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Olena Aleksandrova, Yurii Omelchenko

Department of Philosophy

Borys Grinchenko Kyiv University

Olena Popovich

Department of Philosophy and Sociology

Mariupol State University

Competition as a Factor of Social Development

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Introduction

Geopolitical focus of current civilizational process is determined by globalization, progressive growth of arts and humanities importance, postindustrial principles of social development, establishment of sustainable development priority. All of them contribute not only to economic growth, but also to fair distribution of public production results, democratization of political relationships, broadening of social opportunities for people due to competition.

Competition establishes new rules of social organization and behaviour of individuals. As the most rational method of social control, competition stimulates all social subjects to look for optimal ways of personal fulfilment and achievement of socially constructive goals. Competition, as contradictory phenomenon, provides self-regulation of society, creates new opportunities for realization of person's creative

Adres/Adresse: Prof. Olena Aleksandrova, Department of Philosophy, Borys Grinchenko Kyiv University, Marshala Tymoszenko St. 13-b, 04212, Kyiv, Ukraine, olena.aleksandrova@yahoo.com, ORCID ID: 0000-0003-0030-1367; PhD Yurii Omelchenko, Department of Philosophy, Borys Grinchenko Kyiv University, Marshala Tymoszenko St. 13-b, 04212, Kyiv, Ukraine, yvo0306@gmail.com, ORCID ID: 0000-0001-8502-6573; Prof. Olena Popovich, Department of Philosophy and Sociology, Mariupol State University, Budivelnikiv Ave. 129a, Mariupol, Ukraine, pscphs@mdu.in.ua, ORCID ID: 0000-0002-1411-3909.

potential, opens new ways of social mobility and achievement of social success.

Competition as ontological principle of society existence allows more rational use of public resources – intellectual potential of society, innovation technologies and favourable global situation with regard to the use of existing public opportunities. Competitiveness of social subjects in all areas of social being is a precondition of a person's active attitude to environment and himself/herself, it allows creation of social space for development and realization of ontological forces of personality, broadening the field of his/her creativity.

Competition has been a subject of studies for ages. In social science, the following approaches to its analysis are singled out. Thus, representatives of the *sociobiological approach* (Charles Darwin, Ludwig Gumplowicz, Gustav Ratzenhofer, William Graham Sumner, Thorstein Bunde Veblen and others) claim that biological selection spread in nature exists in society as well. *Economic approach* (Adam Smith, David Ricardo, Karl Marx, John Maynard Keynes and others) considers competition as a factor of economic development of society and integral element of social wealth reproduction. *Politological approach* (Daniel Friedrich List, Vilfredo Pareto and others) is about identifying functions of the state in regards to competition, or, rather, necessity of state regulation and promotion of competition in development of society. *Psychological approach* (Morton Deutsch, Kenneth Boulding and others) considers competition as an essential element of human life, according to which person's aspiration to compete with other individuals is driven by the need of assertiveness and achievement of psychological comfort. *Axiological approach* (Aristotle, C. Steilmann and others) conceives ethical underpinning and principles of competition. *Game-model approach* (Johan Huizinga) calls competition essential feature of a game. Within the framework of *structural approach* (Francis Edgeworth, Antoine Augustin Cournot, Joan Robinson, Edward Chamberlin, Frank Knight, Campbell R. McConnell, Stanley L. Brue and others) typology of markets as integral part of competitive environment is considered. *Functional approach* (Joseph Schumpeter, Friedrich August von Hayek and others) analyzes social function of competition. *Conduct-based approach* (Paul Theodore Heyne, Michael Eugene Porter and others) associates competition with struggle for consumers.

It follows from analysis of phenomenon of competition studies that mentioned problem is considered from two points of view: competition as integral feature of human activities and competition as principle of sociality, which is particularly emphasized under the conditions of market

economy. It is philosophical approach, which provides the whole image of competition as social phenomenon and factor of social development.

Philosophical analysis of competition phenomenon is focused on reproduction of the whole set of properties and relations inherent to competition in the discourse, that is establishment of integral system of knowledge about competition and its role in development of society.

Proceeding from the principle of policausality, it makes sense to address competition as objective reality through multivariable, multifaceted lens with a focus on determination social and cultural factors, which make impact on competition, in particular, economy, politics, mindset etc.

Nothing but economic approach to definition of competition, which predominated up to this day, allowed establishment of causal complex stipulating existence of competition and its impact on social processes.

