А. А. Саламатов, Д. С. Гордеева

Детерминация качества жизни общества эколого-экономической направленностью личности индивида

В последнее время все острее встают вопросы сбалансированного эколого-экономического развития общества, заключающегося в коэволюционировании природной и производственных систем в благоприятных, эффективных и безопасных направлениях, которые обеспечат экономическое благополучие наряду с качественными условиями жизнедеятельности и состоянием здоровья человека. Цель представленного исследования заключается в обосновании модели формирования эколого-экономической направленности личности индивида как ключевого детерминанта улучшения качества жизни и принципиального условия сбалансированного эколого-экономического развития общества.

Методологическую основу исследования составили диалектический подход, осуществляется переход от исходных теоретических абстракций экологических и экономических вариантов развития к единой коэволюционирующей траектории; акмеологический подход, осуществляющий комплексные исследования, наблюдения или восстановления целостности человека, позволяя тем самым осмыслить стержневую основу формирования эколого-экономической направленности личности; аксиологический подход, раскрывающий специфику формирования эколого-экономических ценностных ориентаций, способных адекватно отображать происходящие изменения в обществе; использование метода моделирования позволило спроектировать универсальную и устойчивую модель формирования эколого-экономической направленности личности.

Противоречия, возникающие в процессе коэволюции природной и производственной сфер, требуют разработки модели формирования эколого-экономической направленности личности, универсальной и допустимой к различным видам общественной и профессиональной деятельности. Внедрение разработанной модели в практику позволит расширить возможности интериоризации новых эколого-экономических ценностных ориентаций, учитывая флуктуационный характер происходящих перемен, но в тоже время определять собственные возможности регулирования и стабилизации состояния современного эколого-экономического кризиса.

Эколого-экономическая направленность личности, обусловленная эколого-экономическими ценностями, является фундаментальным основанием грядущих положительных перемен в развитии общества и повышении качества и уровня его жизнедеятельности.

Ключевые слова: качество жизни, эколого-экономическая направленность личности, сбалансированное эколого-экономическое общественное развитие

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Determination of the quality of life of society by the ecological and economic orientation of the individual's personality

Recently, the issues of balanced ecological and economic development of society, which consists in the co-evolution of natural and production systems in favorable, effective and safe directions, which will ensure economic well-being along with high-quality living conditions and human health, have become increasingly acute. The purpose of the presented study is to substantiate the model of the formation of the ecological and economic orientation of an individual's personality as a key determinant of improving the quality of life and a fundamental condition for a balanced ecological and economic development of society.

The methodological basis of the research was formed by the dialectical approach, the transition from the initial theoretical abstractions of ecological and economic development options to a single co-evolving trajectory is being carried out; an acmeological approach that carries out comprehensive research, observation or restoration of the integrity of a person, thereby making it possible to comprehend the core basis of the formation of an ecological and economic orientation of a person; an axiological approach that reveals the specifics of the formation of ecological and economic value orientations that are capable of adequately reflecting the ongoing changes in society; the use of the modeling method made it possible to design a universal and stable model of the formation of an ecological and economic orientation of a person.

The contradictions that arise in the process of co-evolution of the natural and industrial spheres require the development of a model for the formation of the ecological and economic orientation of the individual, universal and admissible for various types of social and professional activity. The introduction of the developed model into practice will expand the possibilities for the interiorization of new ecological and economic value orientations, taking into account the fluctuating nature of the ongoing changes, but at the same time, determine our own possibilities for regulating and stabilizing the state of the modern ecological and economic crisis.

The ecological and economic orientation of the individual, due to environmental and economic values, is the fundamental basis for the coming positive changes in the development of society and the improvement of the quality and level of its life.

Keywords: quality of life, ecological and economic orientation of the individual, balanced ecological and economic social development

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Introduction

The acceleration of changes exponentially, the collision with the instability of modern times, economic models of behavior and environmental values change the semantic continuity of the sense of the quality of life, forcing the transition to an internal locus of control, expressed in the ability to make long-term strategic management decisions and bear full environmental and economic responsibility for them in contrast to external control of the adopted development guidelines, which is characteristic of a traditional society. In society, the issues of ecological and economic balanced development are becoming more and more acute, the essence of which is to improve ecological and economic relations in directions favorable for nature and society, ensuring economic well-being, high-quality living conditions and human health [1].

