

К заключение укажем на такие факты: 1) Большое Триполье распалось на части под действием «вулканической зимы», созданной извержением эгейского вулкана Санторин около 3500 лет тому назад; 2) все жители восточной части ушли на юг и восток; 3) значительная часть «западных» перенесла славянскую гаплогруппу R1a1a до Адриатики, Рудных гор и Эльбы. Будем надеяться на развитие нооистории, а также на то, что археологи станут изучать пенепленные цивилизации более старательно, чем они это делают с аллювиальными. Надеюсь, фактов нооистории хватит для провозглашения Большого Триполья первой смарт-цивилизацией.

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## INNOVATION BASED ON FORMING MILITARY MENTALITY PROCESS IN THE HIGH MILITARY EDUCATION SYSTEM

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Modern Ukrainian society puts forward a set of professional and moral-ethical requirements for both individual servicemen and the system of military-vocational training in general. In this connection, there is a need to develop a scientific basis and prepare qualitatively new management personnel for the military administration, headquarters, and unites for working with personnel at all levels in order to implement a significant range of socio-political and military reforms in order to democratize and optimize the military-social sphere.

It should be noted separately that changes in the socio-political, socio-cultural and economic situation in modern Ukraine have also led to the transformation of the way of perceiving the surrounding reality, namely, the change of mentality of Ukrainians. In this connection, the problem of studying

mentality on the way to implementation of a significant range of modern democratic reforms has been actualized, since the formation and actualization in society of certain values, values orientations, which is the basis of the formation of mentality, can determine perception or rejection reforms at the level of consciousness of each person [1].

Mentality of a serviceman is a dynamically developing system in which the unification of not only personal but also professional development takes place. The mentality of the servicemen of the Armed Forces of Ukraine and other components of the defense forces is determined by the author as an integrative professionally determined sociocultural property that determines the specifics of their worldview, the way of thinking, the peculiarities of the formation of collective and individual consciousness and professional behavior.

At the same time, it's important to keep in mind that the Code of Conduct states that the North Atlantic Alliance (NATO) envisages promoting the highest level of trust among its members and requiring them integrity, impartiality, loyalty, accountability and professionalism. These five core values form the axiological basis of the Ethical Code, which defines the requirements for the conduct of all civilian and military personnel and NATO units [4].

Integrity, impartiality, loyalty, accountability and professionalism are fundamental democratic values to be reflected in the Statute of the internal service of the Armed Forces of Ukraine, the text of the Military Oath, taking into account national peculiarities of the formation of the mentality of servicemen of the Armed Forces of Ukraine.

According to ethic standards of The NATO Code of Conduct, Integrity should be implemented such way. As NATO staff, we are committed to maintaining the highest standards of professional and personal conduct in such a way as to uphold the trust and confidence of the citizens of all our member states. As such, we affirm that we

- Are honest and truthful in our dealings; fully presenting all facts in an unbiased and clear manner.
- Avoid situations that might result in real, perceived, or potential conflicts between our personal interests and those of the Alliance.
- Take prompt action to remove ourselves from situations where conflicts of interest can or have occurred.
- Do not use non-public information obtained through our official position for private gain, either for ourselves or others.
- Avoid actions that could be perceived as an abuse of the privileges and immunities conferred on the Organization and its staff.

Loyalty means next points.

As NATO staff, we are faithful and true to the enduring role of the Alliance, the principle of unity upon which it was founded, and in support of the current and future challenges, it faces. As such, we affirm that we

- Support the principles upon which the Alliance was founded.

- Demonstrate a unity of purpose focused on the goals and objectives of the organization.

- Strive to make a personal contribution to NATO's success and foster a culture of results across the Alliance.

- Always put the interests of the organization above our own and that of our individual nations, mindful of all applicable laws and regulations.

- Contribute to the development and maintenance of a positive team spirit.

Accountability is responsibility of staff members. As NATO staff, we are responsible and accountable for our actions and decisions, or failure to act, and accept the consequences of their outcomes. As such, we affirm that we...

- Are transparent in all we do, even when it does not reflect favorably upon us.

- Take full responsibility for our actions and take prompt action to resolve or correct any errors or omissions that we may make.

- Are mindful of the consequences of our actions and decisions before we take them.

- Stay vigilant to any fraud, waste, and abuse that may occur within the organization and address them appropriately.

- Avoid any action that could lead to damage or risk to the Organization or its Communication and Information Systems (CIS) or inappropriate disclosure of NATO information.

Impartiality is neutrality of staff position.

