

METHODOLOGICAL FEATURES OF MODERN SOCIAL COMPARATIVE STUDIES

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Abstract: *In the sociology of the organization, the problem of the formation of future competitive specialists is designated by the Government of the Russian Federation, as one of the prioritised and urgent problems facing domestic higher education. The success of the future specialist's adaptation to the system of professional and interpersonal relationships established in a company or organization, on the one hand, provides them with a sense of comfort and satisfaction with their status and achievements in their professional activities, and on the other hand, makes them the most competitive when moving up the career ladder. The main hypothesis is the assumption that people have different likelihood of success in organizational cultures of different types, depending on personal characteristics and level of consciousness. In the competitive market for companies, it is particularly important to improve the methodological features of modern social comparative studies. The issues of evaluating systems, quality of services, and customer satisfaction largely determine the ability of companies to operate successfully in an emerging market. At the same time, the assessment of the quality of services, customer satisfaction should be performed from the consumer perspective, and their consciousness.*

Keywords: sociology, society, organization, modernity, domestic higher education.

Special aspects of modern society impose new requirements on the individual, which are aimed at increasing its competitiveness. It is currently difficult to find outstanding people who do not include the improvement of market positions, the continuation of the sector through prescribing the latest products and developing the activity focus in the list of their own strategic goals¹.

Independent studies performed in Russia displayed that if the outcome of deliberate or random actions results in destruction of a database of sociological criteria of various types, then:

- only 15% of enterprises would be able to return economic activity on the same day basis;
- 60% of corporations would be take from 2 to 4 days for it;
- 25% of organizations would recover their activity for five or more working days.

¹ K.E. Kovalenko, E.A. Osadchy, L.V. Goloshchapova, A.O. Zekiy, V.V. Lvov, G.V. Meshkova, A.F. Bagautdinov, “Models of business education in Russia and their main competitive advantages”, in *Journal of Entrepreneurship Education*, 2019, vol. 22, no. 3, 1528-2651-21-3-367.

In modern conditions, the growing need for sociology, which is a rationally organized activity of a large group of people, who are, as a rule, interconnected via industrial relations, is experienced in organizing the theory of sociological criteria².

In the methodological features of modern social comparative research, there are information flows to which it is customary to attribute the following: regulatory acts; information; indices, etc.³

Issues of risk in their philosophical understanding and the multitude of approaches to understanding in the sociology of that time, according to experts, may seem incomprehensible due to their diversity. However, upon detailed analysis of these issues, it turns out that history determined a specific place for each of them and justified them in its own way. Mankind has passed another milestone and embarked on a new path of civilization development. The value of sociological criteria of various types in modern society does not decrease, but rather increases, as this issue has become of paramount importance and has rightfully taken a leading position in the modern world⁴.

Moreover, upon studying the competitiveness of an individual, the information systems of sociology, according to scientists, form the basis of knowledge about the world, affect all areas of human activity, and organize their type of thinking⁵. Without resorting to dictionaries and reference books, we shall recall that society is such a group of people who are interconnected by a certain kind of activity. But we also should not

² O.N. Belenov, L.I. Stadnichenko, *Consumer behaviour*, Voronezh, Publishing house of Voronezh State University, 2001, p.224; S.P. Dyrin, "The multivariance of the organizational culture of modern Russian enterprises", in *Corporate Culture Management*, 2017, no.1, p.12-16; B.F. Porshnev, *Social Psychology and History*, Moscow, Nauka, 1979, p.232.

³ G.V. Anatolyevna, S. Butt, G.R. Thakur, S. Zaheer, Y.F.M. Kra, N.K. Baah, B.K. Baffour, M. Usman, "Using mobile technology in modern teaching", in *International Journal of Mechanical Engineering and Technology*, 2018, vol. 9, no. 9, p. 1550-1556.