Actions that seem optimal to an individual participant in environmental and economic relations, in reality, may be completely inappropriate in the strategic plan of further development, for example, for a specific sector of the national economy. Thus, within the framework of the ecological approach, the principle of "collective rationality" prevails over the "individual rationality" of a separate socio-economic system, the management structure of which decides to adhere to a particular strategy [2]. Whether the strategy will be "digestible" for all participants in the relationship is a question, the answer to which depends on many external forces, the speed and nature of changes occurring at the input and output of a functioning system. Improving the quality of life as the main characteristic of well-being must be considered as the most important goal in developing a strategy for ecological and economic balanced development and a criterion for the positive dynamics of the social evolution of the economic system.

The purpose of our study is to design a model for the formation of an individual's ecological and economic orientation as a key determinant of improving the quality of life and a fundamental condition for a balanced ecological and economic development of society. For the first time the definition of "quality of life" (English – quality of life, abbreviated – QOL; German – Lebensqualität, abbreviated LQ) was used by J. Galbraith in his work "The Society of Abundance" (1958), in which the author connects the emergence this phenomenon with the development of the concept of "American way of life" [3]. The term "quality of life" at the stage of its semantic formation acted as a synonym for the concept of "lifestyle" close to it in character. At the end of the 70s, the category of quality of life took shape not just as a scientific term, but as an integral concept (J. Forrester, 1971).

The modern understanding of the category "quality of life" characterizes it as a multicomponent, complex, clearly reflecting the interdisciplinary nature of socio-economic relations phenomenon, the scientific definition of which was formed as a result of a comprehensive analysis of the nature and essence of the modern social system on the basis of a set of specific, subordinate and closely related criteria [4; 5]. Due to its multifaceted and complex nature, the concept of "quality of life" has various interpretations dictated by the specifics and methodology of a number of humanities: philosophy, economics, ecology, etc. Each of them offers its own interpretation of this category, giving it specific features.

Based on the above, in our study, we will analyze the definitions of "quality of life" as a priority category in the concept of balanced ecological and economic development of society in modern conditions of an unstable world from the standpoint of economic,

ecological and ecological-economic approaches.

Table 1

Some approaches to the definition of the concept of “quality of life”

Interpretation of the category "quality of life"	Economic approach	Environmental approach	Ecological and economic approach
Key definition	<i>Quality of life</i> is a person's ability to reproduce and increase his material wealth.	<i>Quality of life</i> is a complex of conditions that does not violate the normal existence of the environment, while conserving natural resources.	<i>Quality of life</i> is a multicomponent system of equilibrium between economic efficiency and environmental safety, impulsing the ability to self-heal and dynamically adapt to changes.
Founders	D. Bell, P. Drucker, E. Toffler, W. Rostow and others.	W. Beck, D. Gvishiani, S. Grigoriev, V. Danilov-Danilyan, V. Daleryu N. Moiseev, A. Subetto and others.	E. Weizsacker, B. Wozniak, N. Gazizullin, V. Gorshkov, K. Losev, D. Meadows, D. Nikitin, S. Sukhorukova, P. Ehrlich and others.
Living standards	Expansion of opportunities and the degree of satisfaction of a complex of human needs, the prevalence of economic value orientations.	Preservation of the natural environment by any means, often radical, dictated by ecological value orientations.	The harmony of a person with himself and the dynamically changing world around him, the formation of ecological and economic value orientations, the ecological and economic orientation of the individual.
Indicators (HDI)	1. Affordability and quality of housing; 2. Level poverty minimum; 3. The level of income of the population; 4. The level of consumption of basic food products.	Quality of the environment by the main indicators (pollution of water, air, soil).	Not selected

The quality of life is influenced by a set of factors and phenomena, among which the most important place is occupied by ecological and economic ones, including a set of characteristics of the material well-being of society and the quality of the natural environment. The ecological and economic approaches applied to the substantiation of the same object contradict each other in a number of aspects [6]. For an adequate understanding, it is necessary to apply an integrated ecological-economic approach that combines both economic and environmental priorities of the quality of life.

The ecological-economic approach is a three-dimensional orientation towards events, phenomena, resources, goods and objects, based on the balance, interconnectedness and equality of the ecological, social and economic component, integrating into a certain systemic community and allowing to comprehensively determine (in physical terms, points or monetary units) the importance of these components for the quality of life and the development of society.

In foreign and domestic practice, there are various variations in the distribution of environmental and economic ties in relation to the strategy of social development and the quality of life. Thus, the environmental economist Malte Michael Faber emphasizes the specifics of the ecological-economic approach to assessing the quality of life as the integration of nature, justice and time, questioning such fundamental economic laws as the analysis of benefits and costs [8].