Philosophical categories “cooperation”, “contradiction”, “struggle” compose methodological basis of analysis of competition phenomenon. Analyzing competition through the concept of “cooperation”, it is to be noted that it may be contradictory and non-contradictory. The essence of cooperation-contradiction is that interacting systems are in a state of “struggle”, and thus create another system. Such unity is necessary for any interaction. Contradiction of interaction-struggle is that it is an interaction-cooperation of the interacting parties. Here, unity, interrelation of interacting parties is provided by mutually useful exchange processes in competition. Adhering to such interpretation, the term “struggle” reflects abundant range of qualitatively and quantitatively different relations of interacting parties, which, however, have a common basis: self preservation, development and functioning of one part at the expense of another one, disposal, taking other party off and oppression of the other party.

The term “to struggle” means to fight, to gain victory. In a way, any struggle is always associated with aggression, active actions and activities. Therefore, competition may be described as a state of confrontation of similar subjects performing similar social functions.

The term “competition” is used to call the process of struggle between the subjects. The concept of “competition” (from Latin “concurrentia” which means “contest”) has a static character, and the concept of “rivalry” has dynamic, aggressive character.

An individual or group of individuals can be a subject of competition. At different stages of historical development, the balance between individual competition and group competition was different.

Public goods have been an object of competition at all stages of society development. Lack of them contributed to improvement of competition

between social subjects for right of enjoyment, disposition and exploitation thereof. Competitive ability is an indicator of social subject capacity to compete with the other ones. It reflects capability of both objects and subjects to meet social needs of subjects more qualitatively and fully in comparison with the other ones. Competitive ability may be also defined as capability to meet competition in certain competitive environment. More broadly, this term means capability to win in competitive interaction.

Competition as phenomenon and process gets its own interpretation through cooperation and contradiction of its properties, qualitative and quantitative characteristics. It has its main features including, first of all, aggression, dynamism, inclemency, pragmatism. Internal basis of competition is composed of its property determining the law of its existence and providing steadiness of certain type of competition in certain period of time. Changes in certain qualities of competition occur through quantitative changes not infringing its qualitative side. Competition degree is a unity of its qualitative and quantitative sides. Transition from previous quality of competition to a new one is done by jumps.

Competition develops mainly by evolutionary way, that is, qualitative changes accumulate within its certain property over time. Analysis of competition genesis demonstrates this thesis most clearly. Thus, from the point of competition development stages, division of society development history under the “technological” principle, “quantizing” it into three large periods – pre-industrial, industrial and post-industrial, or informational – and supplementing such division of history with formational approach, is the most essential and important for us.

At pre-industrial stage of society development, competition was limited to the following: in primitive society competition came to struggle for certain territory where there were the most favourable conditions for living; in the epoch of slaveholding competition for seizure of slaves, spoils and territories dominated; in the age of feudalism lands were the main object of competition.

Industrial stage of competition development is characterized by its domination in trade and production. Competition became one of the triggers for the Age of Discovery, new lands invasions that caused improvement of competitive struggle for use of natural resources of the new territories. At the same time special feature of competition development is its expansion to all spheres of society life and creation of new control levers – legal provisions (anti-monopoly legislation) and institutions.

At the stage of information society formation, competition comes to possession of information, finances and energy resources.

When it comes to the revolutionary way of the analyzed phenomenon development, where sharp interruption of gradualness takes place, competition is mainly developed upon condition of politico-social regimes and institutes change, revolution in social and economic field of society.

It is necessary to pay attention to the fact that even large technological complexes in developed countries across the world get attributes of complicated, non-linear, emergent systems. Under the conditions of monopolistic competition, including oligopolistic competition, such systems are functioning and developing in the bifurcation points near which system behaviour becomes unstable and may change its position dramatically under the influence of insignificant factors (Bransky V.P., 2000, p. 112–129). In such a case, influence of organization (the state) on economic self-organization of society is needed.

As specific type of connections and relations involving all members of society, as a law functioning in all spheres of society, that is, as a general social law, the law of competition requires certain thinking through.

Any law expresses essential, steady, long-repeated causal relationships of phenomena and processes. These relationships establish the basis of the law. Forms of manifestation of the law, its connection with the other laws depend on causal relationships. Existence of certain goods (first of all tangible goods and nonmaterial benefits) and resources is one of the reasons for competition existence. Therewith, competition is a factor of creation new goods and benefits triggering further development of society.

Competition is embedded in internal nature (essence) of individual which is manifested, first of all, in aspiration to possess more than he/she possesses at the moment (as a way of self-expression and self-affirmation), and secondly, in aspiration to possess more than the other individual (competitor) possesses. It is an aspiration to domination on the one hand and aspiration to satisfaction of his/her needs on the other hand.