⁴ M.Y. Varii, "Psi-Programs as the Instrument of Formations and Transformations in Human Psyche. Science and Education a New Dimension", in *Pedagogy and Psychology*, 2017a, vol.62, no. 142, p.77-81; M.Y. Varii, "The Human Psyche in the Psycho-energetic Concept.Science and Education a New Dimension", in *Pedagogy and Psychology*, 2017b, vol. 54, no. 126, p. 65-71.

⁵ N. Orazbayeva, K. Nurgali, "Russian writers with bimental thinking and the formation of readers' multicultural competence", in *Pertanika Journal of Social Sciences and Humanities*, 2017, vol. 25, no. 2, p. 823-836.

forget that society is able to emerge in the place and at the time where and when the economic processes emerge⁶.

The history of personality in modern social comparative research

Peak achievements in systems that in their interpretation capabilities would have surpassed the history of that time represent the urgency of sociology. Naturally, achievements are meaningless without its interaction with various sciences, practical human actions^{7,8}. Consciousness in introspective sociology is characterized not only by specificity, but also by independence. This should be understood in such a way that other specialists are not able to cope with the work; everyone is attending to their own business^{9,10}. From the ancient philosophical tradition to modern European history, clear outlines are preserved and at the same time become the object of evaluation, interpretation and comparison¹¹.

Thus, the history of personality is a concept that is interpreted in several ways:

– as a state of society in a certain historical period. Society does not act as an integrity, but rather as a sum of “historical types” (Greco-Roman, Romano-Germanic, Western).

– as an analogy of culture. French enlighteners interpreted the “individual” in the context of society built on the ideals of reason and justice.

⁶ K. Cameron, R. Quinn, *Sociology*, Piter, St. Petersburg, 2016, p. 310; L. Romaniuk, R. Schwarzer, “Analysis of indirect and differential connections among personal values”, in *Science and Education*, 2018, no.1, p. 5-13.

⁷ K.R. Nurgali, “Representation of ancient times in Kazakh historical novel”, in *Life Science Journal*, 2013, vol. 10, no. 11, p. 298-301.

⁸ K.R. Nurgali, K.M. Baytanasova, J.K. Kishkenbaeva, “Author's role in the literary field by the example of Kazakh literature”, in *World Applied Sciences Journal*, 2013, vol. 25, no. 9, p. 1290-1294.

⁹ E.M. Akhmetshin, J.E. Mueller, A.V. Yumashev, A.V. Kozachek, A.N. Prikhodko, E.E. Safonova, “Acquisition of entrepreneurial skills and competences: Curriculum development and evaluation for higher education”, in *Journal of Entrepreneurship Education*, 2019, vol. 22, no. 1, 1528-2651-22-1-291.

¹⁰ E.M. Akhmetshin, K.E. Kovalenko, J.E. Mueller, A.K. Khakimov, A.V. Yumashev, A.D. Khairullina, “Freelancing as a type of entrepreneurship: Advantages, disadvantages and development prospects”, in *Journal of Entrepreneurship Education*, 2018, vol. 21, no. 2, 1528-2651-21-S2-262.

¹¹ V.A. Chiker, *Psychological Diagnosis of Organization and Personnel*, Rech, St. Petersburg, 2004; E.Yu. Korzhova, *Psychology of Human Life Orientations*, RCHA Publishing House, St. Petersburg, 2006.

Thus, it is necessary to see the difference between formational and civilizational approaches upon research. There are several tasks of studying the methodological features of modern social comparative research. The direct principles of its work are as follows:

- complete independence;
- self-financing of the country at the expense of various kinds of own funds;
- concernment;
- responsibility;
- creation of reserves.

In the mechanism of sociology, flow control is performed by different methods. All this appeared as both science and academic discipline were studied. Based on all of the above, it can be said that the features of consciousness are a combination of planning and decision-making in the field of flow management between organizations. At present, relations arise both between legal entities and individuals, and between states as political organizations of specific countries¹².

For sociological aspects to be effectively used, they must be rationally managed. They are designed to control the movement of assets and cash between countries, as well as to use them wisely, because with their help occurs the functioning of the objects of activity of each state. Thus, it is the study of individual competitiveness that enhances the country's reputation, which, in principle, was assumed.