F. Egler was one of the first ecologists who realized the need for a comprehensive systematic analysis of human production activities within the global hierarchy of ecosystems [9].

Clive L. Spash in his scientific works promotes the economy of resources, emphasizing the importance of finding effective ways to integrate economic laws with changes in the global environment [10; 11].

Gifford R. assumes an equilibrium decrease in both the rates of production activity and the rate of consumption of natural resources in order to establish a certain ecological and economic balance, which is necessary under the conditions of the uncertainty of the developing world [12].

In our opinion, the most complete characterization of the ecological and economic approach to assessing the quality of life is given by P. Jones "the creation of such a social and economic system on a long-term basis gives not only a high standard of living, but also a high level of its quality" [13]. Agreeing with the author's remarks, we emphasize the practical impossibility of stable social development at the current rate of depletion of environmental benefits and the actual absence of an increase in the fixed capital of the global ecosystem.

V.V. Glukhova and V.V. Okrepilov emphasize in their studies the multicomponent and complexity of the ecological-economic approach, which integrates the ecological and economic parameters of the quality of life [14]. The quality-of-life management process depends on the formalization of the levels of the hierarchy of these parameters and the mechanisms for their achievement.

The works of domestic and foreign scientists indicate that there is a fundamental shift towards the synthesis of ecology and economics in strategic planning of the future, leaving, nevertheless, a set of unresolved issues: a transdisciplinary goal requires not only close interaction of economists and ecologists, but also the active involvement of environmental - economically oriented psychologists, engineers, managers, politicians, teachers, etc. It is necessary to choose a new development strategy, an innovative and promising path based on the development of new technologies, where the intellectual forces of society play a decisive role in ensuring the quality of life.

In modern Russian society, young specialists with a high level of intelligence and adaptive individual psychological abilities to the changing conditions of an open socio-ecological-economic system are highly resourceful. Professional career development fundamentally depends on the life orientation of leading specialists, which largely determines their future professional success, on the ability to make environmentally and economically sound professional decisions, including their environmental and economic analysis and environmental and economic justification [15].

Direction is determined by the systemic positing property of the personality, reflecting goals, behavior, motives and subjective relations, which forms its psychological structure. The nature of the planned type of activity, which the future specialist accepts and considers to be quite acceptable for himself, depends on the orientation of the personality. Thus, the orientation of the personality is laid down as one of the components of the professional orientation, the structure and essence of which is revealed in three directions:

- emotional-value attitude to the profession (independence of choice, awareness of one's capabilities, inclination and interest in the profession, recognition of one's abilities);
- professionally significant qualities of a specialist (interest in creativity and creativity, the ability to interact and solidarity, management for the good, not to destroy, but to create);

- reflection in managing one's own capabilities (critical analysis of one's own activities, analysis of the experience of victories and defeats, the ability to accept and correct one's own mistakes) [16].

We understand by the ecological-economic orientation of a person "a stable, trans-situational aspiration, orientation of thoughts and actions of a person, which is a consequence of the dominance of ecological and economic motivations; its content side is reflected by the orientation towards ecological and economic values, which exclude the contradictory nature of ecological and economic needs and interests and determine various types of human activity within the framework of ecological and economic balance" [16].

Fundamentally new values that set the ecological and economic orientation of the individual direct human potential to the conjuncture of its most effective implementation.

Let's imagine the ecological and economic values in their comparison with the modern personal values of youth. This approach seems constructive from the point of view of assessing the productivity of the system of ecological and economic personal values [17].

Table 2

Comparison of environmental and economic values with modern personal values

Ecological and economic personal value	Modern personal value
Entrepreneurship	The ability to "make" money. Consequence: achieving the goal by any means
Labor as a means of satisfying needs	Labor as a "punishment" for the fact that he could not get money "in an easy way." Consequence: laziness, inactivity, disorganization, the result of a lack of incentives
Rational needs	Waste. Consequence: a strong incentive to achieve success, but not through labor, but at the expense of "easy money"
Justice under the law	Egalitarianism. Corollary: Dislike for upstarts and haves
Thriftiness	The scope, breadth, inclination to large-scale business. Consequence: negligence, carelessness, fatalism
Responsibility	Pursuit of quantity at the expense of quality. Consequence: irresponsibility for the end result
Human health as a necessary condition for prosperity	Work (labor as "punishment") "for wear and tear." Consequence: deterioration of health, decrease in life expectancy
Environmental safety as a condition for high quality of life	There are no analogues.

