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**СТРУКТУРНЫЕ ОБРАЗОВАНИЯ РАЗВИТИЯ  
ПРЕДПРИНИМАТЕЛЬСКОГО ОБРАЗОВАНИЯ**  
STRUCTURAL FORMATIONS OF THE DEVELOPMENT OF  
ENTREPRENEURIAL EDUCATION

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**Аннотация.** Общепринятая концепция экологического сознания - это проявление экологических условий жизни человека, процесс упорядочения деятельности природной и социальной системы на основе экологических теорий, идей и подходов. Эти теории и идеи являются общими для определенных социальных групп и отражают их отношение к природе на протяжении всей их жизни. Если непосредственное воздействие общества на природу осуществляется всей системой конкретного общественного сознания, то предметом экологического сознания

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является комплекс прямых и косвенных отношений в системе "природа-общество". Известно, что человек как социальное существо также является биологическим существом и как часть природы он должен жить по ее законам. С другой стороны, баланс между двумя основными аспектами жизни человека часто нарушается для удовлетворения его социальных потребностей. Очевидны объективные социально-экологические недостатки этого дисбаланса, которые на практике являются результатом материально-производственной деятельности людей. В связи с этим на практике появляется особый вид социальной деятельности – охрана окружающей среды. Текущие усилия по защите окружающей среды включают все аспекты социальной деятельности, которые доступны в настоящее время и планируются на будущее для преодоления экологической напряженности и кризисов. В первую очередь это связано с производством, которое изменяет материальную основу общества с целью создания потребительских товаров. Все вышесказанное требует активного, преобразующего, но в то же время гармонизирующего отношения человека к природе.

В наше время природа начинает все больше и больше влиять на людей, и это влияние становится все более сложным. По мере усложнения системы требований меняется и направление этих потребностей. Она начинает все более интенсивно регулировать процесс отражения природы в общественном сознании.

**Abstract.** The generally accepted concept of ecological consciousness is a manifestation of the environmental conditions of human life, the process of ordering the activities of the natural and social system based on environmental theories, ideas, and approaches. These theories and ideas are common to certain social groups and reflect their attitudes to nature over the course of their lives. If the direct influence of society on nature is carried out by the entire system of a particular social consciousness, then the subject of environmental consciousness is a complex of direct and indirect relations in the "nature-society" system. It is known that man as a social being is also a biological being and as a part of nature he should live according to its laws. On the other hand, the balance between the two main aspects of a person's life is often disrupted in order to meet their social needs. Objective socio-ecological disadvantages of this imbalance are obvious, which in

practice are the result of material and production activities of people. In this regard, a special type of social activity appears in practice – environmental protection. The ongoing efforts to protect the environment include all aspects of social activities that are currently available and planned for the future to overcome environmental tensions and crises. This is primarily due to production, which changes the material basis of society in order to create consumer goods. The above requires an active, transformative, but at the same time, harmonizing human relationship to nature.

In modern times, nature is beginning to influence people more and more and this influence is more complex. As the system of requirements becomes more complex, the direction of these needs also changes. It begins to regulate more and more intensively the process of reflecting nature in the public consciousness.

**Ключевые слова:** *окружающая среда, философия, общественное сознание, экологическая*

**Keywords:** *environmental, philosophy, social consciousness, ecological*

#### Introduction.

As a result of the growth and complexity of the relationship between society and nature, the reflection of nature at all levels of consciousness, the inclusion of elements of environmental consciousness in all forms of social consciousness is a characteristic feature of our time. To describe this feature, we would like to introduce the term "state of public consciousness" in the current situation. A "state of public consciousness" is a state in which the totality of ideas and views permeates the entire structure of public consciousness. The concept of "situation" characterizes the specifics of modern public consciousness. This feature is expressed in the fact that the mind is focused on the ideas, views, ideas and feelings that prevail in society and adapts to them [Anishchenko 1973: 28]. The use of this category in the analysis of ecological consciousness of a certain period allows us to say that it occupies a changeable and dynamic position in the structure of consciousness. In the modern world, where environmental problems are global, these problems permeate all levels and areas of public consciousness. In the era of modern scientific and technological progress in science, there is a process of "changing leaders",

which characterizes the direction of public consciousness. The age of physics is followed by the age of ecology, and science is facing the solution of social and environmental problems facing humanity.

#### Unified system of nature and society

Currently, many values and norms are being revised in terms of creating a unified system of nature and society, creating harmony between their interaction, and applying the "biosphere" criterion to all aspects of human activity. These processes allow us to say that environmental consciousness has become a determining factor in the activity of public consciousness, in other words, it has begun to Express its state. Ecological consciousness acts as a regulatory, intermediate element between two aspects of human activity: the process of reflecting reality and the process of practical material activity. Environmental awareness allows you to create a mechanism for regulating human activity, optimize the "nature-society" system. It is impossible for society to find the necessary direction for regulating the environmental process without popularizing environmental knowledge, without constant information about changes in environmental practices. The deterioration of the situation is due to the fact that society does not know the future results of certain practical actions and does not take preventive measures. Solving environmental problems depends on establishing environmental awareness, which can be a regulator of environmental behavior in the current situation. The formation of ecological consciousness means that a person can understand and manage their social nature. The basis of this process is the transition from metaphysical views on the division of nature and society to the perception of the unity of nature and society, to its highest stage of development - the system of organic unity. The environmental problem permeates all forms of public consciousness, and many well-known norms are used to achieve the ecological ideal. As a result, we can say that environmental consciousness becomes a decisive factor in the dynamics of public consciousness, allowing us to develop a mechanism for regulating human activity in interaction with the environment. This situation plays an intermediate regulatory role between the two sides of human activity.