By their inner (physiological and psychological) nature, some individuals have greater prosperity for struggle than the others do, therefore, it can be stated that demand for goods and resources exceeds their natural supply. Moreover, as a result, it is a moment where contradiction, which may be solved by means of struggle, emerges. This struggle generates competition of individuals. Hence, it is worthwhile to address the principle of rational selfishness as anthropologic basis of competition prompting constructive/destructive development of personality and society. Interpretation of human nature of the age of Enlightenment as powerful aspiration to satisfy own vested interests, love for oneself based on the instinct of self-preservation is a foundation of principle of rational selfishness, although this principle origin is found in ancient philosophical and ethical

concepts of morals (Democritus, Epicurus, the Stoics etc). Educational interpretation of self-interest as the basis of human activities is grounded on recognition of natural rights of individuals. Clever educated person bears on selfish grounds and, as a sober-minded individual, he/she understands contradictions, encumbrances on the way of private interests serving through generality of such aspirations. That is why he/she understands limitedness of own wishes to achieve desired goals. The principle of rational selfishness is a foundation providing common harmonious survival and compromise living of numerous individuals selfish by nature. Thus, independent owner has to take into consideration interests of other people to achieve efficient management (Petinowa O., 2016, p. 86).

From mentioned above it becomes clear, that competition is an instrument to settle contradictions, which is embedded in the very process of competition. However, competition as phenomenon passes a long evolutionary path from struggle for existence in natural world to its contemporary types and forms. The more developed society becomes, the more developed mechanisms of self-fulfilment, self-control and social control are therein. Thus, competition goes through its evolution along with development of society and, in its turn, triggers further social development. Society is able to moderate the toughest forms of competition appearance by means of its mechanisms. Therefore, level of society development makes impact on specifics of competition evolution, but competition also makes impact on society development, both on its progress and, provisionally, on its regress (for example, in case of uncompromising conflicts, confrontation, wars).

Analysis of any social phenomenon essence involves its evaluation from the perspective of social subject interests (individual, community, society in general). In this respect competition as objective factor of social life makes impact on development of certain social characteristics.

Market set of mind is a specific characteristic of modern homo economicus (economic man), who is able to act under the market conditions in pragmatic and rational way. Competition contributes to formation of such social characteristics of individual and society as vigorousness, initiative, efficiency; readiness to receive new ideas; leadership, assertiveness; adaptivity; high level of self-discipline; aspiration to increase competitive ability in labour market; pragmatism, counting on oneself and one's own strength.

The main driving forces in competition development in society include struggle for access, possession and distribution of limited public resources ever present in the history of mankind and such mental characteristic of a person as competitiveness.

In our opinion, essence of competition may be expressed through the following characteristics: 1) competition is a social phenomenon, as it is a phenomenon of relations between subjects (interpersonal, group, transnational etc.); 2) competition is a manifestation of adversarial process, that is, active conflict of tendencies, evaluations, principles, opinions, characters, behaviour models; 3) competition embodies aspiration of individuals to self-affirmation, affirmation of principles and tendencies of social development, which they defend; 4) competition also reflects destructive tendencies of relations between subjects at the level of deeds, actions and emotions; 5) competition may be considered as one of the forms of communication in society; 6) competition may consist both in resistance of parties, as defence reaction and as responsiveness, all at once; 7) based on results of competition performance in society, it may be considered both as integrating force and as disintegrating one at the same time; 8) competition may be considered as a process, in this sense it is a situation or course of events on the way of searching for methods of realization and stabilization of social relations; 9) from an ethical standpoint, competition is a way of detecting and manifesting contradictions in the process of interaction between subjects which is accepted or not by society; 10) free competition (as a principle or a fact) may serve as an example of one of efficient mechanisms of social regulation. I. Egorov points at the fact that the principle of free interaction (competition) of separate components, subsystems of society and individuals allows discovering the state, which is optimal for its reproduction, finding of optimal degree of compromise between freedom and necessity (Egorov I.A., 2000, p. 15–17).

Competition in society results as follows:

- constant update of market assessment and examination of market situation with a purpose to please a customer;

- faster emergence and development of new industries and technologies as a result of dynamism of competitive market. Hence, not only current demands are evaluated and met, but also future needs are forecasted. To face new challenges of market competition, its subjects have to use recent advances of information and communication technologies providing fast and simple information sharing even across the borders. Moreover, in its turn it stimulates emergence of higher technologies. That is, competition encourages and favours innovation process, which becomes indispensable prerequisite for success in competitive struggle;

- forming of strategic alliances, which allow mustering all strength and use effect of cooperation with partners to the full extent;

- competition leads its subjects either to fast and flexible adaptation to quick-changing conditions of market situation or to movement beyond them;
- competition causes changes of reasons of a person's behaviour and activities, makes him/her to take an active position or sort him/her out of its environment;
- mobilization of a person's creativity, needed for self-affirmation, self-fulfilment and self-development, calls for overcoming self-pitying and sympathy to competitor. Dictate of market relations and market rules of competition which don't take into consideration imperatives of humanism – all of them disrupt psychics of socially developed individual, makes consciousness of healthy and happy person sick;
- improvement of labour-market skills and professional development of its subjects.