Compared to modern personal values, environmental and economic values are more acceptable both from the point of view of a person's moral orientations, and from the point of view of obtaining material benefits for his worthy existence, while resolving the historically established contradiction between environmental and economic values.

The current revision of the attitude towards production, the person employed in this production, property, etc. means, first of all, access to new criteria for assessing the quality of life. These criteria are deprived of their former ideologized character, their application is based purely on economic and moral positions.

The assessment of orientation towards material needs, well-being and prosperity is changing significantly. The ideal of a kind of asceticism, hope for a "bright future" that has not been working for a long time, is not able to inspire the younger generation today. People want to live well today, and often without stopping at nothing to achieve their goals: they

sacrifice their conscience, peace of mind, take risks, abandon their acquired profession, neglect their qualifications and education if they do not bring obvious dividends.

The variability of the environmental and economic activities of economic entities is dictated by environmental and economic needs and environmental and economic interests, which are a prerequisite for the formation of an effective balanced strategy for further development [18]. We have identified priority environmental and economic areas of activity, determined by the close interaction of environmental, social and economic aspects, mutually conditioning each other (see Table 3).

Table 3

Environmental and economic effects of priority environmental and economic areas of activity in the context of balanced environmental and economic social development

Types of environmental and economic activities	Economic effect	Environmental effect
Transformation of consumer disvalue into consumer value.	Eliminate the risk of double counting the costs and benefits of environmental effects, and associated economic and social consequences.	The emergence of the importance of the following specific factors: the market for environmentally friendly innovations and technologies, natural and human potential.
Reorientation of market entities towards raw material independence.	The development of new products that do not require the use of exhaustible natural resources, but at the same time functional and durable. The possibility of expanding the market for its own producers.	Conservation of natural resources, processing of secondary raw materials, use of renewable resources. Identification of new opportunities for the rational consumption of resources by the population on the example of natural communities.
Distribution of cash flows between operating and environmental protection cycles.	The economic results of environmental protection are observed not instantaneously, but necessarily in the perspective of generations.	The ecological effect as a manifestation of the reproduction of the quality of the environment.
Economic analysis of environmental costs and benefits.	Complete enterprise management.	Achieving a balance of environmental usefulness and economic feasibility: the ability of a product to maintain externalities at an acceptable level at all stages of the life cycle.
Using cost-effectiveness analysis.	When traditional cost-benefit analysis is impossible, for example, when benefits cannot be expressed in monetary terms.	Environmental efficiency is expressed in reducing the anthropogenic load on the environment.
Involvement of personnel in environmental and economic activities.	The widespread ecological and economic orientation of management activities: energy, waste management, procurement of raw materials.	Formation of an ecological and economic culture of management activities, environmental responsibility on its own initiative.
Economic incentives for the introduction of modern ecological and economic technologies and environmental protection measures.	Favorable conditions for Russian and foreign investors who are ready to finance a developing business in compliance with the rules and regulations of environmental and economic safety.	Minimization of the negative technogenic impact on the environment by bringing to the required quality the composition of material and energy flows discharged into the environment.
Providing comfortable and safe socio-ecological and economic conditions for the functioning of the business system.	Stocks of investment resources in solving environmental problems. Maintaining the stability of the functioning of socio-economic systems. Compliance of the technologies used with scientific and technical progress.	The interest of economic leaders actors in the dissemination of reliable environmental information about business, the formation of "environmental transparency".

Environmental marketing.	Formation of competitive advantages. This economic direction is becoming a very profitable strategic tool for business development.	It gives the consumer an opportunity to solve marketing policy issues, to maintain environmental friendliness of production activities.
Initiation and support of scientific research, updating and application of advanced Russian and international experience in environmental and economic aspects of management activities.	Scientific organization of labor, rethinking the foundations of traditional production, enterprise management systems and environmental management systems.	Replacing natural potential with human potential: knowledge, skills, professionalism.
Continuity of raising the level of management qualifications, including areas of environmental and economic education.	Greening management decisions is very risky and costly, which increases the requirements for the intellectual development of managers.	Formation of a sustainable environmentally and economically safe management system based on rational knowledge combined with empathy and intuition.

Identification and analysis of the causes and factors that form a complete research picture are necessary to predict the state of ecological and economic development of society. In a broad sense, the conflict "realities of the present – the desired future" is defined as a breakthrough into a new state of possibilities of a certain order, found by adapting to a diminishing potential, accompanied by a radical restructuring of a stably functioning system.

