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operates on the basis of knowledge exchange and mutual evaluation (Eisend, et al., 2016). The modern corporation transforms social relations from the traditional sphere of bureaucratic regulation into the sphere of personal development, where human imagination and creativity is an inexhaustible resource for solving organizational problems. Consequently, the common values, worldviews and goals become more important than the details of a particular commercial transaction. Vertical relations "personnel - top management" are no longer characterized in the discourse "dependence" or "independence". Instead, the concept of "interdependence" is considered more appropriate. Employees act as actual owners of knowledge, and their specialized unique skills become the main source and key factor in the development of material and non-material production.

Sustainable economic development actualizes for modern corporations activities the challenge of accumulating intellectual capital, identifying and disseminating information and experience as well as providing the conditions for disseminating and transferring knowledge. The intellectualization of labor determined the need for the organizational culture to form the innovative potential of the corporation and stipulated its transformation into the self-learning system. The development of an employee's creative potential is a challenge for management that today is often defined as knowledge management, or cognitive management. It focuses on personal knowledge that consists of both images of professional and organizational reality in the minds of managers and possible ways to identify, preserve and transfer it (Markovic, 2012). The system of innovative management regards the formation of a new organizational culture as an ethical resource for further developing, achieving the goals of entrepreneurship, integrating the staff innovative potential. Being the core of the organizational culture corporate values are enhanced and disseminated through both – the interaction with the media and the "socialization" of staff within the overall personnel policy of the organization. It is the socio-cultural and civilizational features of each participant of economic activity, whose sustainable behavioral stereotypes were formed under the influence of a certain national culture, can cause intercorporate problems of multinational business organizations. The misjudgment and underestimation of national peculiarities of other economic and work culture by foreign corporations weakens or even deprives the employees from different cultures of "corporate spirit" in terms of organizational culture.

Thus, efficient management of a globalized corporation as a single business entity is impossible without the employee preserving his internal identity in the conditions of different cultures, where his business activity is realized. At the same time, for a modern multinational corporation, the international challenge to the global business environment is the direct dependence of an employee's successful career advancement on his personal experience of entering another "foreign" culture. Consequently, in the context of globalization, the main risks for the management of a multinational corporation in the organizational culture formation are caused due to the socio-cultural diversity of the staff regarding skills-cultural, educational, professional, national, religious, sexual, age and so on. Integrating multicultural people into a single team, optimizing interpersonal relations, preventing social conflicts, adapting employees to corporate identity, providing an atmosphere of understanding and harmony, cooperation and social partnership –all this is among the priorities for an organizational culture in the globalizing world. Unlike the traditional management system that considers organizational culture in the discourse of national-specific "essence" and antagonistic "differences", cognitive management proceeds from understanding it as a form of organizational knowledge and basis of competence of the company.

**Keywords:** organizational culture, global business environment, cognitive management.

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## **CONCEPT ROLE OF PHILOSOPHICAL METHODOLOGY MECHANISMS IN DISSERTATION RESEARCH**

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**The relevance of the research.** The main task of education applicants for PhD degree, first of all, is a training of high-professional personnel of various profiles. Furthermore, for engineering and technical specialists, modern stage of the science and technology development makes topical the necessity of possessing not only profound knowledge as subjects of natural-technical cycle, but also scientific rationality, methodology of theoretical thinking delimiting, scientific-philosophical forms of worldview (Vorontkova, 2017).

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**Problem situation:** need to strengthen pragmatic and innovative direction of educational process for applicants, increase competitiveness of future specialists in current labor market conditions. Modern engineering specialist must possess a multitude of professional qualities, development of which is carried out at all levels of competence approach (Semenova, 2012).

**Objectives:** study of structure and formation factors of scientific and philosophical tools in dissertational research, definition of philosophical methodology as fundamental component of scientific cognition at current stage of high-school education for professional personnel.

**Research methodology:** systematic analysis of methodological aspects; formal positioning, conceptualization and determination of use effectiveness of scientific and philosophical methodology (Shtanko, 2002).

**Research results.** In philosophical arsenal of modern research methodology, comparative approach is effective. Comparative, as well as pluralistic, implicitly exists in philosophy itself, inasmuch as assimilation of scientific- technical knowledge is impossible without involvement of comparative analysis. In view of differentiation rapid dynamics of technical disciplines and need for their integration, comparative approach in scientific cognition becomes as condition for existence and development of specific sciences. One of formation mechanisms for scientific thinking is ability to reflect in dissertation research period. In modern conditions, under influence of huge flow of information and speed of its change from subject, there is a need for rapid reaction to information novelty, semantic assessment, independent interpretation of texts based on key hermeneutics techniques, effective achievement of research objectives, which describes “non-linear” thinking inherent in SMART-society (Kalashnikova, 2013).

**Conclusions.** Philosophical methodology generates the applicant’s openness to new knowledge and innovations; forms psychological attitude to constant creative search, rejection of thinking stereotypes; activates intuition, as necessary component of creativity and successful achievement of objectives in dissertational research. Each ability of applicant as researcher is reflected in normal, extreme and abnormal conditions of realization. Ability to reflect is a special capability that requires exceptionally normal conditions in process of dissertational research. In this concept, each applicant from his research side integrates new achievements into the system of scientific knowledge, and mechanisms of philosophical methodology systematize these sides into an integral unity. Moreover, philosophical knowledge becomes a companion in understanding the scientific problems that are solved in research. As a result, the professional culture of future specialist is being formed, which is so necessary not only for conduct of certain professional activities, but also for successful adaptation in professional community. On basis of applying philosophical methodology mechanisms in dissertational research, the applicant for PhD degree gets more ready for future professional activity in complex conditions of globalized world economy system, functioning on basis of innovative-oriented market economy, where the determining factor is competition of ideas, technologies, goods. He understands the rules and keeping mechanisms of scientific world more deeply, sets goals for life realistically and correctly, developing career and life strategy, as a high-professional specialist in specific academic discipline (Fedotova, 2015).

**Keywords:** philosophical methodology; dissertational research; scientific cognition; applicant; high-qualified specialist

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## MYTH AS NON-INFLUENCE OF THE SOCIUM

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**Therelevance of the research.** The urgency of the study is determined by the need for rethinking the myth in contemporary social and socio-political realities. At the same time, it should be borne in mind that the myth is not only a phenomenon of culture and its special type, but also an important component of human perception of the world. The researchers unanimously state the imperative value of the myth for culture, since it is its basis, it is in some way capable of structuring the world and asking for a specific «grid of vision», which leads to an understanding of the principles of