the works of artist Salvatore Rosa also hold potential as an additional source for comprehending Italian criminal traditions. This article delves into Rosa's creations and their impact on shaping Italian culture during the Middle Ages, including the influence of the contemporary government on his life. Notably, Salvator Rosa stands out as one of the few individuals who successfully penetrated a bandit group in the Calabria, Abruzzo, and Puglia regions, immersing himself in their world to study their beliefs, lifestyle, aspirations, and philosophy, all of which he subsequently portrayed in his artistic works. Consequently, Rosa's works could be regarded as a valuable source for research, complementing the existing pool of information. By incorporating these artistic creations and the field of sociology of art, a research endeavor can adopt an interdisciplinary approach, enriching the exploration at the nexus of different disciplines. Such an approach bolsters the credibility of conclusions while enhancing the significance and relevance of the research findings.

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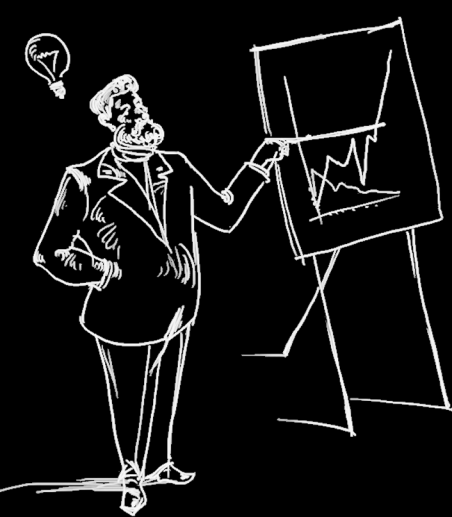
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HOW DEPTH PSYCHOLOGY EVOLVED INTO APPLIED PSYCHOLOGY

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ABSTRACT

The article is written based on lectures and scientific research of Academician Oleg Maltsev. His scientific approach is based on the criteria of objectivity and impartiality, therefore, before the subject of research was outlined — its purpose, task definition, determination of the order and structure of the experimental-practical part, testing and validation of scientific discoveries, practical and tactical models and other aspects, that will be presented to the reader in this article, in the first place, primary sources were analyzed that define the constructive material and the systematic presentation of the doctrine and principles of fate-analysis as a science, as well as its historical value and academic affiliation.

Keywords

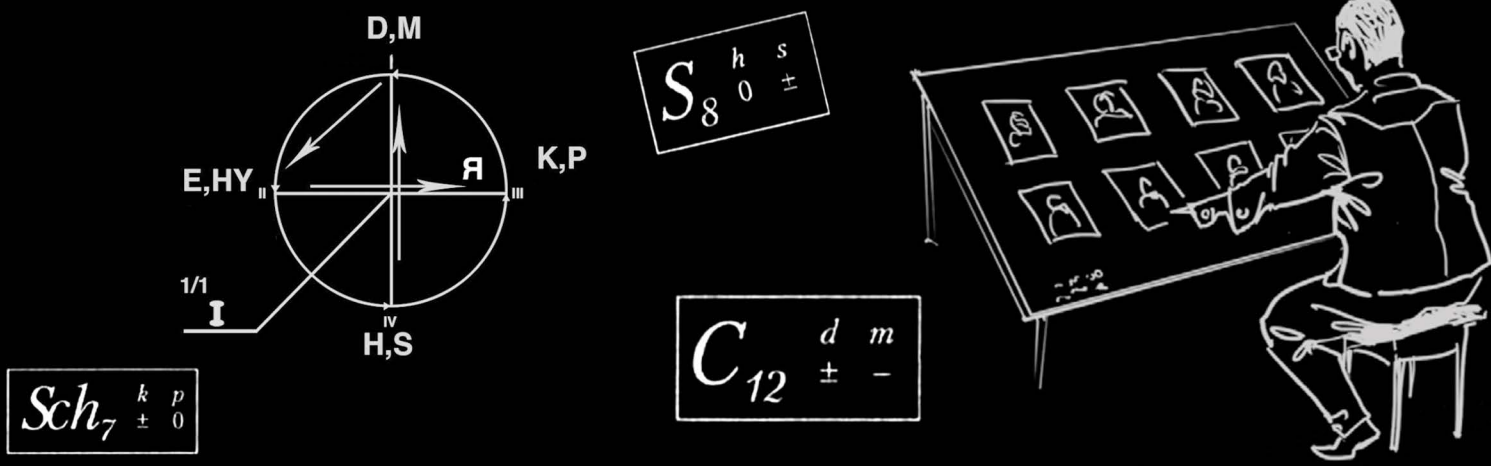
psychology, depth psychology, applied psychology, Leopold Szondi

INTRODUCTION

The phenomenon of “training” has reached its zenith in the 21st century, particularly evident through

the myriad online training offerings spanning diverse subjects. This abundance of training options raises questions about their origins and the sheer number of proficient individuals supporting them. A brief investigation reveals that the United States is the progenitor of this training trend. Each year, an increasing number of new businesses enter the American market, introducing a new cohort of young professionals who, while less experienced, still possess valuable insights to share. The escalating corporate presence in the American market naturally gives rise to intense competition. Every business aspires to distinguish itself, aiming for exclusive utilization of its services and products. But how can this be accomplished? Acquiring the necessary expertise often demands a level of education typically associated with prestigious universities.

Simultaneously, it is worth highlighting that major industry players like Google and Coca-Cola openly proclaim, “Diplomas and formal education aren’t our priority; we emphasize skills.” This underscores that the current job market prioritizes concrete skills and specific knowledge over mere degrees. A recent example is Elon Musk’s statement, where he expressed that degrees are not essential for employment in his company, he seeks individuals



with exceptional ability (Aratani, 2020). However, those equipped with such skills remain a minority. What about the majority? For them, a variety of training options emerge, promising transformation with statements like, “Your success is within reach! We’re dedicated day and night to enhancing you in exchange for your money.”

Consequently, a plethora of training companies saturate the market, instructing individuals on the “how” and “what” of various pursuits. Notably, the term “training” itself suggests a form of coaching — implying a systematic process to acquire requisite skills. Paradoxically, the current training landscape features offerings that, on average, span a mere few hours to a couple of days. Thus, the rhetorical question emerges: Can one genuinely acquire skills within such a short span and promptly apply them in both business and life?

Depth psychology is a branch of psychology that emphasizes internal processes, the unconscious, and long-term influences on behavior. Traditionally, depth psychology has focused on understanding personality and its development, including aspects such as archetypes, complexes, and psychodynamic forces. In recent decades, elements of depth psychology have been integrated into a variety of applied fields. Here are some of the ways in which depth psychology has become applied:

1. Psychotherapy: Psychoanalysis and psychodynamic therapy, the principles of depth psychology, particularly psychoanalysis, have found application in psychotherapy. Therapists use

these approaches to work with clients, exploring unconscious aspects, past traumas, and personality dynamics.

2. Coaching and Personal Development, Symbolic Thinking: Elements of depth psychology, such as working with symbols and metaphors, can be used in coaching and personal development to gain a deeper understanding of oneself and one’s goals.



3. **Corporate Psychology, Organizational Culture Analysis:** Depth psychology can be used to analyze organizational culture, identify subconscious dynamics, and improve team interactions.
4. **Creative Professions, Creative Process:** The archetypes and symbols of depth psychology can serve as inspiration for artists, writers, and other creative professions.
5. **Education and Research, Exploring Cultural Phenomena:** In the social sciences and cultural studies, elements of depth psychology can be used to understand collective phenomena, myths, and cultural dynamics.
6. **Psychosomatics:** Depth psychology can be applied to the field of psychosomatics, exploring the relationship between mental and physical conditions. This can help in the treatment of diseases related to emotional factors.
7. **Social Work, Working with Trauma:** Depth methods can be incorporated into the work of social workers in helping clients deal with trauma and complex emotional states.
8. **Sport Psychology, Mental Training:** Aspects of depth psychology can be applied in sport psychology to improve the mental training of athletes by working with their internal motivations and beliefs.
9. **Technology and Design:** Ideas from depth psychology can be integrated into interface design and user experience creation to better understand and interact with users.
10. **Environmental Psychology, Environmental Impact:** Aspects of depth psychology can be used to understand human-environment interactions, contributing to the development of sustainability strategies and responsible behavior.

Depth psychology is translating into applied fields to help people better understand themselves, their relationships, and the world around them. It provides tools for working with deeper, unconscious layers of human experience in a variety of contexts. These examples show that depth psychology, although it began as a theoretical field, is finding practical applications in various areas of people's lives, helping them to better understand themselves and interact with the world around them.

METHODOLOGY

The exploration of how depth psychology transforms into an applied field requires the utilization of diverse methodological approaches to scrutinize and assess the influence of these principles on various aspects of life. The following are the research methods employed to investigate this phenomenon:

- **Literature Review:** The initial step involved conducting a comprehensive literature review to comprehend the historical evolution of depth psychology and its application across diverse contexts. The works of psychologists, therapists, researchers, and practitioners actively implementing depth psychology principles in applied areas were thoroughly examined.
- **Organizational Data Analysis:** Investigation into organizations that have embraced depth psychology principles within their culture and practices was conducted. This analysis delved into understanding how these principles are integrated into the organizational structure.
- **Sociological Research:** To gauge public perception and reception of depth psychology principles, sociological research methods were employed. This encompassed analyzing media, social media discussions, and various public platforms to assess societal perspectives.
- **Innovation Analysis:** The study involved analyzing innovations in the field of depth psychology, such as new therapeutic approaches, technological applications, and other tools facilitating the transition from theoretical concepts to practical application.
- **Effectiveness Evaluation:** Metrics and tools were developed to assess the effectiveness of applying depth psychology principles to specific domains. This encompassed measuring changes in emotional well-being, professional effectiveness, and overall quality of life.
- **Comparative Analyses:** Comparative analyses were conducted to juxtapose the utilization of depth psychology with the outcomes of other approaches or methodologies. This aimed to identify the unique benefits and limitations of depth psychology in applied areas.
- **Multidisciplinary Approach:** Experts from diverse fields such as psychology, sociology, and

economics were involved to provide a multidimensional perspective on the impact of depth psychology. This approach aimed to understand its role in a broader context.

- **Identification of Success Factors:** Key factors contributing to the successful integration of depth psychology into practice were identified. This involved exploring aspects such as training, creating supportive environments, and developing suitable technological tools.
- **Societal Interaction Analysis:** The study delved into how society perceives and accepts the applied aspects of depth psychology. It involved analyzing societal reactions and cultural changes in response to the implementation of these approaches.
- **Prediction of Future Trends:** The research included predicting future trends in the applications of depth psychology. This involved identifying areas likely to witness increased activity and anticipating the emergence of new methods.

By employing a variety of research methods, a comprehensive overview of the impact of depth psychology on applied fields was generated. This approach facilitated a better understanding of the factors contributing to its success or posing challenges in integration.

Research methods play a vital role in gaining insights into how depth psychology transitions into an applied field. The ways in which research methods contribute to this understanding include:

1. **Conducting Systematic Studies:** Systematic studies are crucial for measuring the effectiveness of methods grounded in depth psychology principles across various applied areas. This involves examining changes in psychological well-being, professional performance, satisfaction levels, and other pertinent indicators.
2. **Controlled Experiments:** Undertaking controlled experiments helps identify specific aspects of depth psychology that positively impact practice. This allows for the identification of key factors contributing to successful integration.
3. **Long-Term Observations:** Long-term observations of changes in organizations, communities, or individuals post the implementation of depth psychology methods are essential. This helps

in recognizing enduring effects and behavioral changes over time.

4. **Case Studies and Analysis:** Case studies and case analysis are valuable tools for investigating successful applications of depth psychology in applied fields. They aid in identifying general trends and extracting lessons from specific cases.
5. **Surveys and Interviews:** Conducting surveys and interviews with participants involved in depth psychology processes, including psychotherapists, patients, organizational workers, and others, gathers qualitative data about their experiences and perceptions.
6. **Meta-Analysis Techniques:** Systematically analyzing the results of multiple studies using meta-analysis techniques allows the combination of data from different sources to identify common trends and statistically significant findings.
7. **Comparative Analyses:** Conducting comparative analyses with other methods and approaches helps evaluate the unique advantages and limitations of depth psychology compared to alternative methodologies.
8. **Utilization of Modern Technologies:** Incorporating modern technologies such as data analytics, machine learning, and other tools enhances the accuracy of analyzing the impact of depth psychology in applied scenarios.

The combination of these research methods not only aids in understanding how depth psychology is practically applied but also highlights the key factors ensuring its successful integration into various areas of human endeavor.

RESULTS

Many research studies have been dedicated to the topic of learning (De Bruyckere et al., 2015; see also Davidson & Sly, 2014; Belton, 2016; Thurlings et al., 2013; Walker et al., 2013). Distinct area of research is skills formation (Hikosaka et al., 2013; see also Boahin & Hofman, 2014; Doyon et al., 2015; Smith & Was, 2014; Tenison et al., 2016). Skill acquisition can be examined from various perspectives, encompassing neurophysiology to physics. Turning to the Soviet physiology virtuoso Ivan Petrovich Pavlov (1923), he postulated that instilling a skill in

a person requires 21 days. This suggests that mastering a skill in a mere two or three days through training is implausible. So, what can feasibly be accomplished in such a timeframe? Offering a self-training program is conceivable; individuals can pursue self-improvement by adhering to this regimen. Nevertheless, a caveat persists — most individuals will not proactively engage in self-improvement. This is underscored by the abundance of consultants, counselors, psychologists, coaches, and trainers. In the majority of cases, individuals necessitate external motivation to spur action. Moreover, the efficacy of training hinges on the methodology employed and an individual's existing proficiency, rather than the duration of training.

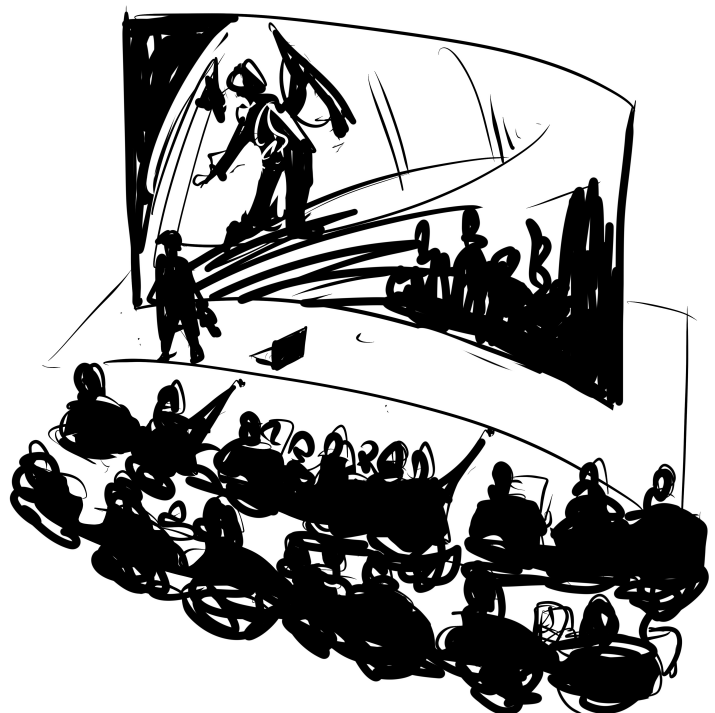
Consequently, if trainings yield limited results, what purpose do they serve? Evidently, they are not primarily designed for knowledge acquisition or skill development. The American perspective is clear: ideology reigns supreme. The historical roots of American trainings reveal that their intent never centered around guaranteeing skill acquisition for participants. In essence, trainings draw parallels to religious and church rituals, akin to practices in the Protestant church. In one of his lectures, American business coach Jim Rohn recounts the beginning of his public speaking journey (J. Rohn, lecture, n.d.). He shares how, after making a favorable impression while addressing the Protestant community on Saturdays, a friend offered him \$200 to speak on his behalf the following week. This led to a series of requests from different friends to continue speaking on their behalf each Saturday.