In a narrow sense, the conflict "realities of the present – the desired future" in the ecological and economic management of regional development (governance) reflects the relationship of antagonism and opposition to the functioning of ecological and economic systems, which are the result of:

- dependence on the same resources;
- ecological unprofitability of nature management and economic insolvency of urban management;
- the lack of an adaptive management system in the process of making strategic management decisions. The ecological and economic orientation of the individual determines the freedom of choice between economic feasibility and environmental safety, expands the possibilities for comparison, based on the principles of support.

Considering the problem of the formation of the ecological and economic orientation of the individual as a key factor that determines the positive dynamics of the balanced ecological and economic development of society and the quality of its life, we turn to the modeling method, which will allow to evaluate the holism of what is happening in the conditions of multicomponent, while preserving the true value of the modern good.

Materials and methods

Solving the problems of forming the ecological and economic orientation of the individual is most productive by means of the dialectical, acmeological and axiological approach.

The dialectical approach proceeds from the idea of such a foundation, which determines the substantial nature of the development (self-development) of socio-economic and natural systems, but is not reduced to its own laws of development of each of them separately.

Through the general principle of contradiction of dialectics, a transition is made from the initial theoretical abstractions of ecological and economic development options to a single co-evolving trajectory that determines the management strategy of ecological and economic balance.

Contradiction is the ultimate form of the relationship of opposites. All initial theoretical abstractions contain a contradiction and through their resolution, passing through this limit are connected with each other [19].

The essence of the acmeological approach lies in the implementation of a comprehensive study, observation or restoration of the integrity of a person [20], thereby making it possible to comprehend the core basis of the formation of the ecological and economic orientation of the individual.

The acmeological approach assumes that acme (from ancient Greek ακμή, akme is the top) and self-organization (the need for perfection, for new achievements, understanding the meaning of life and profession) are not ideal images, but constant dynamics, expressed by the desire for them through the ratio of the real characteristics of personality development with the optimal model of self-development.

The subject of self-development, from the position of the acmeological approach, is located in a wide spatial azimuth - from the real, making constant attempts to the ideal way of self-organization. The personal activity of the subject of development is transformed in this "real-ideal" environment, revealing itself in the regular resolution of existing contradictions between the highly organized system of life, which it implements independently, and the objective conditions of its activity relationship.

The search for fundamentally new values that are able to adequately reflect the ongoing changes in society, translates the axiological approach into the status of a pivotal methodological guideline that sets the direction and motivation of its balanced ecological and economic development of society.

Results

The appeal to the ecological and economic aspect of the analysis of the quality of life is due to the fact that the quality of the environment while maintaining economic well-being is not only a prerequisite for improving the quality of life, but also its most important component.

Our analysis of the problem under study showed that the formation of the ecological and economic orientation of an individual can be carried out in various ways, however, the specificity of integration processes often complicates its effective course.

In the process of managing the objects of economic activity, the bifurcation point is the moment of making a strategic decision, which determines the fate of the object.

The formation of the ecological and economic orientation of the individual is due to a number of positions, the basis of which is the categorical consistency of effective economic activity with a complex of aspects of environmental safety as a key position of the developing individual:

1. Adequate consideration of the time factor. A critical look at the ecological and economic trends of the past, an analysis of algorithms, methods, technologies of economic theory that are not capable of preventing an ecological crisis at the present stage of social development.

2. Reorientation of the logic of the modern market economy from meeting the economic needs of the population to meeting the ecological and economic needs.

3. The need to assess the "environmental correctness" of the vector of economic development on the basis of macroeconomic indicators, calculated taking into account the environmental factor.

The developed model of the formation of the ecological and economic orientation of the individual's personality is presented as universal and admissible for various types of activity that determine the quality of social life, includes goal-setting, tasks, approaches, components, objective and subjective subsystems and the result (Fig. 1).

Figure 1 Structural diagram "Model of the formation of the ecological and economic orientation of the individual"

Goal-setting acts as an essential structural element of the model that implements organizational, professional and axiological tasks.

Tasks are a means to an end, solving a certain set of progressive tasks with the help of certain resulting procedures, are focused on cognitive-search activity, the effectiveness of which is determined by a set of established elements: information content, polylogic, orientational orientation, conjugation with goal-setting, etc.

We have identified three groups of tasks, through the solution of which the achievement of the formative goal set in the model is realized.