These aspects are the correct reflection of the actual situation and the process of practical actions.

In its historical forms, social consciousness was an integral part of the spiritual culture of society and reflected social practice. The history of society convincingly shows that with changes in the living conditions of a person's existence and material and industrial relations, his consciousness also changes. Some ideas disappear and new ideas appear in accordance with new conditions and social requirements. For example, as socio-economic formations change, people's consciousness also changes, and each time new forms of consciousness arise and develop in accordance with new social relations. At present, no one can deny the connection of ecological consciousness with political, legal and moral consciousness. Because protecting nature is a political, legal, and moral issue. The connection of ecological consciousness with science, philosophy and art is also indisputable. Yu. M. Manin attempts to investigate whether ecological consciousness, which expresses the interaction of society with the environment, can be considered a special form [Manin 1977: 17]. However, in his later arguments, he comes to the conclusion that ecological consciousness is lost in other forms of social consciousness. In our opinion, it would be wrong to put the question in this form. To decide whether the allocation of ecological consciousness as an independent form of public consciousness is correct, it is necessary to analyze its content in terms of criteria that are important for the separation of forms of public consciousness. It should be noted that such an analysis in the scientific literature has practically not been carried out so much. Individual studies addressed the need to apply the "environmental awareness" category and discussed the methodological basis for its consideration. One of the issues that needs to be considered is the justification for the possibility of separate consideration of the ecological form of public consciousness from its other forms. Given that social consciousness is an area of the spiritual life of society, social relations related to the implementation of specific social activities should be a key factor.

Environmental relations and public activities

Social activity, social relations and social social knowledge formed on its basis exist as a single whole. Forms of social relations related to the provision of specific activities form a second, derived structure of the spiritual superstructure-forms of social consciousness. Public relations act as a subject of reflection of public consciousness and act as an element that expresses its dynamic structure. Real carriers of social relations – subjects of social activity-are included in various systems of social existence. Social functions of forms of public consciousness are closely related to the implementation of public relations and this reflects the participation of public consciousness in the social activities of society.

In the modern scientific literature, there are two contradictory views on environmental consciousness, which occupies a certain position in the structure of public consciousness. Some authors believe that it is better not to have a separate structure in the system of public consciousness in the form of "ecological consciousness", but to "participate" in the environmental problem in all its areas [Creative nature 1980: 150]. Modern environmental problems, indeed, to one degree or another, affect all spheres of human social life. The complex nature of environmental problems and their place in the entire system of social life is reflected in the differentiation of a number of scientific theories, as well as in the formation of complex scientific concepts. Proponents of the view that environmental consciousness should be considered as a separate form of public consciousness associate this unique state of environmental consciousness with the level of theoretical knowledge. In such cases, ecological consciousness corresponds to theoretical knowledge, and the subject usually acts as the Creator and bearer of theoretical knowledge that reflects the relationship between society and nature. Indeed, if we look at the problem as a process of interaction between nature and society, which is at the level of theoretical knowledge, then this impoverishes, first of all, the content and functions of ecological consciousness. Secondly, the specific content of ecological consciousness will disappear, which will cast doubt on its perception as a separate form of public consciousness. The question of the internal structure of ecological consciousness is insufficiently studied in the modern literature devoted to this problem. It should be noted that the activity of ecological consciousness in the system of public consciousness is subject to the basic laws of the existence of forms of public consciousness.

Methodologically, social relations, consciousness and action are in dialectical unity. At the present stage of interaction between nature and society, when determining the nature of its influence on the state of public consciousness, it is necessary to find terms that correspond to the object of perception and show their role in the structure of public consciousness in the form of criteria. In our opinion, the most appropriate terms are "environmental relations "and"environmental activities". In the "man-nature" system, there are ecological relations that are objective in their content and conditioned by genetic connections. Ecological relations, which are an integral element of the material life of society, show the important place of natural processes in human social life. Ecological relations, on the one hand, reflect the process of human interaction with the environment as a living being, and on the other hand, it is necessary to understand the social essence of this process as a specific mechanism of interaction that allows man, society and nature to coexist within a single system.