Currently, in market conditions, it is necessary to direct flows to those sectors that will be profitable in the future, that is, they will be cost efficient and beneficial. From this we can conclude that the individual and its consciousness, according to management theory, should, by its nature, be an analyst understanding the curve, and also have a good understanding of the state's fiscal policy¹³.

The study of such aspects suggests that the employee of such a position should know the tools and easily apply the acquired knowledge in practice. Studying the legal basis of comparative research implies knowledge of vertical and horizontal methods of assessment. It is important for a specialist in this¹⁴ industry to be able to find coefficients

¹² C. Geertz, *The interpretation of culture*, Basic Nooks, New York, 1973; T. Selli, *Culture conflict and crime*, Sosial Science Research Council, New York, 1938.

¹³ N.G. Valinurova, *Sociology and Management Psychology*, USURT, Yekaterinburg, 2017.

¹⁴ H. Heckhausen, *Motivation and Activity*, Second Edition, Piter, St. Petersburg, Smysl, Moscow, 2003.

that allow to study the structure. Competitiveness consists of two subsystems:

- managed subsystem is an object;
- managing subsystem is the subject.

The object of management in each state are:

- funds;
- capital;
- relations.

The elements of the subject are as follows:

1. Staff.
2. Tools.
3. Methods.
4. Facilities.

However, for a successful research it was necessary to:

- consider the changes;
- study everything.

For all this, it is necessary to perform a number of analytical procedures, which are called “sensitivity analysis”. Trying to overcome a number of reforms, our country is trying to overcome the hardships and difficulties of society development as a part of the material world that is isolated from nature. A prerequisite is the construction of the rule of law state as a political organization of the country¹⁵. For all this, high technology is needed in a variety of industries.

Correlation of sociology with society in the context of informatisation

Information, in its turn, carries new opportunities to achieve the set goals. Thus occurs strengthening of the human rights and interests that constitute the legal foundations of the methodology of working with information sources. The state, as the political organization of the given country, has established itself as a reliable partner, continuing the policy of integration¹⁶.

It is important for us that these interests in the field of sociology be balanced and competitive, both internationally and domestically. The

¹⁵ A.V. Kostruba, “The rule of law and its impact on socio-economic, environmental, gender and cultural issues”, in *Space and Culture, India*, 2019, vol. 7, no. 2, p. 1-2.

¹⁶ V.A. Gnevasheva, “The specifics of the economic activity of modern Russian corporations”, in *Espacios*, 2019, vol. 40, no. 4, p. 21.

advantage of this mechanism is the reform of its basic agreements. All this is necessary for the effectiveness and transparency of activities¹⁷.

The positive in this case is the following:

- increase in organizational cultures;
- position stability;
- population welfare.

Legal frameworks are a set of rules governing social relations related to information¹⁸. Mankind has passed another milestone and embarked on a new path of civilization development. The analysis of its activity implies a special sphere of worldview thinking and a special sphere of human activity. Without resorting to dictionaries and reference books, we shall recall that society is such a group of people who are interconnected by a certain kind of activity. But we also should not forget that society is able to emerge in the place and at the time where and when the language emerges¹⁹.

Thus, the connection of sociology with society should be considered through the lens of informatisation. Very peculiar is the interaction of information systems. The urgency of managing such a consciousness is a peak of achievement, which in its interpretation capabilities would surpass the economy of that time. Naturally, achievements are meaningless without its interaction with various sciences, practical human actions.

Not only specificity, but also independency is inherent for management. This should be understood in such a way that other specialists are not able to cope with the work; everyone is attending to their own business. In the analysis of the labour activity of consciousness, clear outlines are preserved and at the same time become the object of evaluation, interpretation and comparison²⁰.

Thus, the information systems of the administrative school of management is a concept that is interpreted in several ways:

- as a state of society in a certain historical period. Society does not act as an integrity, but as a sum of “historical types” (Greco-Roman, Romano-Germanic, Western).
- as an analogy. The English enlighteners interpreted “managerial processes” as a society built on the ideals of reason and justice.