1. Organizational tasks are the basic mechanism for creating a model for the formation of an individual's ecological and economic orientation, allowing the following interrelated functions to be performed:

- to agree on ways to achieve and a set of favorable conditions for the implementation of the model;
- integrate available resources (economic, informational, educational, etc.);
- coordinate the performance of the model.

2. Professional tasks are determined by the need to purposefully stimulate the systemic integration of culture, science, production and education in order to achieve the correspondence of personal development to those changes that occur in various spheres of life.

The implementation of professional tasks in the process of forming the ecological and economic orientation of the individual includes the following positions:

- taking into account the individual qualities and the initial level of the ecological and economic orientation of the individual;
- providing conditions for the formation of personality subjectivity, which will allow specialists to understand the main components of their professional activities and evaluate its results;
- solving professionally oriented tasks requiring design, research and self-education activities;
- creation of conditions for reflection, activating the mechanisms of experience, analysis of the dynamics of the struggle of motives and the formation of an integral situation of personal changes.

3. Axiological tasks are primarily associated with the awareness of the individual about truly valuable things, as well as with the study and modeling of promising ways of forming orientations towards internal values as priorities, ensuring the formation of an attitude to transform the values of professional activity, thus harmonizing the contradictory nature of environmental motives, needs and interests of modern market conditions.

The ecological and economic orientation of the personality includes cognitive, affective, active and dispositional components, reflected in the model.

The cognitive component is represented by the ability to perceive and analyze environmental and economic information, and is also considered an impulse to activate personal norms that determine behavior and the process of internalization of environmental and economic values and beliefs.

The affective component is a reconciliation of the ecological and economic orientation of the individual with a consistent ecological and economic behavior. At the same time, the existing integrity of these components is correlated with the strength of the formed ecological and economic beliefs.

The active component is determined by the degree of involvement of a professional in an environmentally oriented economic activity. Inclusion in a specific type of environmental

and economic behavior can be reinforced or mitigated by certain value attitudes, such as a sense of environmental and economic responsibility, which, in turn, can encourage or hinder the expansion of environmental and economic involvement in other types of behavior.

The dispositional component is formed under the influence of personal ecological and economic attitudes, which are reflected in the readiness for personal participation in terms of a sense of goal-setting, self-efficacy and perception of individual responsibility.

The combination of the listed components as a result forms a sense of internal efficiency regarding the ability to make competent and effective environmentally-economically oriented professional decisions, which in the near future will lead to a balanced and co-evolving development of natural and industrial spheres of public life.

We have combined the conditions influencing the formation of the ecological and economic orientation of the individual into two subsystems: objective and subjective.

The objective conditions are determined by the methodological, substantive and technological aspects of the formation of the ecological and economic orientation of the individual.

The methodological aspect is revealed in the methodological approach to the analysis of priority ecological and economic areas of life, determining the azimuth of the anthropic-axiological analysis of the quality of life.

The construction of an integral ecological and economic indicator of the quality of life requires the solution of the following main methodological problems:

- formation of a set of statistical indicators, on the basis of which an integral ecological and economic indicator of the quality of life should be formed, determined by the ecological and economic orientation of the individual's personality;
- selection of a method for unification of environmental and economic indicators, on the basis of which indicators of different units of measurement can be reduced to a comparable form;
- choice of a method of integrating individual private characteristics into a summary characteristic of the quality of life.

The content aspect can be formulated as follows:

1. Formation of the concept of ecological and economic knowledge, abilities and readiness of an individual to continuously improve his professional qualifications, to find new opportunities for the application of ecological and economic principles in his professional sphere;

2. Formation of a special attitude to natural systems and to one's own personal changes, highlighting personal qualities, such as the ability to self-development and self-improvement, the ability to predict and control one's needs, his goals and value orientations, his personal freedom.

The fundamental issue in the construction of an integral ecological and economic indicator of the quality of life is the choice of indicators for comparison:

- definition of the quality of life as the degree of satisfaction of the ecological and economic needs of a person;
- assessment of the degree of compliance of the achieved characteristics of satisfying human needs with the level of his personal aspirations;
- assessment of the quality of life as the degree to which the best characteristics of living conditions are achieved.

The technological aspect is revealed through a complex of technologies for the formation of the ecological and economic orientation of the individual.

The results of the introduction of technologies for the formation of an individual's ecological and economic orientation must correspond to certain criteria indicators, indicators of efficiency, distributed into three groups with rather subjective transition boundaries:

1. Technologies should reflect the natural-socio-cultural capabilities of the individual, the fundamental interests and prospects of socio-cultural identification, which are revealed with periodic heterochronism under the influence of special organizational conditions.