As NATO staff, we serve the Alliance's interest above our personal interests. As such, we affirm that we

- Maintain our objectivity and independence in our professional dealings, striving to be fair, just, and equitable in all our activities.

- Keep an international outlook and base our recommendations and decisions on what is best for the Alliance as a whole, rather than the views or interests of our own, or any particular nation or nations.

- Do not accept gifts that might compromise our impartiality or give rise to the perception of a lack of impartiality in the conduct of our official duties.

- Do not engage in unauthorized outside employment or other off-duty activities that might conflict with or otherwise call into question the performance of our official duties.

- Do not use our NATO position or proprietary information to unfairly secure future employment and will not use privileged information to unfair advantage after our NATO employment.

Professionalism is a main staff quality issues.

As NATO staff, we are professionals who are entrusted to carry out our duties to the utmost of our abilities for the common good. As such, we affirm that we

- Put forth an honest effort in the daily performance of our duties.

- Maintain the highest level of competence in our assigned areas and strive for continuous improvement of our knowledge, skills, and abilities.
- Care for and use prudently the limited resources of our organization.
- Protect the security and confidentiality of information entrusted to us.
- Participate in maintaining the safety and security of our information and our workplace.
- Take into consideration the effects of our work on the natural environment.
- Respect the privacy and diversity of our fellow staff members.
- Do not harass or discriminate against others in our workplace, and do not tolerate those who do.
- If supervisors, provide fair leadership and take responsibility for the actions or inactions of our subordinates, ensuring they provide NATO with the best possible service by encouraging and rewarding those who perform well, while correcting those who fail to live up to standards [4].

Taking into account the previously mentioned, articulation in the legal field and the introduction of such European values as professional training of service members of the Armed Forces of Ukraine such as integrity, loyalty, accountability, impartiality and professionalism, will allow forming a legal basis for purposeful influence on their consciousness, beliefs and professional behavior. With the purpose of forming their proper moral and psychological state, as well as the ability to perform assignments for appointment and participation in conducting joint battles operations (operations) with NATO units.

It should be emphasized that in the military sphere the essence of the problem situation is the decline of the classical paradigms of warfare, the need for comprehension and resolution of which involves addressing the philosophical foundations of military science, updating the conceptual foundations of the training of military specialists. The tasks facing the military theory and practice in connection with the transformations of both the socio-political situation in Ukraine and the armed struggle in the world are of a conceptual nature, since their solution involves changing the ways of thinking and acting within the framework of military policy and military affairs.

In the case of solving the above-mentioned tasks concerning the formation of the mentality of servicemen of Ukraine on the basis of democratic principles, science and education play a key role. World experience shows that the competitiveness of the country is directly dependent on the competitiveness of science and education [2]. In the knowledge society, the image of science and education undergoes significant transformations. They become the basic foundation of society, turn into an integral part of the human way of life and are mainly pragmatic in nature. There is no exception to the system of military education and science.

The teaching staff of the higher military educational institutions of Ukraine raises a difficult task: to introduce into the professional toolkit of military specialists the latest approaches to the formation of the mentality of servicemen on the basis of European values. We try to initiate the independent thinking of cadets, students, officers in understanding the trends of global and national social progress, awareness the meanings of the basic democratic values of military-professional activity and focus on innovation activity [1].

We do a common work on the theoretical support for the development of domestic military culture, the overcoming of inertia in methodological foundations and styles of reasoning in military knowledge. It has a crucial role in the struggle for the subjectivity of the Ukrainian nation, the sovereignty and territorial integrity of the Ukrainian state against the backdrop of a continuing war.

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## **СТРАТЕГИЧЕСКИЙ МЕНЕДЖМЕНТ УСТОЙЧИВОГО РАЗВИТИЯ ОРГАНИЗАЦИЙ В УСЛОВИЯХ ТРАНСФОРМАЦИИ ИНФОРМАЦИОННОГО ОБЩЕСТВА В «SMART-ОБЩЕСТВО»**

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Стратегический менеджмент устойчивого развития в условиях информационного общества представляют собой особый класс процессов управления в отличие от регулирования, текущего, оперативного, тактического управления. В первом приближении стратегия и менеджмент устойчивого развития связаны с переходными состояниями в жизни организаций, с процессами их перевода в качественно новые состояния. Все более популярное использование термина «менеджмент устойчивого развития» отражает тенденцию к более комплексной оценке целей, средств, результатов и среды управления. В практике бизнеса проблематика стратегического менеджмента устойчивого развития в условиях информационного общества стратегического управления относится преимущественно к деятельности высшего звена управляющих. В образовательной практике проблематика стратегического менеджмента представляет своего рода метатеорию, которая направлена на выработку