Jim Rohn's presence on the church stage garnered acclaim and monetary rewards. This realization prompted him to extend his reach beyond the congregation. He expanded his thematic scope beyond the church's confines, discussing life and philosophy, albeit not delving into business matters. Therefore, Jim Rohn's early trainings revolved around philosophical subjects, devoid of a business focus. The advent of skill-based training as a marketable product is attributed to Jose Silva, a Mexican figure. The genesis of this innovation can be traced back to Silva's motivation to assist his struggling children with their education (Silva & Miele, 1980). While Jim Rohn stood out as an early public speaker, Harvey Mackay (1999) pioneered written discourse,

and Jose Silva was the first person who trained others. These three names have achieved global recognition for their contributions.

In today's business landscape, instilling ideology into a company requires an individual with unassailable authority. This authority figure is indispensable for establishing the ideological framework. Notably, a roster of authoritative figures has emerged on the American stage, including Brian Tracy (2017), Randy Gage (2016), Bodo Schaefer (2000), and countless others. Each of these figures has propagated their distinctive philosophical doctrines to the masses. However, the critical question arises: What about skills? Remarkably, skills are often overshadowed by philosophy. Take, for instance, any work by Brian Tracy or other influential ideologues, and the search for concrete skills proves elusive. Their books and speeches resemble sermons, and they themselves exude an almost priest-like aura. The majority of individuals not only listen to them with eagerness but also willingly follow their guidance, even paying for the privilege.

As a counterpoint to these ideological figures, stands Harvey Mackay (1999)—the quintessential American success story. A legacy business owner, owner of companies, and two baseball clubs, Mackay epitomizes the standard of a prosperous entrepreneur. In America, baseball is the most popular game.



Mackay has even been honored multiple times with the right to start the American baseball championship. Mackay's books consistently rank as global bestsellers, and his corporations rapidly ascended to market leadership, punctuating his unparalleled success.

Thus, three archetypes emerge: those who attend trainings — akin to the Eastern tradition of absorbing wisdom; avid readers, for whom numerous business books are tailored; and the followers of authorities, akin to gods. The initial significant impact on the American market was orchestrated by Lee Iacocca's book "Iacocca: An Autobiography" (Iacocca, 1984). Commencing as a regular engineer at Ford, he swiftly ascended to its presidency. Under his stewardship, the iconic Ford Mustang was conceived. Additionally, Iacocca orchestrated the revival of the beleaguered Chrysler Corporation, which teetered on bankruptcy in the late 1970s. Revered as one of the most prominent top executives in global automotive history, he epitomizes the quintessential manager and entrepreneur.

Following Iacocca's era, another pivotal figure entered the global spotlight: Kenichi Ohmae (1990). Reverently known as God of Management in the United States and Mr. Strategy in Japan, Ohmae served as a longstanding partner at McKinsey & Company Japan. While various adept managers and strategists exist, what distinguishes these figures is their role as formidable ideologues for mature audiences. They provide guidance for those skeptical of the narratives spun by business preachers and touted in bestsellers. Instead, these individuals believe in the wisdom of global ideologues who have demonstrated the art of resurrecting corporations from the brink and transforming them into world market leaders.

The central aim of these ideologues is uncomplicated: the pursuit of wealth and the construction of a flourishing career. This concept is straightforward — money is a means to fulfill basic human needs and maintain societal status. The avenue to financial success is typically through employment within American corporations, assuming the role of a salaried employee. Essentially, this is the core offering of the United States. This trajectory resonates throughout the teachings of figures like Jim

Rohn (1996) and Harvey Mackay (1999), and is poignantly depicted in American cinema. The movie "Armageddon" encapsulates this notion, where the character states: "Someday, many years from now, you will be an adult. You will have your own oil company, you will invest 8 million of your own money and then you can do whatever you want in your stupid head. But as long as Harry Stamper's name is on the rig, you do what I say" (Bay, 1998). This sentiment embodies the essence of the American dream and career aspiration.

Regarding trainings, while numerous propositions claim diverse benefits for attendees, none promise the acquisition of skills or actionable knowledge in just a few sessions. The pioneer in advocating practical skills was Jose Silva. He introduced the concept that the human brain functions on distinct waves (alpha, beta, gamma), suggesting that transitioning the brain to alpha waves would facilitate desired outcomes (Silva & Miele, 1980). However, this notion has been largely debunked. Yet, Silva's ideas laid the groundwork for an entire movement, where subsequent speakers endeavored to foster various qualities within individuals. After Jose Silva's passing, a period of stagnation ensued. Uncertainty prevailed regarding the next steps, ultimately prompting a return to a tried-and-true tradition: psychology. Silva's niece embraced this approach, blending the "Silva method" with various schools of psychology.

Contemporary research narratives are increasingly gravitating towards psychology, recognizing its important role in various spheres of human activity (Bögel & Upham, 2018; Bruce, 2014; Dror et al., 2013; Duffy et al., 2019; Lisciandra, 2018). Psychological principles have been present in various forms for centuries, dating back to the 18th and 19th centuries and even earlier, albeit under different names. Notably, the term "psyche" did not exist in the Russian language in the 17th century, but the concept of psychology existed in Europe under alternative nomenclature. For instance, Blasco Florio (1844), a master of the Neapolitan fencing school, referred to this scientific discipline as "the science of mysticism and rationalism" in his treatise on fencing. However, it was not until the latter half of the 19th century that psychology began to establish itself as an independent field of study (Henley, 2015).



Figure 1. Léopold Szondi

The term “psyche” gained prominence with the advent of three luminaries in depth psychology: Sigmund Freud (1982), Carl Gustav Jung (1943), and Lipot Szondi (1956). Their scholarly and exploratory endeavors centered on delving into the unconscious realm. The very concept of the “unconscious” was introduced into the scientific lexicon by Sigmund Freud. Each of these luminaries uncovered distinct “layers of the unconscious.” Contemporary psychology recognizes three types of unconsciousness: Freud identified the personal unconscious, Carl Jung introduced the collective unconscious, and Lipot Szondi introduced the concept of the ancestral unconscious.

Lipot Szondi’s contributions extend further, with the creation of a projective test that bears his name. This test remains extensively employed by various professionals, including psychological assessors, to this day. The invention of this test distinguishes Szondi from his contemporaries, including luminaries like Jung and Freud, as neither of them managed to devise a similar assessment during their lifetimes (Maltsev, 2018).

In his book “Ego-Analysis,” Szondi (1956) writes that the most thankless but most important work is the attempt to integrate, that is, to find a common language among all scientists, and through this common language to put the unconscious in control and begin to work with it, so that there is no disagreement between the different schools. Scientists today are continuing various studies on the unconscious (Tsikandilakis et al., 2019; see also Maor & Leiser, 2013; Perlovsky & Schoeller, 2019; Waroquier et al., 2020).

The trajectory of psychology’s evolution unfolds with the entrance of the American school of psychology onto the scene, sparking an uneven contest with the European school of psychology. These two schools bear distinct identities. The American school, rooted in psychometrics, built upon Freud’s psychoanalysis (Freud, 1933). Psychometrics entails a specific test-oriented approach characterized by verbal stimuli, wherein subjects respond to methodical questions, with the answers subsequently analyzed.

On the other hand, depth psychology has consistently relied on projective methods. The clash between these schools endured over the years, ultimately culminating in victory for the American school of psychology. Why did this outcome transpire? The difference lies in the quality of promotion through social advertising, American films, and television series. The concepts of positive psychology and humanistic approaches gained prominence, progressively asserting themselves as global focal points, while depth psychology remained predominantly within Europe.

However, over time, the advancement of humanistic psychology seems to have plateaued. A few years ago, the American Psychological Association candidly proclaimed that humanistic psychology had run its course, failing to achieve significant progress. Acknowledging this misdirection, the Association shifted gears, discontinuing the practice of humanistic psychology and returning to the principles of depth psychology.

Lipot Szondi’s contributions to psychology are extensive, particularly in how depth psychology transitioned into applied psychology. He

laid the foundation with his seminal work, *Five Books on Fate-Analysis*, encompassing titles such as “Fate-Analysis,” “Experimental diagnosis of drives,” “Drive pathology,” “Ego-Analysis,” and “Fate-Analysis therapy” (Szondi, 1944, 1947, 1952, 1956, 1963). In addition, Szondi authored over a hundred other works and introduced the “Szondi’s Test,” a projective test to assess drives. His impact extended to unifying depth psychology into a cohesive scientific discipline.

DISCUSSION

Fate analysis constitutes a facet of profound psychology focused on bringing to awareness the ancestral assertions of the individual that reside in the unconscious. In this process, individuals examining their fate are presented with latent prospects of their personal destiny, along with the decision to opt for the most optimal manner of being. Having studied medicine and psychiatry in Budapest, Szondi concentrated on exploring mental illness (Szondi, 1944). In contrast to psychiatric genetics and psychoanalysis, he devised a system of 8 biological radicals or instinctual factors, forming the bedrock of his test and theory of the ancestral unconscious. The effectiveness of Szondi’s test was affirmed through mathematical and statistical validations. He referred to these factors variously as root factors, need factors, or instinct factors. Each of these 8 factors represents a distinct manifestation of energy, collectively constituting the “instinct system” (1939). While Szondi labeled this as a hereditary and biological system, contemporary understanding would regard it as a psychological model, with these factors characterizing a typology of human modes of existence (Fisher, 1988).

In 2015, the “International Schicksalsanalyse Community Research Institute” research institute was established under the guidance of Academician Oleg Maltsev, becoming the heir to Lipot Szondi’s legacy. Building upon the acquired knowledge and substantiating it through explanations and evidence, Dr. Maltsev developed the “Solo Methodology” and devised a counting-solving tool (Szondi’s counting-solving machine). This tool facilitates research in scenarios marked by limited or distorted information, as well as situations involving multiple

unknowns. By employing these advancements, a shift from quantitative measures of the Szondi test to qualitative evaluations becomes feasible. The comprehensive application of this model and its role in research are elaborated in the book “Deceptive Silence” (Maltsev, 2017a)

As Maltsev emphasizes, “The interpretation of the Szondi Test is a photograph of your destiny at the present moment in time.”

Notably, it was due to Academician Maltsev’s efforts that the books “Ego-Analysis,” “Fate-Analysis Therapy,” “Experimental diagnosis of drives,” along with other works by L. Szondi (1947, 1956, 1963), were translated from German and English into Russian language for the first time. Moreover, the writings of Szondi’s students have also been translated into Russian.

Returning to the pioneering work of the three masters of depth psychology — Sigmund Freud, Carl Gustav Jung, and Lipot Szondi — unveils intriguing insights (Allouche, 2014; De Gélas et al., 2017; Fawkes, 2015a; Lane et al., 2015; Walborn, 2014). Therefore, they remain the focus of scholarly attention today (Aggarwal, 2015; Danto, 2016; Fawkes, 2015b; Moussa, 2017; Obaid, 2013). Surprisingly, many Freudians are unaware of Sigmund Freud’s field of study, let alone the subject of his research. The fundamental question that psychology grapples

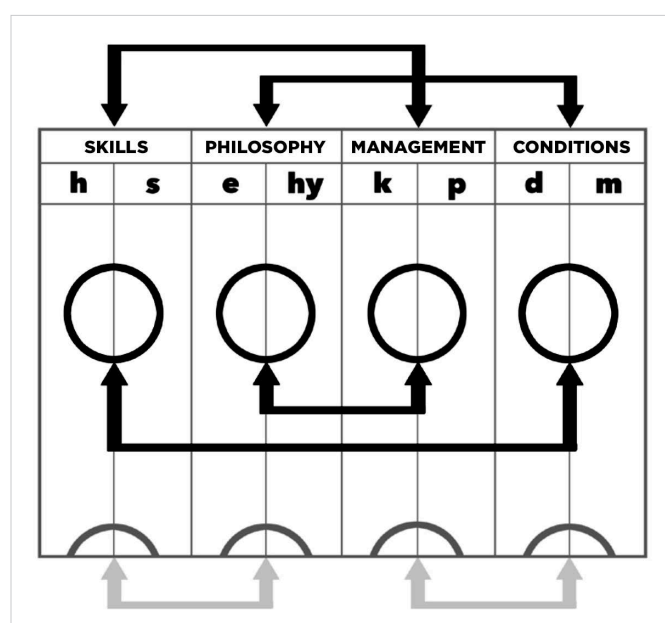


Figure 2. Szondi’s counting-solving machine

with is: what constitutes the essence of the psyche? Freud termed the psyche as a system of reflexes, and from this conception, Freudian psychology emerged. On the other hand, Carl Gustav Jung’s analytical psychology does not seamlessly align with the contemporary paradigm of academic science. Jung explored instincts and intricate behavior patterns, even those that defy explanation. Lipot Szondi delved into urges, a unique category that defies classification within biology or physiology.

Thus, we are presented with a psychological landscape shaped by three concepts: “instinct,” “reflex,” and “drive.” But what exactly is a reflex? In simpler terms, a reflex is an involuntary action that can not be consciously changed, like sleeping, eating, or defecating. These form the foundational components built into human beings, forming the bedrock upon which instincts are constructed. Instincts are intricate behavioral patterns that extend to the inexplicable, serving as one of the driving forces compelling individuals forward, propelling them toward achievement. Instincts are the subject of diverse modern research (Friesen & Cresswell, 2017; Rubinsten, 2016; Schoeller et al., 2018). However, this still leaves a key question: where do human drives, the subject of Szondi’s research, fit into this framework? Drives reside above instincts. Drives is the dynamic that sets a person into motion. Consequently, the reflex and instinct blocks only function when driven by drives. This entire system operates on the basis of drives, propelling individuals to action. Drives acts as the engine driving reflexes and instincts. In a human being, there are eight such drives. This concept is extensively elaborated

by L. Szondi (1956) in his work “Ego-Analysis.”

Numerous experts have echoed the misconception of C. G. Jung (1943), who posited that humans possess a multitude of instincts. This view, however, is incorrect. At the core, there are four fundamental instincts inherent in human beings, each extending from the basic reflex. These core reflexes are: “to eat” (consume food), “to reproduce,” “to sleep,” and “to excrete” (defecate). Additionally, Academician Oleg Maltsev’s extensive research revealed that humans manifest four inherent mental reactions from birth: predatory, intellectual, elephant, and reptiloid. Further exploration led to the concept of the predominant psyche reaction, which dictates an individual’s dominant drives. This subject is thoroughly explored in the book “Introduction to psychology of fate” (Maltsev, 2017).

Oleg Maltsev drew a parallel between the four human psyche reactions and the factors of the Szondi test. This correspondence reveals that the intellectual reaction invariably corresponds to e, hy factors, representing thoughts. Elephant-related reactions are linked to words correspond to k, p factors. Reactions h, s are associated with the predatory human reaction, while reactions m, d align with the reptiloid reaction. From these reactions, four primary activities emerge: tournament chivalry (h, s), intelligence (e, hy), mechanics (d, m), and combinatorics (k, p). These four activities form the foundation for all professions worldwide. Other professions stem from these four categories, as outlined by Leopold Szondi. This principle underscores the primogeniture of professions that define an individual’s identity today.