¹⁷ L.N. Zakharova, *Management psychology*, Logos, Moscow, 2012, p.376.

¹⁸ R.A. Abramov, R.T. Mukhaev, M.S. Sokolov, “To a question about the criteria and parameters of the effectiveness of the government in democratic countries”, in *Journal of Advanced Research in Law and Economics*, 2016, vol. 7, no. 6, p. 1248-1262.

¹⁹ T. Shibutani, *Social Psycholog*, Feniks, Rostov-on-Don, 2002.

²⁰ N. Smelser, *Sociology*, Feniks, Moscow, 1994, p.688.

So, it is necessary to see the difference between formational and civilizational approaches in research in the modern world. This science is engaged in the research of various kinds of knowledge, studies a person in all its features and manifestations, and also deals with the ratio of two principles, such as science and its application in practice.

It should be noted that many scientists often attempt to research these two concepts in more detail and interpret them in the methodology of working with information sources using the example of enlightenment, romanticism²¹, and so on.

The interaction of management schools is reflected in the works of enlightenment, romanticism, and so on. These are the works of L. S. Vygotsky, black writers of the bourgeoisie - Nietzsche, who so stubbornly believed in myths about the individual²². The problem of the correlation of methods for reducing managerial actions in the mind, as well as its interpretation, are reflected in the work "Dialectics of Enlightenment", which at that time was considered a strange book. The basis of this work was notes and excerpts of records. The text was completed in 1944, it was published in Amsterdam. Copies of this book were available in the first 25 years after publication. Many historians claim that this work was "heavy" and in most cases affected information systems, at least. Reading this book, we understand the difficulty of its form.

It was in the era of Enlightenment, romanticism, that these two concepts began to differentiate along with good and evil, white and black. The interpretation of these two concepts also influenced ontological hermeneutics. Most of all, it was based on the ideas of mythology, since there was nothing requiring knowledge²³.

In my opinion, the analysis of the concept of comparative studies is possible only partially, as a result of global transformations taking place in the world today on a political platform. And even then I think that this is not inevitability, but rather the circumstances that have developed due to the thoughtless attitude of some people who spread chaos in the world with their attitude. This is an artificial clash that might not have happened.

²¹ T. Portnova, "Genre and style interaction in solutions staged ballets of the nineteenth, twentieth centuries", in *Astra Salvensis*, 2018, vol. 6, no. 12, p. 689-694.

²² K. Nurgali, K. Assanov, G. Shashkina, M. Zhumabekov, F. Kultursynova, "The concept of dionysism in the legacy of Friedrich Nietzsche and Vyacheslav Ivanov", in *European Journal of Science and Theology*, 2018, vol. 14, no. 2, p. 99-108.

²³ V. Dubinina, "Understanding intentionality structure: development of hermeneutics F. Brentano", in *Skbid*, 2018, vol. 5, no. 157, p. 5-8. doi: [http://dx.doi.org/10.21847/1728-9343.2018.5\(157\).148633](http://dx.doi.org/10.21847/1728-9343.2018.5(157).148633)

Accordingly, consciousness must combine both quantitative and qualitative methods for assessing risks.

Qualitative methods include:

- performance loss reports;
- management oversight;
- employee surveys;
- interview to clarify the circumstances of the departure;
- self-assessment of the management;
- internal audit

Quantitative methods were developed to a greater extent with the aim of distributing funds for management. This science is engaged in the study of various kinds of trends, studies a person in all its features and manifestations, and also deals with the ratio of two principles, such as science and its application in practice.

It should be noted that many scientists often try to study these two concepts in more detail and make their interpretation in the history of control theory and so on. It can be said that the development of information is a part of the cultural heritage²⁴ from which the main types of human activity originate, which are not yet contrary to the law.