2. Technology is identified and formed as an integration plurality of subjects of activity of the educational process, setting the paradigmatics of its substantive foundation.

3. The introduction of technologies for the formation of an ecological and economic orientation of a person is accompanied by "bifurcation points", "growth currents" and probabilistic forecasts of the future, in which personal changes are manifested.

The subjective conditions for the formation of the ecological and economic orientation of the individual were determined by the determinants of the life position.

Figure 2 Determinants of a person's life position

The value-semantic attitude to the world underlies the construction of a professional's life position, determining the choice of alternative ways of making decisions. Value-semantic constructs determine the trajectory of permissible professional success, limiting the possibilities of crossing the line of morality, morality and ethics. A life strategy arises when not only the final result, but also all possible ways to achieve it, the path that a person intends to follow, and those objective and subjective resources that he needs for this becomes the subject of internal reflections.

The management process should combine the optimal ratio of environmental and economic indicators, an increase in environmental and economic responsibility. In turn, professional activity as a form of personality activity, aimed at cognizing and transforming oneself and the surrounding reality, taking into account universal economic and environmental principles, forms the ecological and ecological space of the management sphere.

Motivation for vital activity should be accompanied by the formation of the ability to self-determination in the ecological and economic relations of the sociocultural path of development, the ability to choose one's own path in an ambiguous and value-contradictory world, improving professional environmental and economic behavior in the management sphere. *Views and conscious efforts* in the process of professional activity in favor of environmental and economic security lead to the transformation of the consumer stereotype of behavior, which must be systemic and can be provided by the formation of the environmental and economic orientation of the personality of each of the subjects

of the sphere of management. *The ecological and economic orientation of an individual* presupposes the presence of corresponding needs and interests, along with motives, goals and beliefs that orient a person to behavior and activities within the framework of ecological and economic balance. One of the key conditions for the selection of ways to meet environmental and economic interests and needs is the desire for professional self-development, self-improvement and environmental and economic activity.

The ecological and economic activity of a person is considered by us as an integrative quality, including ecological and economic knowledge, skills, abilities and attitudes, the prevailing feature of which is not adaptability, but transformation, not only in terms of personal development itself, but also the progressive ecological and economically safe development of society ... Activity is always aimed at eliminating either internal contradictions "economic benefit - damage to health", or external contradictions caused by a conscious transformation of the environment and personal bifurcation, accompanied by the determination of value orientations (more often environmental values are opposed to their own needs in favor of the latter).

Environmental and economic behavior is characterized by a voluminous set of indicators, including a system of personal characteristics, actions and deeds, as well as contextual (external) factors, due to the awareness of the need to comply with environmental moral norms in the process of satisfying one's own economic needs and interests. The development of one's own style of professional ecological and economic behavior to a certain extent depends on the formation of ecological and economic concern as a fundamental concept of the ecological and economic development of society.

The effective subsystem serves to determine the degree of correspondence of the obtained results to the desired ones and to eliminate the identified deficiencies. This block makes it possible to analyze the effectiveness of the process of forming the ecological and economic orientation of the individual, the positive dynamics of personality changes in the process of objective impact, and also allows you to control the effectiveness of impacts and make adjustments.

The relevance of the presented research is determined by the fact that the use of integrated ecological and economic approaches to the analysis of the quality of life, the construction of an adequate model of the formation of the ecological and economic orientation of the individual will allow one to approach a coordinated resonant impact on the process of global management through its ecological and economic orientation, which is an acceptable way out of the global ecological and economic crisis.

The discussion of the results

Awareness of the unity and balance of socio-ecological and economic interests, which are the basis of the life of mankind, led to the fundamental idea of the transition of the world management corporation to a new path of making safe environmental and economic strategic decisions, a complete rejection of the previous, unjustified extensive path. We agree with Academician N.N. Moiseev [20], characterizing this path as "as a process of continuous complication of algorithms, from natural, spontaneous to artificial algorithms, which are formed by the Reason." One of the key ways to achieve a balanced ecological and economic social development is the formation of the ecological and economic orientation of the individual's personality. A person who, at the decisive moment of the contradictory

choice between economic feasibility and environmental safety, will prefer a reasonable compromise.