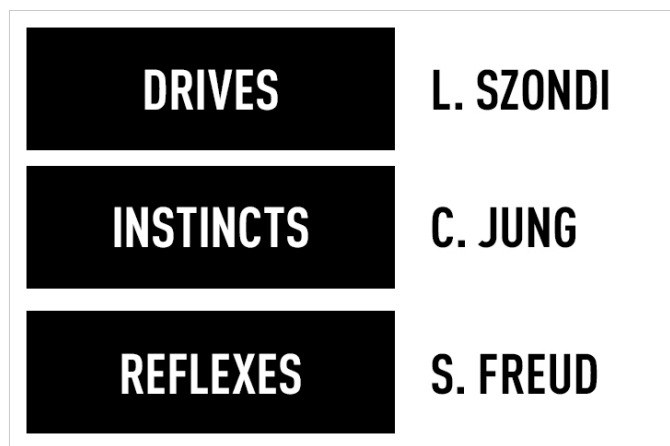


Figure 3. Tree concepts of psychology

Consider the example of a physician. The predominant mental reaction required for a physician is the intellectual reaction, a consequence of the excretion (defecation) reflex. This reaction is combinatorial in nature. Thus, a physician’s task revolves around identifying the root cause of ailments and addressing them. Even in specialized criminal environments, professions are divided into four types: combinatorics, such as a safecracker or card cheat; information-centric roles, like a pick-pocket; elephant-related roles, such as a robber; and predatory roles, including a murderer.

Undoubtedly, the principles of depth psychology assert that there exist only four fundamental categories of professions, and this theoretical framework holds that no more can exist, even in a theoretical sense. This limitation arises from the four core reflexes. Irrespective of the specific nomenclature — whether journalist, scout, pickpocket, scientist, or any other — these designations essentially correspond to one of the four overarching

types of professions. In essence, an individual has the inherent potential to excel in any of these four categories. By mastering these foundational professions, one has the capability to effectively master any other vocation in the world.

To visually encapsulate the aforementioned concepts, it is suggested to present them in the form of a schematic diagram:

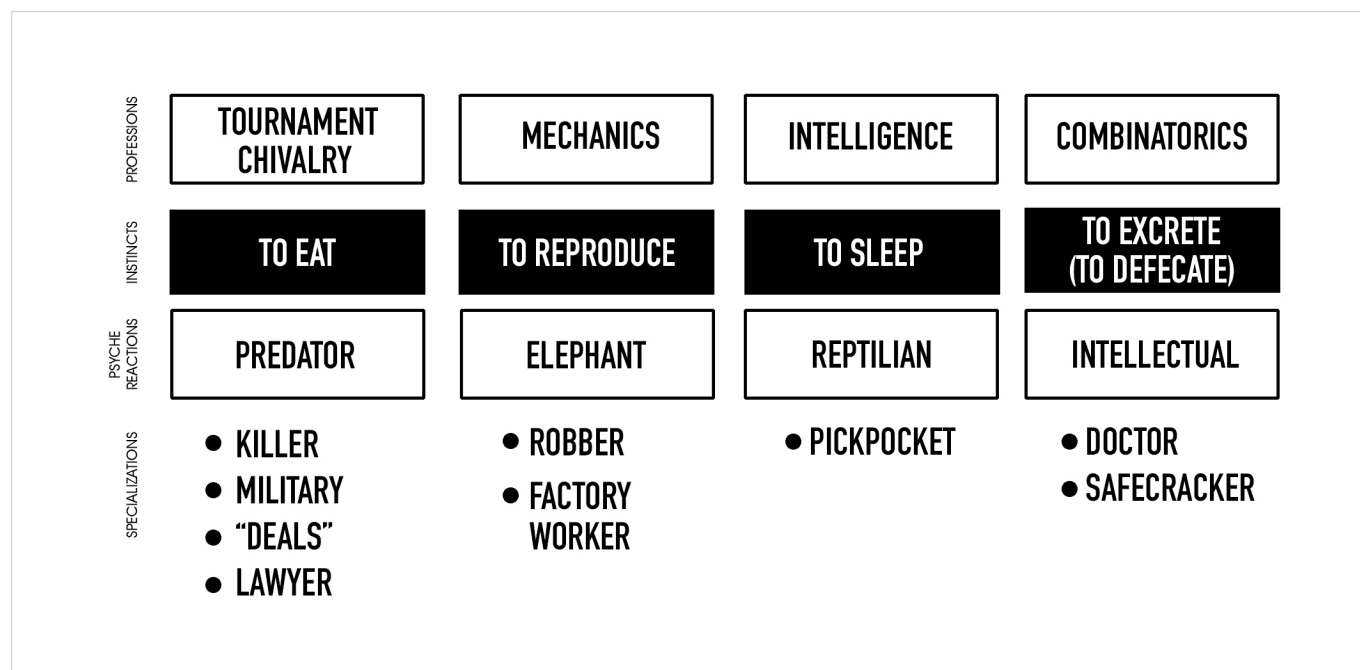


Figure 4. Correspondence of four human psyche reactions, specializations, instincts and professions

Given the outlined principles, it is prudent to revisit the phenomenon of training. A logical question emerges: what do trainings actually impart to individuals? For instance, consider the core titles of various trainings. Take the example of a training titled “How to find a life partner.” This particular training revolves around the reproductive instinct. In alignment with the above diagram, this instinct corresponds to the elephant mental reaction and the mechanics profession. Consequently, women participating in such a training are essentially guided toward adopting a role analogous to a significant and influential “elephant.”

During his analysis of Lipot Szondi’s works, Academician Maltsev elucidated the nature of the factors within Szondi’s test — clarifying the reason for the presence of two factors within each of the engines. This explanation reveals that within the

four vectors (S, P, Sch, C) and eight factors, the first two drivers (h, s) signify deficits, the second pair (e, hy) represent phantoms that encapsulate one’s envisioned future, the third pair (k, p) emerge from frustration with one’s parents, prompting a search for a Great Mother or Great Father figure. The fourth pair (d, m) signifies a quest for hierarchy — becoming a part of a hierarchy and harnessing its influence. This progression culminates in the final engine. Notably, within the established engine structure, only the (e, hy) and (k, p) components can interchange positions.

Certainly, we can align the four vectors of urges with the aforementioned scheme as follows:

h, s: Predatory reaction of the psyche — Deficiency
 e, hy: Intellectual reaction of the psyche — Phantom

k, p: Elephant reaction of the psyche — Great Mother and Great Father

d, m: Reptiloid reaction of the psyche — Hierarchy

Moreover, it is important to acknowledge one of the proponents of L. Szondi's school, his disciple Martin Achtnich. Achtnich (1979) introduced a vocational orientation test that provides insights into a person's potential professional future by categorizing it into four distinct professions. When an individual takes the Achtnich test, the results offer multiple occupational options. The interpretation unfolds as follows:

h, s: Predatory reaction of the psyche — Achtnich's 1st profession (quick success)

e, hy: Intellectual reaction of the psyche — Achtnich's 2nd profession (continuous improvement)

k, p: Elephant reaction of the psyche — Achtnich's 3rd profession (takes a person to a new level)

d, m: Reptiloid reaction of the psyche — Achtnich's 4th profession (triumph)

M. Achtnich's concept illuminates the potential journey of an individual through all four professions, culminating in a triumph. Progressing through these professions sequentially can lead to this ultimate achievement. It is crucial to understand the existence of these options, as often, choices are made unconsciously. The world unconsciously guides individuals through these four professions, regardless of their personal desires, due to the inherent unconscious

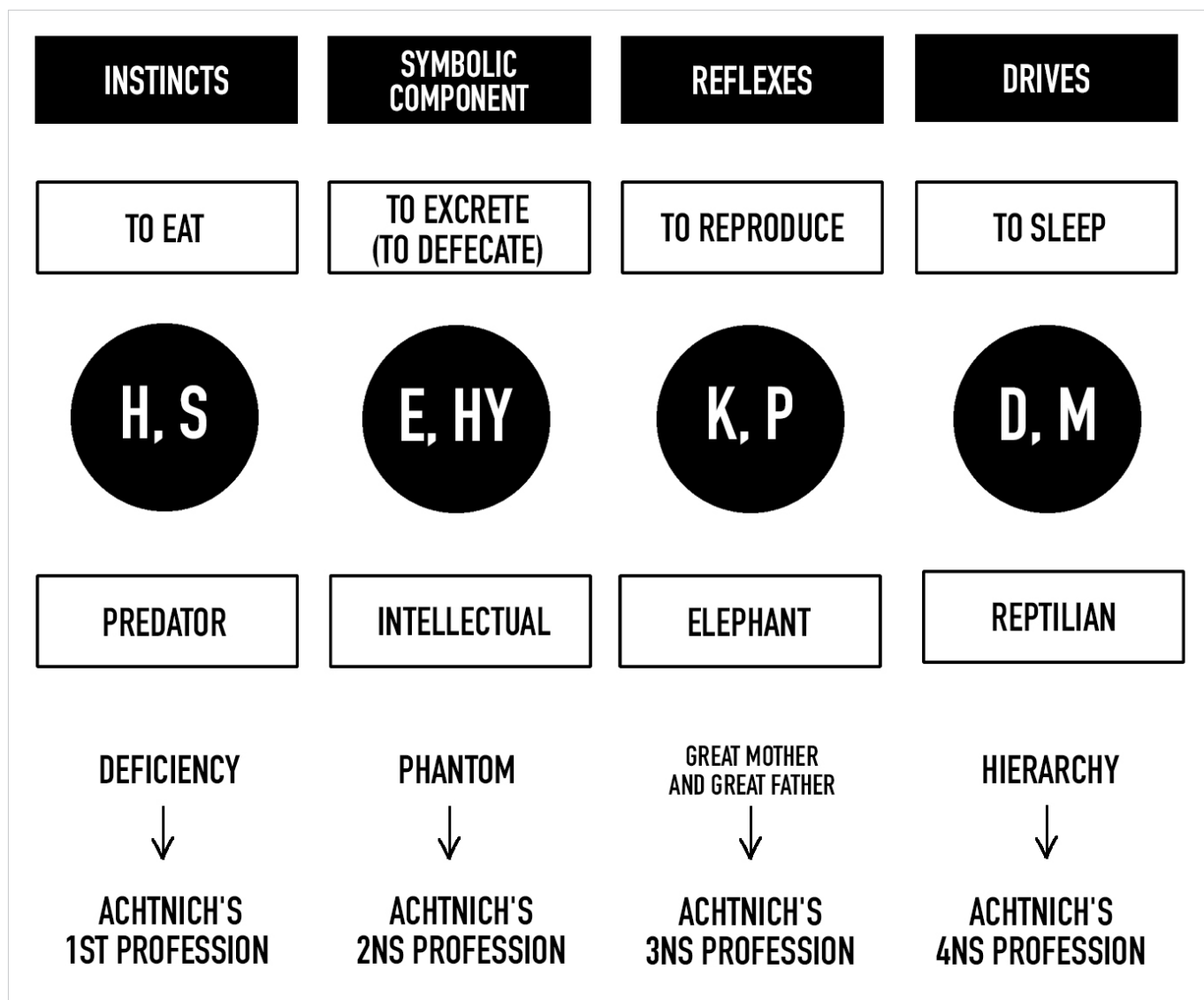


Figure 5. Correspondence of concepts of psychology, four human psyche reactions, instincts, Szondi test factors and vectors, and Achtnich's professions

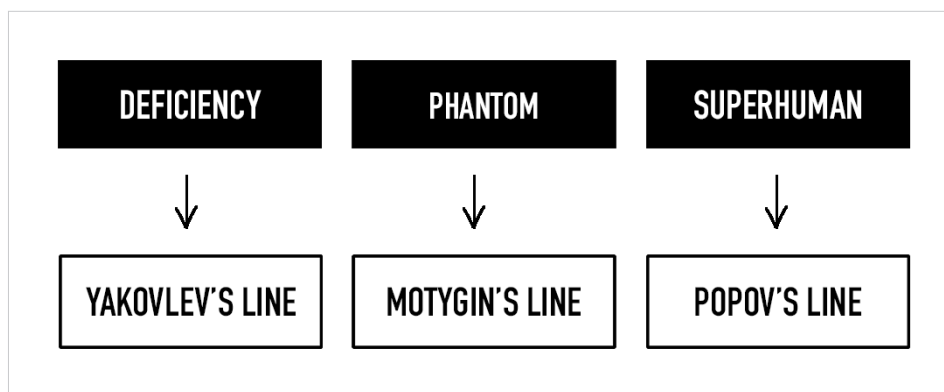


Figure 6. Three lines

movement. The crux of the matter lies within one's essence, their internal makeup. Unbeknownst to them, individuals will naturally traverse this path — it is their destiny. Ahnrich's four professions are intricately intertwined with an individual's destined path. In light of the above, it is evident how depth psychology evolves into applied psychology.

Furthermore, it is noteworthy that prior to engaging with Lipot Szondi's concepts, Dr. Maltsev was already a follower of the scientific pursuits of Academicians A. S. Yakovlev and G. S. Popov. Consequently, he possessed practical expertise in the realm of depth psychology, encompassing the ancestral concept, the intricacies of memory, and methodologies for studying memory as a complex system.

Academician Yakovlev's line signifies that any profession can be developed to ascend to a higher level. This progression represents a path of inferiority, epitomized by the phrase: "you are too complete to see it ('X')." By honing a profession and deliberately incorporating inferiority, individuals can attain unquestionable authority. This trajectory mandates leveraging one's imperfections to emerge as an outstanding individualist, creating a unique star persona (Maltsev, 2019).

Ilya Motygin's line, also referred to as "Popov's elevator" or the path forged by academician G. S. Popov, represents a managerial journey that shapes the essence of business. Academician Popov concluded and extended the course initiated by Motygin, which ultimately led to the creation of "Popov's elevator." This pathway involves orchestrating a clash between two distinct substances to ascend to the highest echelons (Maltsev, 2019).

Academician Popov's line constitutes the third trajectory, aligning all four professions in a sequential manner, rendering an individual simultaneously everything and nothing. Popov emphasized the necessity of reformatting every facet of an individual. Academician Oleg Maltsev further developed and continued all three approaches.

CONCLUSIONS

In conclusion, Academician Oleg Maltsev devised a comprehensive model that unravels the intricacies of human life and destiny. An individual can halt their progression at various stages, either refining their existing sphere or triggering conflicts. Alternatively, they can traverse all stages, evolving into a holistic persona—this what makes a superhuman. Through the integration of the systems of academicians A. S. Yakovlev and G. S. Popov, coupled with a comparison of the works of L. Szondi, Z. Freud, and K. Jung, Academician Maltsev elucidated the transformation of depth psychology into applied psychology. This framework encompasses an individual's destiny, illnesses, their very being, and more. It symbolizes the anatomy of knowledge, professions, and human fate.