It should be noted that in domestic and foreign literature, authors differently correlate the concept of “consciousness”. For example, one scientist thinks that this is already knowledge, another author assumes that law is knowledge of past centuries, formed by primitive society as a part of the material world that was isolated from nature. One thing is certain: both are part of the globalization process.

Many experts argue that in those days, there was no knowledge of information systems, mythology was their analogue, creating a general idea of a person, of good and evil, and so on. Information on management problems affects society and gives people an idea about life, about nature, about society in all forms of its manifestation.

People accumulate legal knowledge over the years, and then try to apply it. Indeed, it is knowledge in such disciplines, including skills, that is transferred from one generation to another, and it is with their help that

²⁴ T.V. Portnova, “Historical aspects of project technologies development and opportunities for their use in scenic arts”, in *Space and Culture, India*, 2018, vol. 6, no. 4, p. 48-56. T. Portnova, “Genre and style interaction in solutions staged ballets of the nineteenth, twentieth centuries”, in *Astra Salvensis*, 2018, vol. 6, no. 12, p. 689-694.

scientific and technological progress moves²⁵. Thus, psychology directly depends on the conditions of globalization.

At present, the concept of “consciousness” is closer to modern person than “sociology”, due to the fact that a person constantly encounters the first term; in turn, the study of globalization research is either done in the classroom only, or by prominent scientists, experts in their field.

Consciousness management processes are a thin and flexible tool and at the same time a powerful control lever. An important role is played by the process of globalization, which facilitate the rapid exchange of necessary information. They make the terms of exchange simple, clear and standardized for all participants in the relationship.

Among the main development trends in the context of globalization are:

- social significance;
- state of relations in the country;
- correlation of concept;
- direct and indirect regulation.

All activities are subject to regulations, rules. There are many varieties of relationships in the market and they are closely interconnected. This can be explained by the fact that:

- all organizations apply the same process of globalization formation;
- all subjects are interconnected;
- the elements of the mechanism of the main trends in management development are closely interdependent.

In practice, the person itself chooses and develops a policy scheme. These schemes are formed not without consideration of the goals and objectives set by the company and on the basis of its organization structure, relations management methods.

The main development trends in the context of globalization can set short-term goals of its policy. Among them are the following:

- to stabilize the situation;
- to reduce the impact of change;

²⁵ T.V. Portnova, “Principles and opportunities of the study of pictorial heritage in the practice of choreographic education”, in *Journal of Siberian Federal University – Humanities and Social Sciences*, 2018, vol. 11, no. 12, p. 2043-2055. T. Portnova, “Genre and style interaction in solutions staged ballets of the nineteenth, twentieth centuries”, in *Astra Salvensis*, 2018, vol. 6, no. 12, p. 689-694.

- to maintain the leadership;
- to limit potential competition between disciplines.

The Russian market of sociological aspects, experiencing rapid growth, faces some issues. In particular, the need to choose a strategy for further development, a shortage of good specialists and administrative barriers. The organizational culture of consciousness is a system of values, ideas, customs, common in organizations, which, interacting with the formal structure, form the norms of behavior. This requires a set of rules and restrictions for optimal adoption of a managerial decision by the graduate. After achieving results, the strategy ceases to exist, and the emergence of new goals in foreign economic activity sets the following strategy for implementation.

In turn, tactics in the system of related sciences are a set of methods and techniques that are necessary to achieve any goal. Tactical objectives: choice of solution; choice of methods; selection of management techniques. During the development of research approaches, a process of mutual adaptation of relations between countries is performed. With that, an important part is played by those instrument, which facilitate the rapid exchange of necessary information. They make the terms of exchange simple, clear and standardized for all participants in the chain.

There are many schools of consciousness on the market, and they are closely interconnected, so as soon as the level of one approach for one specialist changes, this will immediately affect other industries. This can be explained by the fact that:

- all organizations use the same process of forming their statehood;
- all subjects are interconnected;
- elements of the management mechanism between different countries are closely interdependent.

Studying the concept of this topic is an instrument of the entrepreneur's commercial policy, the company's choice of methods and rules is determined by the main objectives of its commercial policy.