Environmental measures to build a balanced relationship between nature and society are divided into the following main aspects:

- 1) compensatory-this task is to restore changes in the ecosystem;
- 2) control-natural objects must be protected by various means (administrative, moral, legal, etc.). This is also related to the ecologization of material production, the creation of ecological production (biotechnological logia, waste-free production cycle and etc.);
- 3) predictive – to predict and prevent unwanted human intervention in the course of natural processes (ecosystem modeling, theoretical research, monitoring, etc.);
- 4) finally, a special type of environmental activities related to the spiritual sphere – environmental education and environmental education. The latter is aimed at creating people's awareness of environmental knowledge. To take into account the environmental aspect of any type of social activity, a conscious assessment of the goals and fundamental needs of people is necessary. Therefore, environmental consciousness has a special way to regulate and control the exchange process between society and nature, and constantly to evaluate the activities of people in a sustainable future that is essential to the development of society. As a result, there is a public environmental consciousness, which is a spiritual institution in the system of environmental activities that regulates the

activities of man and society in the natural environment. The connection of ecological consciousness with ecological activity is twofold: on the one hand, it consciously acts as an ideal moment of activity, on the other – it is formed and implemented in a certain form of environmental activity.

The emergence of ecological consciousness in the XX century

The second half of the twentieth century can be considered as the basis for the emergence of ecological consciousness in the structure of public consciousness. Environmental consciousness has the following content: first, it reflects natural and social relations, ecological existence as a single, fully and systematically organized process; second, it combines the environmental aspect in the form of a normative assessment of results close to environmental knowledge. Together, they create an ecological consciousness. In the "man-world" relationship, there is an ecological section, which is the General methodological basis of the theory of ecological consciousness, reflecting the unity of ecological attitudes and environmental activity of people in the form of biosocial knowledge. The ecological aspect of the worldview forms a number of fundamental principles of interaction between nature and society in business entities. However, it is impossible to prevent harmful anthropogenic interference in natural processes and eliminate the negative consequences of this interference. To do this, the subjects of activity must master biosocial knowledge that reflects the interaction of the body with the environment in the context of human activity and their social relations. In other words, they should become carriers of ecological consciousness. To study the relationship between environmental awareness and practice, it is necessary to clarify the interaction of its internal structure and elements. The structure of ecological consciousness in its most General form can be divided into two levels: the theoretical level and the level of mass consciousness. The field of environmental knowledge is much broader than the field of scientific environmental knowledge, since it includes practical skills and empirical research. The process of historical formation of environmental knowledge was largely spontaneous. However, as a result of fundamental changes in nature during the period of scientific and technological progress, ecology as a science, as well as social ecology,

began to form, which combines many aspects of science and practice in its broad sense [Social ecology 2005: 3]. In connection with this environmental consciousness permeates the structure of scientific knowledge, which provides a reflection of the mass consciousness. However, not all knowledge that reflects environmental activities is accurate and has been tested in practice. This knowledge also includes probabilities, scientific forecasts, future program of events, etc. It is the ability of specialized knowledge to anticipate changes in the relationship between nature and society that plays an important role in solving environmental problems. Another form of theoretical level of ecological consciousness can be seen in the fact that it acts at the level of ideology. Environmental issues are firmly reflected in international treaties and have spread in the field of political and ideological relations [Kochergin 1981: 59-63], in the form of environmental concepts, green movements, etc., which are now widespread all over the world. "Recently, the main notable events in the public consciousness are its intensive greening and the expansion of the social base of parties that justify the development of the country environmentally" [State report 1993: 161]. There is a complex system of interaction between the mass and specialized levels of environmental consciousness. Being a part of consciousness in General, ecological consciousness covers an area in which a number of processes unfold – synergistic and antagonistic, with different directions and dynamics. Therefore, the interpretation of the content of ecological consciousness can be approached from different positions. Thus, the analysis of ecological consciousness can be carried out based on the assumption that it is a field where numerous conflicts unfold and the search for ways and methods to eliminate the conflict situation or stabilize it takes place [Medvedev, Aldasheva 2001: 23]. Due to its relative activity, environmental consciousness is able to regulate people's attitude to nature and, with the help of higher (scientific, ideological) levels, allows them to change the mass consciousness and include a scientific understanding of environmental problems in it. There are two main directions of formation of ecological consciousness: the first is spontaneous and the second is systematic, i.e. through purposeful upbringing and education.

Environmental education is the formation of ecological thinking in people of any age group, the necessary environmental, moral, and legal views on nature and the place and role of man in it, correct behavior in nature, and an active life position in its study and use. Environmental education and environmental education should influence consciousness as a single process. At the same time, it is necessary to have a science-based knowledge system for the formation of environmental consciousness.

### Conclusions

At the end of our research, it should be noted that as a result of the growing and complex relations between society and nature, the influence of the natural factor on all levels of human consciousness, the inclusion of elements of environmental consciousness in all forms of social consciousness are a characteristic feature of our time. The generally accepted concept of ecological consciousness is a manifestation of the environmental conditions of human life, the process of ordering the activities of the natural and social system in the form of environmental theories, ideas, and representations. We believe that environmental awareness should regulate and control the process of exchange between society and nature in a special way and constantly evaluate people's activities taking into account the environmental perspective of the future, which is a necessary condition for the development of society. As a result, it can be argued that the ecological form of social consciousness, as a spiritual institution in the system of social life, regulates the activities of man and society in the natural environment, promotes the harmonious development of relations between man, society and nature.

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