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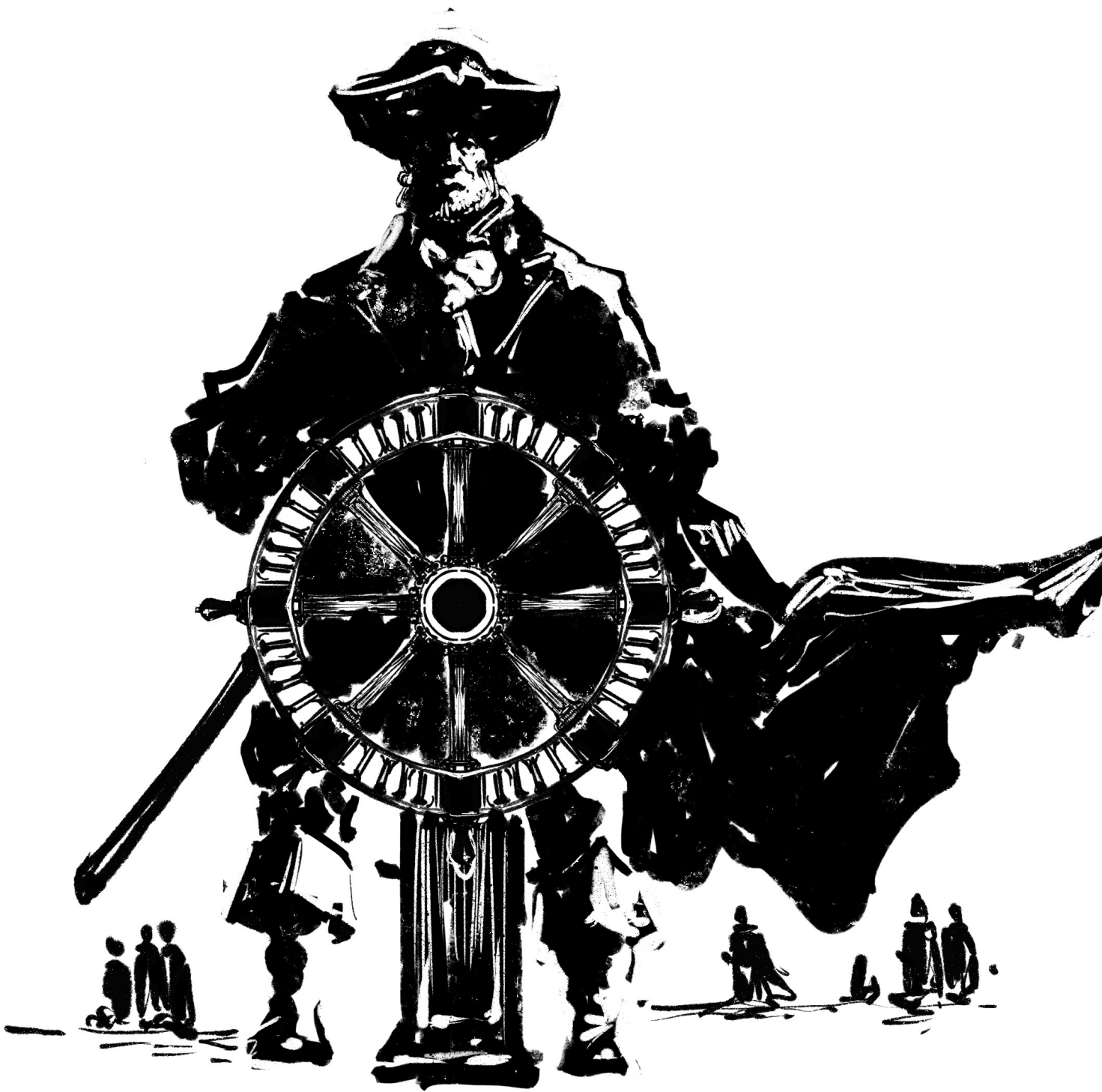
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THE THEORETICAL AND PRACTICAL DIMENSIONS OF DEVELOPING

THE PHILOSOPHY OF THE INFORMATION ECONOMY AS A NEW DIRECTION IN STUDY

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ABSTRACT

The following article outlines the conceptual and categorical framework of the philosophy of the information economy as a relevant scientific pursuit. This framework emerges from the fusion of philosophical and economic principles in the era of globalization, the information society, and the digital economy. It exposes the laws that govern the evolution of production, distribution, exchange, and consumption, thereby synthesizing modern advances in economic science during the age of informatization. The primary objectives are defined, with a focus on establishing a pertinent conceptual and categorical structure for the philosophy of the information economy. This structure is designed to foster innovative principles for the information society, which, in turn, facilitate the development of inherent human capabilities, broadening the horizons of the traditional “spirit/mind-body” dichotomy that were formerly confined by both individuals and society.

The analysis encompasses recent research and publications, with the philosophy of the information economy drawing upon diverse economic models of scientific and technological progress proposed by figures like Brynjolfsson and McAfee (2014), J. Trinks (1992), M. Furst (1992), and R. Florida (2014) and others. These models are grounded in addressing human challenges. The article uncovers the unexplored facets of the overarching issue — the theoretical and practical facets of conceptualizing the philosophy of the information economy as a new scientific domain that amalgamates philosophy and economics, politics and ecology, religion and morality. It also devises pathways for overcoming crises through philosophical and methodological reasoning.

The article’s scientific innovation lies in its conceptualization of the philosophy of the information economy and in its presentation of previously unexplored research challenges. It offers a survey of theoretical approaches to investigating the philosophy



of information economics while identifying problematic subjects and prospects for their resolution. Economic synergetics are considered as the methodological foundation for addressing the philosophy of the information economy's subject and object. Furthermore, the article uncovers how information technologies influence the evolution of the philosophy of the information economy. In conclusion, the article examines the challenges associated with the philosophy of the information economy in a digitally-driven society, due to the transformative technological breakthroughs characterizing the modern era.

Keywords

information society, information (digital) technologies, philosophy of the economy, philosophy of the information economy, digital era, economic synergetics.

INTRODUCTION

The significance of investigating the philosophy of the information economy as an academic pursuit lies in its foundation, which intertwines philosophical, economic, moral, and spiritual-humanistic principles within the context of globalization, the information society, and the digital economy. This approach illuminates the principles guiding the evolution of production, distribution, exchange, and consumption, considering both economic and moral dimensions. This enrichment contributes to the advancement of contemporary information-based economic science. The study of the philosophy of the information economy gains heightened importance due to the turmoil evident in the modern economy.

The exploration of the philosophy of the information economy holds heightened significance due to the current tumultuous state of the modern economy. Traditional economic frameworks have proven ineffective, evidenced by their contribution to various crises such as financial, tax, and environmental issues since 2008. Consequently, there is an opportunity to complement classical economic principles with those of the information economy, potentially providing a path for humanity to navigate out of these crises (Chang, 2015).

The significant budget deficits arising from crises compel numerous governments to curtail public investment and diminish social security standards. These actions have a detrimental impact on economic growth, exacerbating issues related to poverty and societal stability over the recent decades. This predicament can be attributed to the widespread dominance of the free market ideology, which has prevailed globally since the 1980s. This ideology is rooted in principles such as the privatization of public and financial enterprises, the relaxation of regulations within the financial and industrial sectors, the liberalization of international trade and investment, and the reduction of both income taxes and social benefits. Consequently, these policies give rise to a multitude of challenges, including the deepening of inequality, the reduction of citizen well-being, diminished economic growth, and heightened instability. Many of these complex challenges intersect at the juncture of philosophy and economics, as well as morality and politics. Therefore, the advancement of the philosophy of economics as a new direction assumes distinctive relevance and practical significance (Vlasova, 2013; Teslenko, 2018a, 2018b).

Theoretical and practical dimensions within the realm of the philosophy of the information economy, as a relevant scientific pursuit, are directed at delving into the novel conceptual and categorical framework brought forth by the evolution of fresh concepts, principles, laws, and approaches to the philosophy of economy in the age of digitalization. We place particular emphasis on the creation of fresh foundations within the information economy. This endeavor serves to broaden the scope of the “spirit/mind-body” dichotomy, a concept previously constrained to both society and the individual (Teslenko, 2018a, 2018b).

Examination of Recent Research and Literature Offering Solutions to the Author’s Investigated Issue

The philosophy of the information economy draws upon an array of economic models concerning scientific, technical, and technological progress, as proposed by Brynjolfsson and McAfee (2014), J. Trinks (1992), M. Furst (1992), and R. Florida (2014). These models are rooted in resolving challenges spanning economy, society, and the human experience. Technology has changed our world a lot in the last decades and continues to change it, so, we need to be ready to face new challenges (Betz et al., 2019; Coeckelbergh, 2018; Katerina, 2017; Salvatore, 2019; Thompson, 2012). The primary objective of this research is to explore both the theoretical and practical dimensions in conceptualizing the philosophy of the information economy as a scientific pursuit. This pursuit serves as a unifying force across various scientific disciplines — ranging from philosophy, economics, politics, ecology, and to aspects of religion and morality. Furthermore, it facilitates the development of strategies for navigating crises, from the standpoint of philosophical and methodological rationale.

Research Objectives

- Analyze theoretical methodologies applied in the exploration of the philosophy of the information economy, pinpoint challenges, and assess the potential for resolving them.
- Investigate the applicability of economic synergetics as a methodological framework for addressing issues tied to the subject and object of the philosophy of information economy.

- Explore the impact of information technologies on the evolution of the philosophy of information economy.
- Analyze the fresh underpinnings of the information economy, which extend the possibilities of the previously confined “spirit/mind-body” dichotomy encompassing society and individuals.

The philosophy of the information economy is a compelling scientific field that addresses both theoretical and practical dimensions of the influence of information technology on the economy. Theoretical aspects encompass the epistemology and ontology of information economics, examining how information impacts decision-making processes, the essence of information processes in the economy, changes in economic structure due to information technology, and ethical considerations related to technology use. Additionally, sociocultural aspects explore the impact of the information economy on societal processes, including changes in lifestyles, values, and education influenced by information technologies.

Practical considerations encompass analyzing the application of information technology in business activities and studying the impact of digital transformation on process efficiency. Additionally, the focus includes the development and optimization of information infrastructure at the national or regional level, investigating its influence on economic growth. Security and data management involve developing methods to ensure information system security and addressing challenges in managing and analyzing big data. Research in the domain of the digital economy explores the role of digital technologies in stimulating innovation and analyzes their relationship with various forms of economic activity.

The philosophy of information economics offers a theoretical framework for comprehending how the economy transforms under the influence of information technologies, guiding practical endeavors in developing and implementing new approaches and technologies in the economic realm. The information economy represents a paradigm where information plays a pivotal role in the production, distribution, and consumption of goods

and services. Characteristics of this economy include the intensive use of information technologies, digitalization of production processes, and the extensive utilization of knowledge and information resources to create value. In this context, data, information, and knowledge emerge as significant production resources, with economic agents actively leveraging technology for information collection, processing, and transfer.

Crucial tools in this landscape include digital technologies, the Internet, cloud computing, data analytics, and artificial intelligence, all of which play essential roles in organizing business processes, decision-making, and enhancing competitiveness. The information economy necessitates changes in production and services structures, emphasizing innovation based on information resources as a key factor. This, in turn, affects business organization, market dynamics, forms of labor relations, and various aspects of economic life. Key features of the information economy encompass the accelerated pace of technological development, information exchange as a central element of production, process digitalization, value creation through intellectual activity, and changes in education and culture to accommodate the demand for new skills and knowledge.

METHODS

The methodology for studying the theoretical and practical aspects of the philosophy of the information economy employs a systematic and multidimensional approach. Key methodological principles include:

1. **Interdisciplinary Approach:** Integrating philosophy, economics, and information technology to study the interrelations between philosophical concepts and economic processes, as well as the role of information technology.
2. **Theoretical Modeling:** Developing theoretical models to analyze the impact of information on the economy and examining epistemological and ontological aspects through the creation of theoretical concepts.
3. **Ethical Research:** Ethical analysis of information and technology use in the economy, considering privacy, security, responsibility, and social justice.
4. **Case Studies and Empirical Research:** Analyzing practical examples and conducting empirical research to identify the impact of information innovations on economic processes.
5. **Critical Analysis:** Critiquing existing approaches and concepts, fostering critical thinking about proposed theoretical and practical solutions.
6. **Comparative Studies:** Comparing different models of information economy and analyzing approaches in different countries or regions.
7. **Development of Sustainable Development Concepts:** Investigating the impact of information technology on economic sustainability and developing concepts that consider social, environmental, and economic aspects.
8. **Feedback to Practice:** Applying research results to develop practical recommendations and implementing philosophical concepts in the development and use of information technologies.
9. **Contextualization:** Considering information economy in different socio-cultural and economic contexts, analyzing cultural peculiarities, historical development, and social institutions.
10. **Dialogue with Stakeholders:** Involving representatives from business, government, education, and the public in research, organizing dialogues for feedback and considering stakeholder needs.
11. **Systems Analysis:** Considering information economy in the context of system dynamics, studying interrelationships within the information ecosystem and their impact on economic processes.
12. **Network Approach:** Analyzing information networks and their role in the economy, considering network structures in business, education, and public administration, and assessing their impact on information processes.
13. **Long-term Perspective:** Developing long-term forecasts and scenarios for the development of the information economy, assessing future trends, changes, and challenges due to information technology development.
14. **Contingent Study:** Accounting for variability and uncertainty in the information economy, studying possible development scenarios, including potential risks and unexpected consequences.

15. **Training and Education:** Developing educational programs in the field of information economy and supporting initiatives to train specialists for effective work in this domain.

This integrated methodological approach allows for a comprehensive understanding of the information economy, combining theoretical aspects with real-world research examples. It facilitates the development of specific recommendations to address current problems and challenges in society and business amid digital transformation.

A comprehensive methodological approach to studying the problem of the information economy involves the use of various methods and tools for a more complete understanding of this scientific direction. Here is how this approach can be applied:

1. **Philosophical Analysis:** Studying the philosophical foundations of the information economy, considering epistemological and ontological aspects, and identifying main philosophical concepts.
2. **Economic Modeling:** Developing economic models that account for information factors, simulating the impact of information technology on economic processes, and creating models for forecasting and analysis.
3. **Ethical Analysis:** Assessing ethical issues in the use of information in the economy, including considerations of privacy, fairness, and security in the context of information economics.
4. **Comparative Analysis:** Comparing different models of the information economy worldwide, examining characteristics and differences in the use of information technology in diverse cultural and economic contexts.
5. **Sociocultural Aspects:** Considering the impact of the information economy on sociocultural processes, studying changes in lifestyles, values, and education influenced by information technology.
6. **Systems Analysis:** Exploring interrelationships between different elements of the information ecosystem, analyzing system dynamics, and understanding the interaction between participants in the information process.

This integrated methodological approach allows for the consideration of many aspects of the information economy, providing a deeper and more complete understanding of the problem. It also enables the development of more effective strategies for impact and development in this area.

RESEARCH RESULTS

1. The examination of theoretical approaches within the realm of the philosophy of the information economy has become a crucial endeavor, given the world's critical state. The pressing need to foster a fresh ideology, worldview, or even a paradigm in the field of philosophy of economics arises as we confront the imperative for a novel framework to address the information economy, nature, society, and human aspects. This includes the cultivation of new approaches and ideals rooted in the anthropo-humanistic dimension of the information economy. This foundational shift is based on innovative approaches and the ideals of the anthropo-humanistic dimension of the information economy and the eradication of a profound crisis of values, acknowledged as an influential driving force on a global scale. Additionally, it is supported by the vision of shaping a "secure future for all," rooted in economic well-being, a balance between humanity and nature, short-term and long-term perspectives, as well as public and private interests. Furthermore, the introduction of information technologies that demonstrate genuine profitability and hold the potential to attract investors while sustaining enduring solutions constitutes a key element (Brynjolfsson & McAfee, 2014; Cherep et al., 2019).