We agree with D.N. Samarin [21], highlighting the cognitive, motivational, emotional-value and activity components of the ecological-economic orientation of the individual. However, considering the process of the formation of the ecological and economic orientation of the individual as a nonlinear, synergistic phenomenon, we expand the component composition with affective, active and dispositional components, thus harmonizing the contradictory nature of the internal ecological and economic motives, needs and interests of the individual.

In his work I.A. Sokolova argues that the necessary components of the formation of the ecological and economic orientation of the personality are: the process of ecological and economic education, psycho-ecological and economic training of the specialist's personality, the formation of his ecological and economic consciousness (to a greater extent, its social component) [22]. However, in our opinion, the author does not take into account the importance of the axiological aspect, by which we mean in the context of the presented research, the formation of ecological and economic value orientations and adequate ecological and economic behavior. Undoubtedly, in the process of forming the ecological and economic orientation of the individual, it is obligatory for individuals to accept moral norms and the presence of personal experiences from the position of value orientations regarding their implementation.

As a result of a thorough analysis of foreign and domestic literature, we have established that, in general, the problem of the formation of the ecological and economic orientation of the individual remains virtually undeveloped, and the structural universal model presented in the article has no analogues.

The model of the formation of the ecological and economic orientation of the individual, which is an innovative psychological and pedagogical education, will make it possible to compare the result of the achieved goal with the foreseeable project, expanding the possibilities for increasing the level of requirements for the effectiveness of its implementation. A feature of the developed model is the selection by the authors of objective and subjective conditions for the formation of the ecological and economic orientation of the individual, which determine the future quality of life of society as a whole.

The true goal of the successful formation of an individual's ecological and economic orientation is to become a professional who is capable of realizing and self-actualizing his capabilities for the benefit of a balanced ecological and economic development of society, socially stable and easily adaptable, capable of developing and changing his own strategy in the transforming circumstances of life.

Conclusions

Let us present the main conclusions characterizing the results of the presented study:

1. The modern understanding of the category "quality of life" characterizes it as a multicomponent, complex phenomenon that clearly reflects the interdisciplinary nature of socio-economic relations, the scientific definition of which was formed as a result of a comprehensive analysis of the nature and essence of the modern social system on the basis of a set of specific, subordinate and closely related criteria.

2. The ecological-economic approach is a three-dimensional orientation towards events,

phenomena, resources, goods and objects, based on the balance, interconnectedness and equality of the ecological, social and economic component, integrating into a certain systemic community and allowing to comprehensively determine (in physical terms, points or monetary units) the importance of these components for the quality of life and the development of society.

3. The ecological and economic orientation of the individual, due to environmental and economic values, in our opinion, is the fundamental basis for the coming positive changes in the development of society and the improvement of the quality and level of its life. Solving the problems of forming the ecological and economic orientation of the individual is most productive by means of the dialectical, acmeological and axiological approach.

Through the general principle of contradiction of dialectics, a transition is made from the initial theoretical abstractions of ecological and economic development options to a single co-evolving trajectory that determines the management strategy of ecological and economic balance.

The essence of the axiological approach lies in the implementation of a comprehensive study, observation or restoration of the integrity of a person, thereby making it possible to comprehend the core basis of the formation of the ecological and economic orientation of the individual.

From the point of view of the acmeological approach, the subject of self-development is located in space - from a real, often non-optimal to an ideal way of self-organization. The activity of a professional as a subject of development is revealed precisely in this "real-ideal" environment, manifesting itself in the constant resolution of contradictions between the highly organized life system that he himself represents and the objective conditions of his functioning.

Interest in the axiological approach in the field of the presented research is primarily associated with the reorientation of the value attitudes of society from the consumption of limited resources to the intensive exploitation of human potential, the effective characteristics of which are directly depend on the quality of lifelong learning implemented through innovative pedagogical processes.

4. Our analysis of the problem under study showed that the formation of the ecological and economic orientation of an individual can be carried out in various ways, however, the specificity of integration processes often complicates its effective course.

5. The developed model of the formation of the ecological and economic orientation of the individual's personality is presented as universal and admissible to various types of activity that determine the quality of social life, includes goal-setting, tasks, approaches, components, objective and subjective subsystems and the result.

6. When implementing the developed model of the formation of the ecological and economic orientation of the individual's personality, it is possible to overcome several problems at once: firstly, the individualization of morality and the ecological and economic responsibility of the individual in order to balance the ecological and economic development of society. Second, along an efficient chain, this will lead to an improvement in the functioning of the global organizational ecosystem, acting in an integrated manner.

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