From theoretical and methodological standpoints, the philosophy of information economy serves as a means to unveil the governing laws that dictate the progression of production, distribution, exchange, and consumption. It imparts lessons on rationality and economic efficiency, thereby establishing itself as the methodological foundation for the comprehensive realm of economic sciences. Simultaneously, the philosophy of information economics takes into consideration the overarching deductions and inferences derived from distinct economic disciplines, which collectively embody the essence of economic theory. The intricate interplay

between philosophical theory and economic theory, along with the interconnection of philosophical disciplines and economic sciences, plays a definitive role in shaping the advancement of economics as a holistic discipline. Moreover, the philosophical abstraction of contemporary economic processes pertains to the sphere of the philosophy of economics (Davlatov, 2017).

The emergence of the philosophy of information economics as a scientific trajectory underscores our capacity to employ reasoning, intelligence, new information technologies, nanotechnology, and artificial intelligence for resolving economic challenges. As noted by Ha-Joon Chang (2015) in “Economics: The User’s Guide,” information economics concerns itself with the realm of economy encompassing currency, labor, technology, international trade, taxes, and other categories linked to the production of goods, services, the distribution of acquired taxes, consumption of output, and the pursuit of explanations for numerous economic phenomena and processes. Consequently, the philosophy of information economy has taken shape under the influence of Enlightenment ideals such as reason, science, humanism, progress, and development, which hold greater relevance in the 21st century than ever before.

2. The focus of inquiry in the philosophy of information economy lies in comprehending the ramifications of all processes on individuals — encompassing liberalization, digitalization, and informatization — as well as their broader impact on nature and society. Every economic phenomenon encompasses an amalgamation of cultural, human, cognitive, and informational facets of reality. This amalgamation involves the interplay between competition and cooperation, as well as the pursuit of avenues for self-organization, facilitated through the interaction of “three factors — thesaurus, detector, and selector.” These intricate dynamics manifest within the thesaurus of the economic information system, characterized by nonlinearity and a natural inclination toward self-organization. Such inherent tendencies underscore the necessity for the formulation of a novel conceptual and categorical framework, referred to as the “self-organized information economy” (Avanesova et al., 2003).

3. Evaluating the impact of information technologies on the evolution of the philosophy of information economy unveils a multifaceted exploration. Information technologies, which encompass robotics, nanotechnology, artificial intelligence, synthetic biology, and 3D manufacturing, emerge as the focal point of investigation within the philosophy of information economy. The contemporary global society has established a pervasive connection to the Internet, facilitated by an influx of myriad devices fostering continuous communication. This dynamic has engendered what can be termed a technological “cornucopianism.” As pointed out by Mark Goodman (2015), diverse critical systems — power grids, oil and gas pipelines, dispatch systems, air traffic control, financial markets, water supply networks, street lighting, healthcare facilities, and sanitation systems — heavily rely on technology and the Internet for their functionality. However, in this “brave new world,” humans have been sidelined, and civilization’s foundation now rests with machines. These advancements are poised to unfurl in the imminent future, holding promise for ushering unprecedented abundance and prosperity for humanity. Concurrently, each of these breakthroughs harbors a disconcerting potential for destruction. This reality amplifies the significance of the philosophy of the information economy — its position, role, and practical importance. The concern lies in the possibility of an unstable foundation underpinning our collective future, wherein the marvels of technology could potentially turn against us at any moment (Chang, 2010; Florida, 2014; Furst & Trinks, 1992).

4. The examination of the new underpinnings within the information economy reveals an expansion of the confines of the “spirit/mind-body” dichotomy, previously constrained by societal limits. Presently, individuals find themselves immersed within the information realm, leading to the fragmentation of their “spirit/mind-body.” They no longer possess full agency over themselves and remain detached from realizing their innate potentials. The individual has become an integrated link within the information cycle, and their consciousness is now largely shaped by information and communication technologies. Individuals live within the conditions of digitalization, a landscape no longer shaped solely by states, institutions, and personal entities,

but rather by comprehensive structures rooted in technology, finance, information, and communication. Notably, the emergence of the Internet has significantly altered the landscape of power dynamics, currencies (as exemplified by the rise of bitcoins), legal frameworks, and the dissemination of knowledge — core pillars that underpin human governance. Consequently, this transformative shift has led to the fragmentation of the human essence into its constituent elements of “spirit/mind-body.”

5. The emergence of the creative class takes center stage in the philosophy of the information economy. This positioning explains why the philosophy of the information economy addresses a multitude of economic challenges through the lens of resolving problems the “spirit/mind-body” duality. This approach delves into various economic aspects such as financial systems, ownership, monetary dynamics, economic liberties, consumption patterns, and the intrinsic values associated with economic activities. When combined with the cultural and active facets of individuals, these economic elements collectively contribute to the establishment of innovative principles within the information-driven society. Confronted with the task of resolving of the problems of “spirit/mind-body”, individuals are tasked with devising novel frameworks of information integration. These frameworks, in turn, facilitate the emergence of creative informational individuals. At the heart of addressing the “spirit/mind-body” divide lies creativity — a foundational concept. This creativity not only reshapes the landscape of the information economy but also encapsulates a vast reserve of human potential that has yet to be fully harnessed. This potential, when unlocked, serves as a bridge to bridge the gap of the “spirit/mind-body” duality. Through this, the philosophy of the information economy is enriched, taking on a holistic perspective that encompasses individuals as both subjects and objects. This harmonious alignment culminates in the cohesion of society, nature, individuals, the economy, and self.

DISCUSSION

The philosophy of the information economy delves into the philosophical aspects of economic devel-

opment and functioning within the framework of the information society. Various concepts, theories, and paradigms are discussed and applied to comprehend information processes in the economy. Key aspects include:

1. Concept of Information Society: Manuel Castells (2001) and Daniel Bell (1972) explore the role of information technology and knowledge in societal development, impacting production, education, and social relations.
2. Theory of Digital Economy: Carl Schramm (2010), Erik Brynjolfsson et al. (2019) delve into the changes in the economy brought about by the use of digital technologies, addressing issues of digital transformation, digital capitalism, and new forms of interaction.
3. Cognitive Economy: John B. Cobb (1994) and Bernard Walliser (2007) emphasize the role of knowledge, learning, and intellectual resources in the processes of production and consumption, viewing the economy as a system of information processing.
4. Network Economy: Manuel Castells (2001) focuses on the role of networks, virtual communities, and actor interaction in the context of global connectedness, proposing that network structures dominate economic organization.
5. Digital Revolution Concept: Alvin Toffler (1980) considers the transition from industrial society to an information society, highlighting changes in the economy, culture, and social organization.

These concepts contribute to understanding how information technology, knowledge, and information exchange shape new trends and dynamics in modern economic processes. The main concepts developed by these authors include:

1. Information Society: Where information technologies become determinant in various spheres of life.
2. Knowledge Economy: The shift from industrial production to the production and processing of information and knowledge.
3. Digital Economy and Digital Transformation Theory: The application of digital technologies to change organizational business models, processes, and culture.

4. **Digital Capitalism:** An economic system where digital data and technology play a central role in creating and distributing value.
5. **Concept of Cognitive Economy and Cognitive Capital:** Knowledge, skills, and intellectual resources as key factors in economic development.
6. **Learning as a Production Process:** Emphasizes continuous learning and skill development as factors of production.
7. **Network Economy Paradigm:** Views network structures as organizational forms where interaction and information exchange are central.
8. **Virtual Communities:** Groups linked by common interests, goals, or activities in virtual space.
9. **Concept of Information Revolution:** Signifies significant changes in society due to the development of information technology and new approaches to information processing.
10. **Knowledge as a Key Resource:** Asserts that knowledge becomes the primary source of power and development in the information age.

These concepts offer analytical tools to understand the challenges and opportunities associated with the information economy, focusing on how information processes impact economic activity, socio-cultural changes, and societal organization.

CONCLUSIONS

The philosophy underpinning the information economy is dismantling the established norms and regulations that once governed both industrial and even post-industrial societies. In the present day, the core of the Internet functions as a dynamic social entity, interconnecting 7 billion individuals, each contributing their cognitive faculties, intellect, and awareness, effectively constituting a “global mind.” This phenomenon was aptly termed as the space of thought, mind, and intelligence by Teilhard de Chardin. Presently, this collective human intelligence is intertwined with the cognitive capacity of machines, supplemented further by the wisdom of the natural world. This amalgamation, in conjunction with the concept of “aggregate behavior,” has been coined “holos” by contemporary scholars. In our current landscape, an outer layer envelops the planet Earth, formed by the fusion of 4 billion mobile phones and

2 billion computers. This layer is further expanded by the inclusion of billions of peripheral microchips and interconnected devices, spanning from cameras and automobiles to satellites.

As early as 2015, the network boasted a staggering 15 billion interconnected devices, each housing anywhere from one to four billion transistors. This colossal configuration renders the “holos” operational through a mind-boggling sextillion transistors (10 followed by 21 zeros). This analogy draws a parallel with these transistors serving as the equivalent of neurons within an immense brain. To put this in perspective, the human brain contains around 86 billion neurons, making it a trillion times smaller than the “holos.” These instances underscore the advancement of the philosophy of the information economy, concepts that humanity has yet to fully actualize. It’s on this novel foundation of digital information that our existence, intertwined with the “spirit/mind-body dichotomy,” partially rests. A future where everyone is connected online and a vast global information system takes shape is not a utopian vision; rather, it’s the very fabric of our present reality (Maksymeniuk & Nikitenko, 2016; Maxton & Randers, 2016; Von Weizsäcker & Wijkman, 2017).

Practical Recommendations

1. It is imperative to advance information technology in order to foster technological breakthroughs and amplify the significance and role of individuals within the digital society. This pursuit necessitates a comprehensive approach that transcends the compartmentalization of individuals into the domains of “spirit, mind, body.” Consequently, an evolution towards a “new spirit,” “new mind,” and “new body” becomes paramount.
2. The examination of the digital society concept encompasses a rich reservoir of insights gleaned from the implementations of technologically advanced nations, alongside exemplary instances of information economy development that foreshadow the future. This trajectory inherently facilitates the expansion of knowledge and ideas pertaining to the philosophy of the information economy. Such expansion is poised to be augmented through novel insights and

corroborative evidence of the dynamics of the information economy.

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PSYCHOLOGY OF SOUTHERN ITALY: RESEARCH CONCEPT

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ABSTRACT

This article unveils an exploration in the field of psychology, with a focus on developing a research concept for the study of Southern Italy's psychology. The research concept undergoes a transformation from an idea into a scientifically methodological approach, refined to a suitable, technologically ac-

ceptable level through scientific transformations. Importantly, this research concept allows scientists to initiate the working process immediately without unnecessary delays.

Keywords

psychology, research concept, fate-analysis, behavior



INTRODUCTION TO THE SUBJECT

In anticipation of the upcoming scientific expedition to Portugal (*Heading for Portugal: About Expedition Plans*, 2020), led by Oleg Maltsev, Ph.D., I wish to introduce you to a fascinating work that pertains to the development of the research concept for studying the psychology of Southern Italy. An immediate question might arise: why, while investigating the psychology of Southern Italy, is the expedition group heading to Portugal? Would not it be more logical to carry out the research within the Southern Italian region? In the realm of psychology, the research approach can take varied forms. The Fate-Analysis school of psychology, of which Maltsev is one of the proponents, is rooted in the concept of “ancestral concept” (Szondi, 1944). During the early 20th century, this concept was independently explored by two renowned scholars — Hungarian psychologist Lipot Szondi (1944) and Soviet academician Grigory Semenovich Popov (Maltsev, 2017). This is precisely why, in order to delve into the psychology of Southern Italy, it becomes imperative to journey to Portugal, the land of their ancestral origins. It is noteworthy that two notable entities originating from Portugal, the Order of Jesus Christ and the Order of St. Santiago, constitute integral components of the Southern Italian region. Hence, the expedition group’s destination is Portugal, as opposed to the South of Italy. The Southern Italian region had already been studied by the expedition team in their previous research to Reggio di Calabria in December 2019 (Karuna, 2019).

One of the objectives of the expedition group will involve the examination of Portugal’s psychology, alongside a comparative analysis with the psychology of Southern Italy. While certain aspects may exhibit similarities, others might manifest differences, enabling a comprehensive analysis of causal relationships. This research methodology, characterized by investigating not where the phenomenon is situated, but where its roots can be comprehended, proves to be highly effective. It is worth recalling that this very approach was adopted in the study of the Cossack *harakterniks* (Boldinskaya, 2020): the expedition group’s visit to Mexico was imperative to recognize that *harakterniks* constitute a global phenomenon, transcending Ukrainian boundaries.

METHODOLOGY

This article explores how the scientific method, as a research concept, is constructed. Therefore, it is essential to consider what a research concept is in the first place. This approach exhibits distinctions from the conventional perception of the “work of the modern scientist.” Using this method, it is possible to address various scientific problems in philosophy or psychology by viewing them as a holistic system. This includes historical, cultural, psychological, anthropological, and prototypical aspects, as well as the causes and distinctive features that have shaped them over the centuries.

The distinguished scientist, Academician Grigory Popov, provided the following definition during his era (approximately in the 1930s of the 20th century): “A research concept is essentially an idea converted into a research methodology, refined through scientific transformations to reach an appropriate technologically acceptable level” (Maltsev & Lunov, 2020, p.10).

Without a research concept, scientific work is nonexistent. These research concepts safeguard scientific discoveries. A research concept efficiently economizes the scientist’s time, enabling an immediate commencement of work, unlike methodology. The research concept, as a tool, proves to be more functional and effective compared to methodology. Consequently, it becomes evident that contemporary scientists operate as if “in reverse,” comprehending the ultimate data of the repercussions of the research subject, attempting to reconstruct the causes and establish a methodology. This process, in reality, takes more than a decade before they engage directly in scientific work.

The objective of this article is to outline the gradual development of a research concept by Maltsev, an Academician of the European Academy of Sciences of Ukraine and the Ukrainian Academy of Sciences, with a focus on the psychology of Southern Italy. This comprehensive process is being undertaken as part of the preparations for an upcoming scientific expedition to Portugal, scheduled for March 2020.

RESULTS

The psychology of individuals and regions can be influenced by a range of cultural, historical, and social factors. The southern part of Italy possesses a distinctive history, traditions, and way of life that shape the mindset of its residents. Nevertheless, it is crucial to acknowledge that within the same region, psychological characteristics can vary significantly due to individual and familial influences. Broadly speaking, individuals from southern Italy are often linked with qualities such as warmth, emotionality, adherence to the Italian lifestyle, and strong family values. The cultural uniqueness is further exemplified by the region's history, encompassing the impact of Mediterranean cuisine, art, and architecture.

Family holds a pivotal role in Italian society, a reflection evident in the psychology of its people. The presence of robust family bonds, the significance of tradition, and communication with relatives exert a substantial influence on emotional well-being and behavior. However, akin to any society, an individual's psychology can also be shaped by education, social status, personal circumstances, and various other factors. It is imperative to recognize that general traits do not encapsulate the entirety of psychological diversity found in individual experiences and characters. Characterizing the psychology of Southern Italy involves acknowledging numerous features traditionally associated with the region.

First, to describe how the research concept was constructed, we proceed to **Step 1**, which involves referring to the article "World Model of Psyche," authored by Oleg Maltsev (Illiusa, 2019). This article delves into the examination of various phenomena interpreted as psyche within different psychological schools:

1. Energy Reservoir: Some psychological schools posit the psyche as an energy reservoir, giving rise to discussions about concepts like psychic energy, psychological exertion, and related phenomena.
2. Psychological Defense: Certain perspectives view the psyche as an array of psychological defense mechanisms.
3. Role-Based Framework.
4. Counting-Resolving Machine.
5. Automatic System.
6. Ancestral Figure: According to this model, the psyche represents an ancestral figure.
7. Archetype: The psyche embodies an archetype.
8. Resistance Mechanism to the External Environment: Resulting in concepts such as 'psyche's ability/inability to cope with something,' and 'spring of the psyche.'
9. Set of motor skills (Abstract)
10. Set of traumas (or injuries).
11. Software component (e.g., an inferiority complex).
12. "All that is not understood." An abstract concept of a mental process.
13. The mechanism aiding in "coping". The psyche offers a mechanism for adaptation and protection.
14. The system of predispositions.

This comprehensive compilation encompasses various perspectives on the nature of the psyche within diverse schools of psychology. For the complete content of the article, it is available for review on the official [website](#) of Dr. Maltsev. Contemporary psychological investigations often focus on a single parameter, perhaps two at most. However, Dr. Maltsev has condensed a psychomodel comprising 14 phenomena into 10 key parameters, which will serve as the foundation for the study of the South of Italy. It is worth noting that this number is expected to expand to 40 parameters in the forthcoming phases of the research.

Prior to Maltsev's work, there had been no examination of the psychology of a city, region, or entity like a firm. This is due to the fact that psychology investigation entails the exploration of a particular school of psychology, rather than merely following a psychology textbook. In this context, a distinct psychology is required, one that facilitates the comprehensive study of the entire South of Italy.

Before embarking on the research, it is crucial to establish a clear comprehension of the nature of psychology. This necessitates the formulation of a research concept: *Environment — Construction — Soil*.

The environment represents a post-substantial condition. It epitomizes the essence of science

in its unadulterated state, meticulously organized within a specific system, akin to a programming language like Java. A programming environment encompasses distinct tools that orchestrate the design and engender the final software product for the given context. Just as a grain of oats will not sprout in asphalt due to unsuitable soil, a philosophy imparted to an individual must align with their context to foster growth. The environment programs the construction to harmonize with the context, facilitating the nurturing of development. There is currently extensive interdisciplinary research on how the environment influences human development (Shrira et al., 2018; see also Cohen & Varnum, 2016; Moya & Henrich, 2016; Putnam & Gartstein, 2017; Woods et al., 2019).

In the preceding expedition, an exploration of the philosophy of the South of Italy was undertaken, aligning with the level of construction. In the context of psychology, this corresponds to the level of the soil. The environment serves as the framework that programs the philosophy. The construction takes the form of philosophy according to psychology. Providing philosophy to an individual without a strong foundation of psychology will result in its inability to establish firm roots.

Step 2 involves obtaining an averaged personality. Currently, our focus is solely on Palermo,

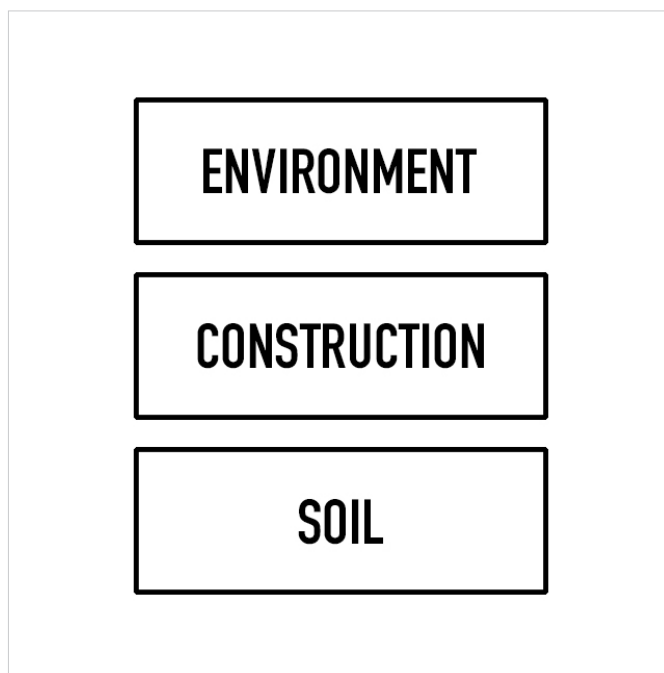


Figure 1. Environment, construction, soil

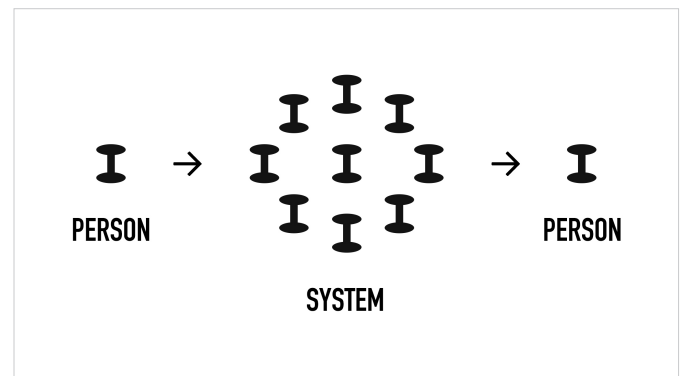


Figure 2. Obtaining an averaged personality

aiming to create an averaged Palermitan profile. Studying a crowd is impractical, thus our approach centers on an individual embodying the city's traits. Analyzing these traits enables us to distill them into a system or combine them in a single individual.

Step 3 involves applying Baudrillard's paradox (Baudrillard, 1983). The contemporary Mafia differs from its counterparts in the 1970s, the period of Italy's unification, and even the era preceding the unification. These distinct organizations possess different philosophies. The study of averaged personalities extends not just to one, but to four periods, each representing a distinct era. Consequently, there will be four averaged personalities. Considering these averaged personalities across Palermo, Calabria, and Puglia, a total of 40 examinations will be conducted based on ten parameters. Of utmost significance is the selection of reliable scientific methodologies to obtain accurate data and indicators, given the absence of opportunities for testing people.

Step 4 involves considering the geographical peculiarities of the territory. Importantly, we discover the compelling rationale for selecting this strategy of theoretical analysis within the context of modern interdisciplinary research (Ramos et al., 2016, see also Hinojosa et al., 2019; Lengen et al., 2019; Protevi, 2019; Reynard & Giusti, 2018). Dr. Maltsev's research focuses on the South of Italy, an area renowned for its extensive historical legacy spanning many years. It is posited that the South of Italy embodies a cross-section of global history, given that over two millennia, numerous nations contended for control over this relatively small expanse of land.

Step 5 involves considering the key skill of the era. Throughout various epochs of human history, the key skill has been present. The entirety of the era's scientific knowledge revolves around this key skill. Science itself emerged as a system of knowledge focused on acquiring this key skill. It is this very key skill that serves as the impetus for the inception and driving force of scientific progress.

Ultimately, we arrive at the chronological aspect of the investigation. We will analyze this within the framework of contemporary Palermo, with the intention of subsequently replicating the approach in the examination of various epochs within the South of Italy, as well as in the exploration of Portugal.

DISCUSSION

The indicators to be taken into account are as follows:

I. Role-Based Framework

The Role-Based Framework of the present Palermo comprises 8 roles:

1. Observer. Palermo is populated by numerous contemplative individuals who stand on the streets and observe various activities, such as street performances.
2. Artistic Individual. Frequently, the central streets of Palermo (and beyond) host musicians and dancers. Many of these individuals carry a strong sense of pride and uniqueness, regarding themselves as famous and remarkable, despite performing on the streets. It is noteworthy that several of the songs heard in the streets of contemporary Palermo have undergone significant changes from their versions in the 1970s.
3. Demonstrative Protestant. This individual consistently expresses disagreement with any statement, often taking offense immediately.
4. Street Painter.
5. Street Con Artist. Palermo's streets are populated by a significant number of beggars who boldly request 1 euro for food.
6. A servant who smiles but consistently gets things wrong, not as you requested.
7. Friars of the Franciscan Order and the Capuchin Order.

8. Man of importance. For example, carabinieri that can be observed strolling with an air of importance and seriousness.

This represents a comprehensive range of personas present in today's Palermo. The role framework was established based on an extensive collection of photographs captured over numerous years in Palermo. A complete scientific monograph titled "Photography as a Source of Scientific Information" has been dedicated to this subject (Maltsev et al., 2020).

II. Motor Responses

We know that altering a person's motor reactions is a highly intricate endeavor. Without specialized training and interventions, attempting to modify them is bound to be ineffective. Today, there is a lot of research being done to understand human motor behavior (Gillespie et al., 2016; see also Makkonen & Tervaniemi, 2010; Song, 2019; White et al., 2014; Zhang et al., 2019). It should be recognized by any psychologist that altering motor responses requires specialized interventions. Consequently, the primary focus should be on observing a person's actions rather than their verbal expressions.

In the examination of motor responses, the behavior of individuals from Palermo while on the road was scrutinized. Their driving habits vividly reflect their true nature. As a well-known fact, there is not a single undamaged car in Palermo; all of them bear signs of damage or scratches. Through the analysis of motor responses, the following characters have been inferred:

1. Suicidal trickster (the most tricky character).
2. The Count. He always drives slowly, and the whole world must wait until he passes.
3. Suicidal stuntman. Motorcyclists who speed out from behind corners.
4. Unwise woman.
5. Child at the wheel.

These are the five personas that are observed on the streets of Palermo. All of these individuals exhibit various forms of childish behavior. To enhance the visualization of the traffic scenario in Palermo, one might recall the well-known amusement park ride "Bumper Cars," where participants drive electric cars

and collide with each other. This analogy aptly mirrors the road situation in Palermo. A thought-provoking question arises: amidst these childlike behaviors observed on the roads, where does the mafia presence in Palermo manifest, if at all?

III. Mechanisms of Decision-Making

This section encompasses the following:

- Conducting experiments.
- Employing the cognitive psychology approach, specifically referencing the works of Israeli-American psychologist Daniel Kahneman (2011) and German psychologist Gerd Gigerenzer (2008), who have authored books on human decision-making processes.
- Utilizing mind registers such as “situations,” “people,” “scenery,” and “office.”
- Applying the logic of human automatics.

Currently, decision making science has attracted garners the focus of diverse scholars, experts, and practitioners (Bagozzi et al., 2018; Gambetti & Giusberti, 2019; Miletic & Van Maanen, 2019; Tuncdogan et al., 2019; Vaisey & Valentino, 2018).

IV. Automatic System of the Human Body

The process involves examining the roles and their fundamental responses, followed by a juxtaposition of these role reactions with the driving behaviors of drivers. This will be subsequently aligned with the findings derived from the conducted experiments.

V. Ancestral Figure

The task is to identify the ancestral figure. To achieve this, a photographic compilation of Sicily and Palermo will be employed, ensuring the inclusion of both conclusions and illustrative evidence. Additionally, the analysis in this section will involve the application of Academician Popov’s method of psychograms.

VI. Archetype

In the context of the prototypical framework of Palermo, an archetype of the Shadow is expected, yet observation reveals that the prevalent archetype is that of the Anima, portraying a cult of woman.

Interestingly, the archetype of the Shadow appears to have transposed itself to the outskirts of Palermo, signifying that the provinces surrounding Palermo now embody the Shadow archetype.

VII. Resistance Mechanism to the External Environment

Within this segment, a series of experiments will be undertaken, drawing from Szondi psychology and employing photographic analysis techniques (Maltsev et al., 2020). Present-day Palermitans exhibit various modes of resistance to their environment, including:

- Contacting the police.
- Conducting themselves in a demonstrative manner.
- Adopting childlike behavior

This childlike conduct is not observed in Corleone or Bagheria; the phenomenon of individuals exhibiting childlike behavior is unique to Palermo. Seeking refuge in one parent to complain about the other, stomping feet and insisting on acquiring a camera — such overt behavior is distinctly reminiscent of children. Palermo consistently demonstrates behaviors akin to those of children.

VIII. A set of motor skills

This section will be examined using the following approaches:

- Szondi’s teachings on the sequence of fate.
- Szondi’s counting-solving machine test, outlined in book “Deceptive Silence” by Maltsev (2017).
- Analysis of the prototypical structure (block) model.

It is noteworthy that in Palermo, the predominant psychic reaction is that of a gatherer (elephant) which is child reaction. With such a fundamental psyche reaction (k; p), the existence of the mafia in Palermo is theoretically implausible. In the child-elephant dynamic, everyone is expected to participate, assist, and collaborate with the child-elephant. While an adult man-elephant may surround himself with possessions, cars, and guards, a child cannot indulge in such luxuries; instead, they surround themselves with individuals who will provide care and assistance.

At this stage of constructing the research concept, scientist Maltsev makes a significant discovery: the four psyche reactions — predatory, reptiloid, gatherer (elephant), and intellectual—as per Szondi’s test vectors, should be assessed in relation to the developmental stages of personality: child, protestant, adult, and sage. These four psyche reactions manifest across the four stages of personality development, resulting in a total of 16 psyche reactions. Thus, it becomes essential to juxtapose each reaction with the spiral of personality developmental levels. Additionally, the level of personality development is influenced by an individual’s perspective on death. For instance, a child is indifferent to the manner of death. A protester aims to die accompanied by music and to take others along. An adult recognizes that anyone can die, but achieving a goal and staying alive hold greater significance. For a sage, a substantial spiritual justification is imperative to embrace death. As the level of personal development ascends, the necessity for a more compelling reason becomes increasingly pronounced.

It is quite perplexing that in Palermo, a city where fencing was once extensively practiced, there was no fencing school upon Oleg Maltsev’s initial arrival (“The Triumphant Neapolitan Fencing School Has Returned to Palermo,” 2019). The individuals possessing a collective (elephantine) psyche reaction are unsuited for fencing, as it demands a predatory psyche reaction. Maltsev himself established the Palermitan fencing school. The most recent fencing work, “How to Become a Fencer” (“Come si diventa Spadisti”) was authored by Michele Alaimo (1936). This year marked the decline of the predatory reaction’s of psyche predominance in Palermo and the emergence of the elephant-child reaction. Despite Palermo’s resistance (even throughout the 20 years of war), the American government ultimately facilitated the formation of the elephant-child reaction among its populace. Presently, this reaction is the prevalent psyche reaction in the region, a viewpoint supported by the observations of organized crime expert Antonio Nicaso, who notes that the people of Palermo exhibit childlike behavior. This perspective further highlights the contrasting sentiment of individuals in Calabria, where such childlike conduct is absent among adults.

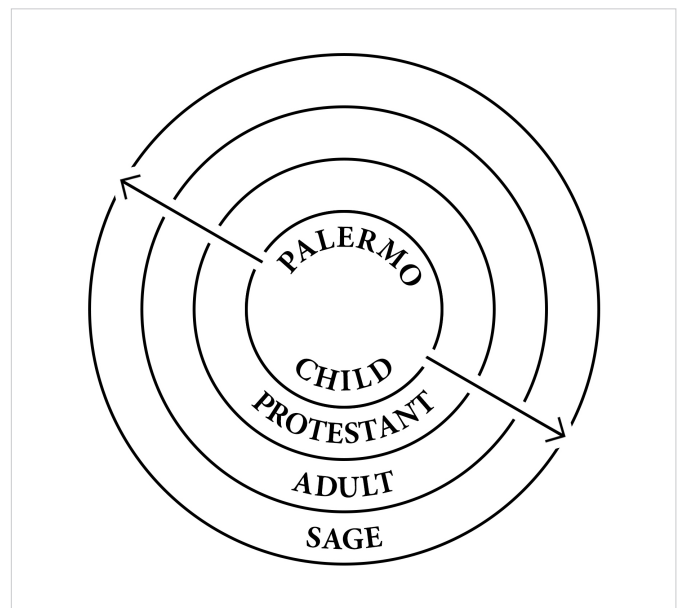


Figure 3. Palermo scheme

In the contemporary context, the trajectory of personal development is as follows: children are at the heart of Palermo, Protestants reside in the adjacent provinces, adults extend to more distant locales, and the elderly are found high up in the mountains. This arrangement signifies that maturity tends to increase the farther one moves away from Palermo.

IX. Set of traumas (or injuries)

This phase of research will draw upon the insights of Carl Gustav Jung (1957) and Lipot Szondi (1952) concerning the “I” pathology, as well as Alfred Adler’s exploration of the superiority complex and inferiority complex (Adler, 2002). Additionally, the concept of regressive defense of the psyche, as postulated by Sigmund Freud (1920), will be incorporated.

X. Analysis of Behavior in a Conflict

This phase of the research will employ the psychosomatic language of tests to examine conflict behavior patterns.

In this comprehensive process, Maltsev will meticulously explore each period of activity within three criminal organizations — Ndrangheta, Camorra, and Mafia. This analysis will then be juxtaposed with the conditions in Portugal, the birthplace of the Order of Christ, the Order of Calatrava, and the Order of Santiago, which eventually evolved into these three criminal entities. The outlined

research framework provides a clear roadmap for the expedition team's exploration of Buenos Aires, Portugal, Spain, and Seville — locations where these orders also held influence. Additionally, the team will thoroughly examine Palermo and the broader South of Italy, organizing the collected information into distinct blocks.

PRELIMINARY RESEARCH MODEL

The research concept delineates the necessary actions. The subsequent phase involves devising the methodology for execution. To accomplish this, let us explore the preliminary research model:

1. After establishing the averaged personality profiles for Portugal and the South of Italy, the expedition team will meticulously analyze the disparities between them. This assessment will encompass the following parameters:

- Main reactions within distinct roles.
- Motor, illustrated through driving behaviors.
- Evaluation in relation to outcomes obtained from expedition experiments.

2. Subsequently, a comprehensive investigation is required to determine the predominant mental reaction within Buenos Aires and its subsequent diffusion across Portugal and Spanish Seville. The objective involves replicating the identical model employed in Palermo, followed by a meticulous juxtaposition of the two frameworks. With the expedition team comprising eight proficient experts, this multi-faceted approach will facilitate the cross-comparison of data from eight distinct vantage points, significantly minimizing the potential for errors.

3. The subsequent task involves identifying the predominant and authentic archetype characterizing Buenos Aires through the application of an archetypological methodology. A critical facet of this endeavor necessitates substantiating the central archetype of Buenos Aires, while concurrently discerning if this archetype resonates within all Portuguese cities and elucidating potential disparities when contrasted with Spanish Seville. Analogous to Palermo, wherein the archetype of the Shadow ostensibly vies for dominance with the Father, yet in practice, the presence

of the Anima archetype is discernible due to the migration of the Shadow archetype to the province, this research mission entails an in-depth exploration of Portugal's archetypal dynamics. The expedition team will be afforded the opportunity to delve into the archetypology of Portugal by meticulously analyzing diverse facets such as architecture, sacred structures, museums, and weaponry.

4. In order to analyze the two averaged personalities, the Counting-Solving Machine of the Szondi test (CSM) will be employed. Szondi's CSM terminals possess exceptional computational precision, and in a similar vein, Maltsev (2017) has previously scrutinized Ndrangheta and Mafia through this methodology, as expounded in the work "Deceptive Silence";. The utilization of Szondi's CSM holds the promise of shedding light on the underlying factors that contributed to the emergence of these two averaged personalities, including the governing principles, contextual influences, and inherent attributes.

5. For the analysis the sequence of fate will be utilized. An assumption posits that Portugal is characterized by a predominant level of personality development akin to that of an old man (sage), although the corresponding reaction remains undisclosed. Remarkably, Portugal stands out as a singular nation that has kept its borders unchanged throughout centuries of world history, enduring conflicts and disruptions while consistently preserving its geographic boundaries.

6. Let us consider qualitative indicators:

- Registers of the mind.
- Key skill.
- Characters of the prototypological pyramid.

By identifying the characters of Buenos Aires and Palermo, it will be possible to comprehend the entirety of the prototypological pyramid's structure and composition (Maltsev, 2018).

7. The utilization of a photographic sample, as outlined in the scientific monograph "Photography as a source of scientific information", will be imperative (Maltsev et al., 2020). The analysis of photographs assumes great significance, as drawing accurate conclusions solely from narratives and circumstances can

lead to distorted representations, as individuals tend to fabricate elements that may not accurately reflect reality. In the context of psychology, the availability of a photographic sample becomes crucial for facilitating comprehensive analysis.

8. During this phase, the expedition team will endeavor to employ the method of scenario psychology. This interesting approach aims to unveil the key actors in the context of the study. If the identified actors do not align with the scenario, it can lead to the disintegration of the storyline. As such, scenario psychology will be harnessed to analyze Buenos Aires, Portugal, Spanish Seville, and the South of Italy. The essence of this approach lies in crafting specific scenario models that can be interrelated and correlated.

This outlines the preliminary research model. Moreover, the expedition team will engage in several other captivating and highly beneficial activities:

- Considering the extensive materials in the Expeditionary Corps archive concerning architectural and religious edifices in Palermo, it is equally important to replicate this analysis for the religious structures in Portugal, Buenos Aires, and Seville. The aim is to reveal the objects of veneration in each region.
- A pivotal aspect lies in scrutinizing the Portuguese criminal tradition, unraveling its distinctions or potential similarities with the Spanish counterpart. To achieve this, an in-depth exploration of traditional martial arts, adept practitioners, and the weaponry entrenched within criminal and chivalric traditions becomes paramount.
- Delving into Portugal's historical narrative becomes imperative, encompassing an examination of the roles played by the Order of Christ, the Order of Santiago, and the Order of Calatrava. An equally significant pursuit involves unraveling the intricate ties between these orders and the Franciscan order of monks.

In this article, how the research concept is formed has been presented. Of course, when it comes to research methods in psychology, there are a number of methods used by scientists in contemporary scientific discourse and we will also look at these.

Scientific investigation into the psychology of Southern Italy encompasses various dimensions, including cultural attributes, social dynamics, traditions, and historical factors that significantly contribute to the psychological well-being and mental health of the region's population. Several key facets warrant consideration in research on the psychology of Southern Italy:

- **Cultural Characteristics.** This involves the examination of traditions, customs, and values that exert influence on personality development and the perception of the world within this region.
- **Social Influences.** The study involves analyzing social structures and relationships within society, encompassing family, community, religious groups, and their roles in shaping personality and societal norms.
- **Historical Aspects.** Delving into historical events and periods is crucial for understanding their enduring impact on the collective psychological state of society.
- **Economic Context.** Exploring the economic framework is essential in comprehending its role in shaping psychological experiences and attitudes.
- **Regional Traditions and Education.** Study educational traditions and cultural practices impacting the development of intellectual and emotional aspects.
- **Mental Health.** Assess stress, depression, anxiety, and other mental health facets in the context of regional characteristics.
- **Linguistic Aspects.** Analyze the influence of linguistic features and dialects on communication and psychological processes.
- **Comparisons with Other Regions.** Compare psychological characteristics with residents of other Italian regions or countries to identify unique traits.
- **Religious Influences.** Analyze the impact of religious beliefs and traditions on psychological well-being, including how religious practices shape views on life and coping.
- **Intergenerational Aspects.** Investigate how traditional values are transmitted across generations and how sociocultural changes can affect psychological adjustment.

- **Ethnic Identity.** Examine the impact of ethnicity and cultural background on identity formation and self-perception.
- **Gender.** Study the role of gender stereotypes and sociocultural norms in the formation of psychological identity and social interactions.

Such studies deepen understanding of the psychological characteristics of the Southern Italian population and contribute to developing mental health support approaches tailored to this region's unique contexts.

The selection of scientific methods for acquiring reliable data and indicators relies on the particular research questions, study objectives, and the nature of the subject under investigation. However, several general principles can aid in identifying suitable scientific methods:

1. Formulating the Research Question.
2. Literature Review.
3. Understanding the specifics of the object under study, whether it be biological systems, social phenomena, or technical systems.
4. Ensuring that chosen methods align with the nature of the object of study; for instance, using sociology and psychology methods for human behavior in a social context and chemical methods for analyzing chemical processes.
5. Combining methods (quantitative and qualitative) to confirm and refine results; for example, using questionnaires and statistical analysis alongside interviews and observation.
6. Ensuring chosen methods adhere to ethical standards to protect the rights and welfare of research participants.
7. Conducting pilot studies to identify problems, unexpected difficulties, and necessary adjustments in methodology.
8. Consulting experienced researchers or consultants to obtain expert opinions and advice on the choice of methods.

Selecting research methods is an intricate process requiring careful analysis and evaluation of the specific research context.

Researching the psychology of Southern Italy's population involves employing diverse methods to comprehend the cultural, social, and psychological

aspects of the region. These methods include using standardized questionnaires to collect opinions and attitudes about various aspects of life, conducting observations and in-depth interviews to understand cultural and social influences on psychology, exploring psychotherapy and psychiatry to grasp mental health characteristics within a cultural setting, comparing psychological data with other regions, utilizing psychological tests and experiments to identify cognitive and psychological traits, and employing neuroscientific techniques like fMRI and EEG to unveil physiological patterns of brain activity. Each method presents its own set of advantages and limitations, with the choice contingent on the study's specific goals. Additionally, ethical considerations and adherence to research standards are crucial aspects to be mindful of in any research project.

CONCLUSIONS

Portugal indeed presents a peculiar and intricate territory, serving as the origin from which various influences radiate to other corners of the world. Another intriguing facet warrants attention: the pilgrimage route of the Order of Santiago, purportedly spanning across Europe from Bavaria to Portugal. However, recalling prior investigations wherein grandeur cities and temples of Germany were observed, it becomes plausible that the cities of Portugal may not surpass the Rosicrucian Order. Consequently, discerning the trajectories of different entities becomes comprehensible, as the apprentices cannot surpass the masters.

Indeed, the presented framework encompasses a preliminary research concept and model tailored for investigating the psychology of Southern Italy. Naturally, as the expedition unfolds, these constructs can be augmented based on the encounters and the data at hand. This comprehensive endeavor holds the potential to facilitate an in-depth analysis of psychology, bolstered by substantial evidence and illustrations.

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ANALYSIS OF METHODOLOGICAL STRATEGIES CONCERNING

THE CONCEPT OF ETHNIC IDENTITY

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ABSTRACT

The article states that ethnic identity determines the formation of ethnic communities within the phenomenon of ethnic diversity in a multicultural world. The author has chosen a research model based on assumptions discussed around Latin panettone. This study states that parenting identity is based not on a "transplanted" cultural heritage, but on situating and collective action that transcends expressive national and cultural identities. The analyzed studies show that ethnic identity is determined procedurally, serving as a way for individuals to psychologically position themselves in relation to one or more social systems. It is noted that the issue of ethnic identification is appropriate to consider from the standpoint of diversification and evaluation. Most researchers interpreting the phenomenon of ethnic diversification correlate their findings with the presence of representatives from different peoples and cultures within one ethno-political or ethno-social education, based on the ethnic origin of their members. The phenomenon of ethnic diversification is often presented in terms such as "multiculturalism," "ethnic and cultural pluralism," "bagatelle," "multiethnicity," and "polyethnicity." The article explores three directions of ethno-political management and presents the



question of ethnic identity as a problem related to migration and diaspora.

Keywords

formation of ethnic communities, parenting identity, diversification and evaluation, space for ethno-political and ethno-social, diaspora

INTRODUCTION

The study of the ethnic identity represents a vast area of interdisciplinary research (Benish-Weisman, 2015; Lau & Lee, 2018; Miller-Cotto & Byrnes, 2016; Patachini & Zénou, 2016; Serrano-Villar & Calzada, 2016). The exploration of ethnic identity within the context of a multicultural world presents an ongoing and pertinent challenge, necessitating a distinct phenomenological and systemic comprehension.

The systematic approach stands as a key methodological framework for examining psychological phenomena within specific ethnic groups. In contemporary interdisciplinary research, we discover compelling reasons to select this theoretical analytical approach (Avelar et al., 2019; Gaviola et al., 2019; Renkema et al., 2017; Schalock et al., 2016; Sucato & Holland-Hall, 2018). Notably, within this methodology, the system of identities is not merely an accumulation of distinct components; instead, the attributes of each element are shaped by its position within this structure. The system-oriented perspective entails an in-depth investigation into the structural facets of functioning, integration, coherence, and internal interconnections.

The application of the system approach is exemplified through the concept of “ethnos”. Achieving a scholarly grasp entails elucidating the mechanisms of ethnic identity as a determinant of ethnic communities’ establishment, including the phenomenon of ethnic differentiation and transformation in a diverse world. This study’s objective is to delineate the phenomenon of ethnic identity within the context of comprehending the “meaningful ideology of the other”, a concept that encompasses both “the other and one’s own”.

The aim of the article is to examine the formation of ethnic communities, specifically focusing on the phenomenon of ethnic diversification within a multicultural world. This analysis is conducted within the context of terms such as “multiculturalism,” “ethnocultural pluralism,” “multi-ethnicity,” and related concepts.

EXPOSITION OF CORE CONTENT

The methodological scrutiny of the identity concept is expounded in the writings of several scholars including M. Kolesnichenko (2015), F. Barth (1969), R. Breton et al. (1990), F. Heckmann (1992), E. Erikson (1959), W. Isajiw (1992), J. Rex (1996), F. Riggs (1985), D. E. Smith (2005), and J. R. Schermerhorn et al. (2005). Synthesizing their insights, the author arrives at the deduction that ethnic identity functions as a structural element of ethnicity and plays a crucial role in the development of diverse ethnic communities, ranging from sub-ethnoses to entire nations. Hence, ethnic identity holds the key to shaping ethnic communities, particularly the

phenomenon of ethnic diversification in a multicultural global context.

M. Kolesnichenko's conceptualization of identity is grounded in the following premises: identity is the concept of the person(s) themselves about who they are, what qualities they have, how they relate to others; identity is the way in which an individual or collectives define themselves in social relations with other individuals or collectives; identity is concerned with the mutually constructive image of themselves and others; identities are relatively stable, role constructs of self-understanding and expectations about themselves; identity is a kind of objectively definable location in a particular world... in social processes and the interaction of different ethnophores in the modern ethnoculturally diversified world (Kolesnichenko, 2015). Western philosophical discourse further intensifies the exploration of ethnic identity, particularly within the sphere of personal and social identity. This contributes to other interdisciplinary studies (Chuah et al., 2014; Hughes et al., 2016; Nørreby, 2019; Thijs & Zee, 2019; Woo et al., 2019). For example, in business (Banna et al., 2018; Fan & Harzing, 2017; Licsandru & Cui, 2019).

An illustrative case to consider is the discourse surrounding Latino supra-ethnicity, as examined by Jones-Correa and Leal (1996). Their findings reveal that adopting a "Latino" identity entails a secondary supra-ethnic identification within the Latino populace in the United States. This supra-ethnic identity can be either culturally or instrumentally motivated. The study delves into respondents' utilization of primary and secondary ethnic identifications. Analyzing data from the Latino National Political Survey, the researchers ascertain that Latino ethnicity does not lean towards being merely instrumental or cultural. Conversely, Latino supra-ethnicity emerges as a multifaceted phenomenon, not only influenced by various demographic attributes but primarily characterized by the predominant usage of supra-ethnic identity as either a primary or secondary self-identification. Thus, the authors posit that comprehending supra-ethnicity necessitates recognizing it as a component of a complex interplay of multiple identifications.

J. Calderon (1993) delves into the exploration of Hispanic or "Spanos" ethnicity, a factor that challenges both individual and group identities. The aforementioned study asserts that the concept of supra-ethnic identity extends beyond merely ingrained cultural heritage, instead finding its basis in situational and collective actions, surpassing expressive national and cultural identities.

The intricate nature of the overarching concept of supra-ethnicity becomes evident, as it prompts us to consider the extent to which we can assume inherent uniformity within supra-ethnic categories.

In the scholarly works of W. Isajiw (1992), ethnic identity is approached from a procedural standpoint, defining it as a manner through which individuals, based on their ethnic lineage, psychologically position themselves in relation to one or more social systems. The researcher contends that an individual's ethnic origin pertains to their integration within an ethnic group or the lineage of ancestors, encompassing both tangible and symbolic ties to the same ethnic community. In this assertion, it is the interplay between the real and symbolic contexts that stands out, as their tangible content profoundly influences the transgenerational context on a realistic or ideatorial basis.

An apt consideration involves examining the issue of ethnic identification through the lens of its diversification and evaluation of position. When interpreting the phenomenon of ethnic diversification, the majority of researchers establish their conclusions on the presence of representatives from different peoples and cultures within a single ethno-political or ethno-social entity, founded on the ethnic origins of its members.

The phenomenon of ethnic diversification is frequently encompassed by terms like "multiculturalism," "ethnocultural pluralism," "multi-ethnicity," and "polyethnicity" etc. In essence, within philosophical discourse, ethnic diversification revolves around the intricate interplay of social processes and culture, their interrelation and synergy. Notably, the context of culture and traditions assumes a pivotal role in these dynamics, with individuals from diverse countries coexisting within the same

space as the torchbearers of these cultural elements. This inherently involves the challenges of adaptation and search for compromises. Regarding the pursuit of harmonious coexistence, it is worth highlighting France's illustrative model, which stands out as a frontrunner in successfully integrating individuals from various origins. This model, often referred to as the "individualistic French approach," hinges on the principle of "jus soli" or "right of the land," which grants citizenship to those born within French territory. On the other hand, Germany adopts a distinct ethno-political strategy, embodying a diversification model founded on the principle of "jus sanguinis" or "blood rights."

V. Yevtukh (2012) delineates three distinct approaches to ethno-political management of eth-

no-cultural diversity, particularly addressing its linguistic, cultural, and ethnic segments. Notably, the differentiation between these segments often exhibits structural variations, with ethnicity impacting the extent of participation within societal processes and institutions. The second approach entails a comprehensive set of theoretical frameworks aimed at effectively managing ethnic diversity. The third approach involves translating the theoretical constructs from the second approach into practical application, taking into account the presence of individual ethnophors and their groups (Yevtukh, 2014).

Concurrently, the pursuit of unified identities within society is a notable trend. In this context, the works of O. Paliy (2017) shed light on the formation

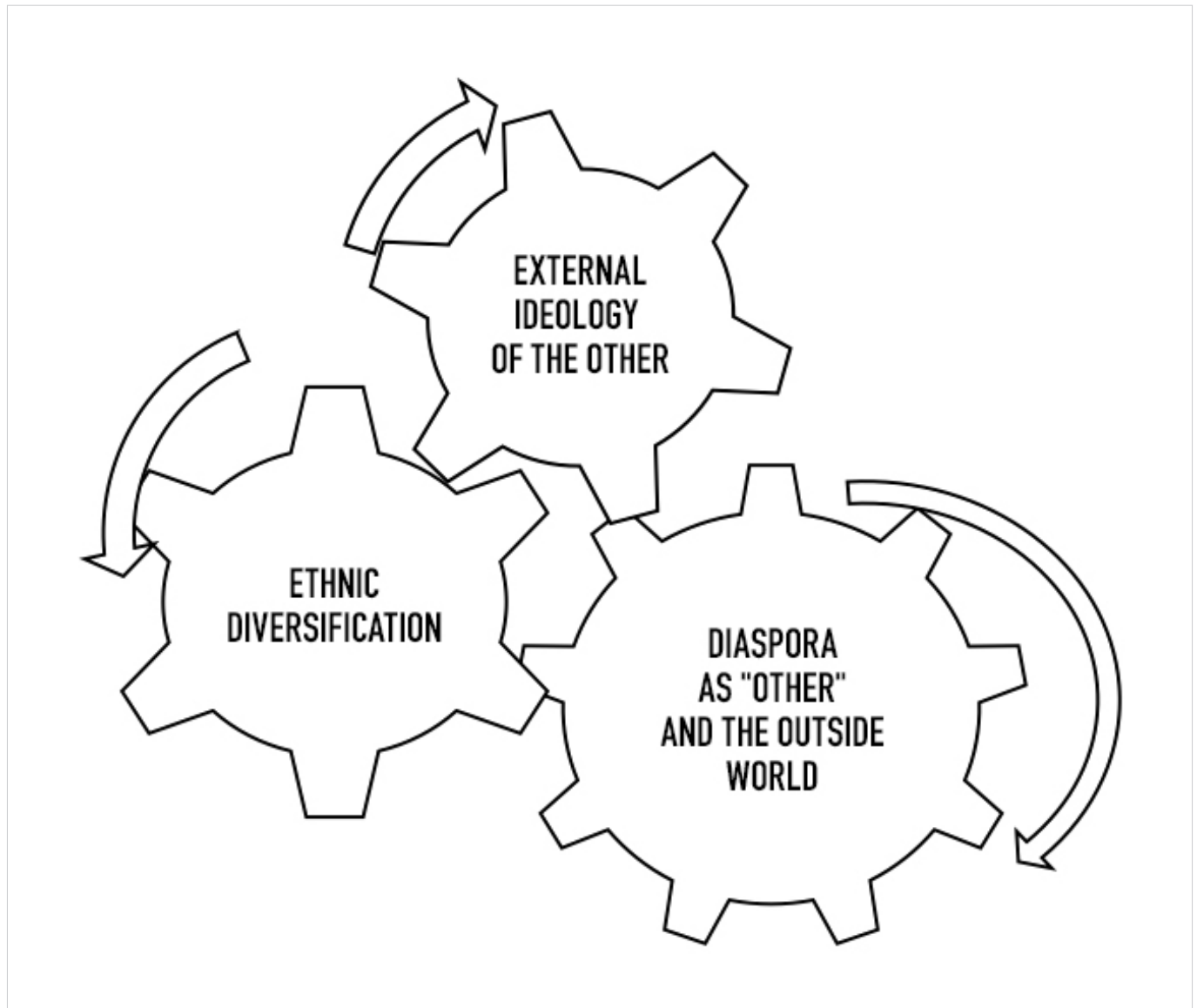


Figure 1. Mechanisms of ethnic identity

of a cohesive national identity in Ukraine. These studies emphasize the slow evolution of re-identification and the adoption of novel forms of identity.

Furthermore, the exploration of Ukrainian identity's external dimension is noteworthy. Among these investigations lies an attempt to cultivate identification mechanisms through a certain degree of external ideology, often juxtaposing it against the external ideology of the "other." For instance, contrasts like "Soviet-Russian" versus "European" or "united country" are examined. In this vein, O. Zharskaya (2014) delves into the concept of "European identity" and its influence on shaping Ukraine's foreign policy trajectory.

According to Zharskaya (2014), the significance of the concept of the "geopolitical code" (proposed by P. Taylor) lies in its representation of a historically developed, multifaceted framework of political interactions between a state and the international arena. This framework is characterized by a balance of national interests and contributes to defining the state's distinct position on the global, regional, and local stages.

In the context of our study on the ethnic identity of Ukrainians, this notion becomes particularly significant. It aids in comprehending the mechanisms through which geographical considerations influence foreign policy in a broader sense and ethno-political dynamics more specifically. Given that the populace's perspective on the state's integration efforts plays a substantial role in shaping the geopolitical code, this dimension is of paramount importance within our research scope. Consequently, the term "geopolitical identity" becomes pertinent, encompassing a multitude of components as delineated by O. Zharskaya (2014). These components include worldviews, national consciousness, mentality, historical recollection, ethno-national imagery, traditional practices, myths, symbols, behavioral patterns, and more.

Yet, when revisiting the topic of European identity, it is worth noting its extensive nature. Different interpretations exist, with some viewing it as a collection of democratic and civil society values, while others see shared attributes in Chris-

tian values, collective purpose, and similar factors. European identity remains a topic of scholarly discourse (Buscha et al., 2017; Cmeciu & Cmeciu, 2014; Slann, 2014).

In reference to the study conducted by O. Zharskaya (2014) and E. Tikhomirova (2005), it is important to highlight that the Charter of European Identity provides a comprehensive characterization of European identity. This characterization encompasses several key aspects. Firstly, European identity is examined as a shared destiny, reflecting the interconnectedness of Europe's peoples in the development of the continent. Secondly, it is portrayed as rooted in common values stemming from classical antiquity, Christianity, the Renaissance, and the Enlightenment. These values emphasize tolerance, humanism, fraternity, recognition of essential human rights, adherence to legal norms, and the establishment of principles that underscore individual and societal responsibility. Thirdly, European identity is depicted as synonymous with a collective living space, fostering the evolution of European citizenship. Under this concept, citizens across all member states are granted equal rights and responsibilities. Fourthly, European identity extends to the creation of political, economic, and social communities. Fifthly, the Charter asserts that European identity is demonstrated through cooperation, cohesion, and unity, enabling Europe to effectively address both its internal and global challenges. It emphasizes the necessity of responsible European policies and the avoidance of actions that could lead to chaos.

In the research by G. Kuts (2009), it is noted that within communities, collective identity is shaped through communication, shared experiences, and collective memory. The convergence of these elements facilitates the establishment of traditions that contribute to the development of enduring collective identities. This perspective prompts consideration regarding the stability of European identity. Viewed through this lens, P. G. Kilmanze-gg (2007) raises doubts about the sustainability of a lasting European identity. He contends that Europe's identity lacks the depth of a community rooted in communication, shared experiences, and collective memory.

Thus, O. Zharskaya (2014) defines the essential prerequisites for the development of European identity among Ukrainians as follows:

1. The formation of national identity will allow the formation of European identity. Only a state with a strong national identity is able not to lose its identity within a large-scale association of states.
2. Through the identification of a common past, in particular, certain historical events or myths. In this context, integration based on common Christian roots may become relevant.
3. Gradual introduction of European symbolic elements in Ukrainian life, for example, such as the burgundy passport of the European Union citizen, confirming the right to free movement on the territory of member states, the right to apply to the European Parliament and the European Ombudsman, flag, anthem, currency, holidays. Such elements can stimulate a shared cultural identity with Europeans.
4. Highlighting the benefits of the European way of life or certain specific opportunities for European Union members in the form of a supra-national system of law (e.g. for labor under the terms of the Treaty of Rome).

Certainly, it is worth highlighting that these provisions may warrant further examination. Particularly intriguing within the context of determining the geopolitical aspects of Ukrainian ethnic identity is O. Myshlovska's research titled "Nationalization of Ambiguous and Blurred Identity: Russia, Western Ukraine, and Their Ukrainian and Russian Minorities, Diasporas, and Compatriots Abroad" (Myshlovska, 2016).

The study's novelty resides in its identification of the changes in ethnic and linguistic identities within the Russian Federation and Ukraine during the past two decades. This is achieved through a comparative analysis of the Ukrainian minority in Russia and the Russian minority in Western Ukraine. In both instances, a notable re-identification with the titular nationalities of the two countries has emerged among the respective minorities. The author delves into the politicization of ethnicity, revealing that the political discourses in both countries persistently uphold distinct and segregated Ukrainian and Russian ethnic and linguistic

identities. Furthermore, these discourses do not acknowledge the localization of their compatriots in the neighboring nation, complicate mixed and fluid identities, and inaccurately represent citizens' ethnic affiliations. The author introduces the concept of fluid identity and explores its politicization.

The exploration of the "other" meaningful ideology within the realm of ethnic identity formation is juxtaposed with the matter of ethnic identity nationalization and ethno-politics. This brings us to R. Brubaker's study (Brubaker, 2011).

The author examines the countries of Estonia, Latvia, Ukraine, and Kazakhstan as "nationalizing" states, investigating four key aspects: ethno-political demography, linguistic repertoires and practices, politics, and economics. Nationalizing discourse is central to these and other "post-national" contexts. However, the author acknowledges that the process of nationalization varied significantly from one case to another. In situations where ethno-national boundaries were well-defined, marked by quasi-racist traits and intergenerational continuity, as seen in Kazakhstan, nationalization (despite official rhetoric) primarily aimed to reinforce and empower the core nation. In cases where ethno-national and linguistic boundaries were less distinct, as in Ukraine, nationalization predominantly aimed to reshape cultural practices, allegiances, and identities, thus effectively "expanding" the core nation. In instances where boundaries were pronounced yet displayed signs of generational influence, as observed in Estonia and Latvia, nationalization initially centered on safeguarding, enhancing, and empowering the core nation as a tightly defined collective, which later evolved to encompass assimilation and cultural aspects.

An additional dimension within ethnic identity research pertains to the intricacies of migration and diaspora. L. Ekberg and J. Ostman (2020) delved into the nuances of identity formation and dialect acquisition among migrants. Their study investigates how transnational migration influences the socio-political context of communities on the periphery. Specifically, the authors explored the process of ethnic identity development in the second-generation immigrants from Bosnia, whose parents sought refuge in Finland (an environment

where Swedish is the predominant language) during the early 1990s. The authors closely examined narratives from Bosnian individuals, focusing on the utilization of specific linguistic traits. The study employed narrative analysis in conjunction with the concept of identity as a “third space.” This framework reveals how immigrants position themselves in their narratives and how the expression of “third positions” is interconnected with their perspectives and usage of the local dialect. As elucidated by L. Ekberg and J. Ostman (2020), the “third space” encapsulates a compilation of experiences and viewpoints, encompassing three distinct prototypical identity-building stances: the first entails immigrants functioning as intermediaries between the traditional local populace and other immigrants, aligning with both groups; the second position involves immigrants who do not identify wholly with either the local population or their “own” ethnic community, but rather with immigrants in general; the third position is the self-identification as a perpetual migrant.

CONCLUSIONS

It has been established that ethnic identity plays a pivotal role in shaping ethnic communities, particularly in the context of ethnic diversification within a multicultural world. The concept of supra-ethnicity is examined, highlighting the necessity to gauge the potential homogeneity within supra-ethnic categories. The diversification and evaluation of position of ethnic identification are pertinent aspects to consider. The phenomenon of ethnic diversification is frequently framed as “multiculturalism,” “ethnocultural pluralism,” “multi-ethnicity,” and “polyethnicity.” The drive for identity unification in society is also evident.

The research investigates concepts like “European identity” and its influence on shaping the course of Ukraine’s foreign policy, along with notions like “geopolitical code,” “geopolitical identity,” and the “Charter of European Identity.” The study delves into the factors that contribute to the development of European identity among Ukrainians. The analysis also focuses on the changes in ethnic and linguistic identity within Ukraine. Furthermore, the substantial role of external influences

in shaping ethnic identity is compared with the difficulties associated with the nationalization of ethnic identity and ethno-politics.

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