Everything mentioned above results in social, economic and technological development of society.

Negative consequences of competition in society include the following:

- competition contributes to stratification of society, creates unfavourable conditions for those who lost in competitive struggle (unemployment, bankruptcy of the companies etc);
- in its turn, under the condition of high property differentiation in society, unequal initial opportunities for competition, it leads to unequal distribution of incomes between the citizens;
- competition contributes to development of economic crisis;
- competition is one of the factors of economy monopolization.

In the absence of certain external regulation, negative consequences of competition may lead to destabilization of society and bring society to chaos.

Substance of competition, its essence and role in development of society may be considered from the perspective of its main functions. From socio-philosophical point of view, it is worthwhile to emphasize evolutionary functions of competition – function of filtering and function of pressure on members of society. The first one means that filter removes useless innovations, or, rather, supports the ones that are more efficient; the second function of market competition means provision of permanent stressful pressure on members of society by activating the process of well-ordered structure creation. Putting stressful pressure on members of society as relatively backward environment, which doesn't provide its novations, competition encourages their own imaginary and behavioural assemblies, individual and collective ones (Haytun S.D., 2000, p. 107).

From the authors' point of view, *the following functions are inherent to competition: mediation, regulating, supervisory, generating, stimulating and protective function.*

Mediation function: historical experience demonstrates that under the condition of domination of market relations competition acts as the main way of social communication between producer and consumer.

Regulating function of competition is related to provision of balanced social and economic experience, in particular, provision of balance of public need structure, structure of public production. Competition is an important factor of resources distribution, assessment of market price of goods and services, conditions of their circulation, organization of business activities. It provides gaining of economic profit.

Supervisory function of competition appears in limitation and control of economic forces of certain economic entities. Competition is a specific supervisor of business activities, timely renovation of productive resources and structure of capital owners.

Generating function: competition creates efficient incentives to support initiative and active character of activities, necessity of research and technology renovation of existing production facilities, foster development of market relations in everyday practice of subjects of competition.

Stimulating function of competition lies in the fact that it acts as the most efficient driver of human activities, in particular, in market conditions and often even against the will of certain individuals for the good of society. Competition stimulates production of innovations, scientific research, encourages and motivates taking on a part of the market. It may stimulate demonopolization of economy, technological development.

However, it should be noted that competition cannot be stimulating facility in all spheres of human activities. In the areas where given task is simple (for example, manufacturing of bulk products) and requires only accurate performance of necessary functions, role of competition is rather significant and there is a gain through additional stimulation. However, as soon as task becomes more complicated and quality of work becomes more important, competition provides less benefit. When solving intellectual tasks, work based on the principle of cooperation is more proficient than competition between the members of the group.

Protective function of competition appears in the fact that it often stands against monopoly tendencies in socio-economic life of the state, and hence, safeguards market conditions and freedom of business activities. This protective function of competition becomes apparent mainly under the influence of regulatory policy of the state. Competition also protects interests of subjects of competition, first of all economic ones, and encourages free choice of their activities.

Competition may perform *function of accelerator*, in particular by playing role of specific source of abilities development during the joint activity of members of the corresponding group.

In our opinion, pursuant to existence of competition its another negative function, disintegrating one, appears. Society is able to cope with it upon the availability of optimal conditions for self-regulation.

Competition is inevitable fact of social life. It is inhomogeneous by its nature. It is necessary to distinguish some types, qualities, which, by making different combinations, create different models of social interactions – from progressive to regressive ones.

Problem of classification the types of competition requires identification of criterion or ground to distinguish them. Such criterion is a complex of used tools and methods of struggle for access to public benefits. Pursuant thereto the following *types of competition* may be distinguished: *cooperation; emulative competition; collaborative competition; rivalry; conflict; confrontation; war*. Let's consider each of the mentioned type of competition in more details.

1. *Cooperation*. Cooperation shall be understood as an alliance of some people aiming achievement of corresponding purpose, for example, production of certain goods or benefits intended for joint use or sale. Cooperation may lead to efficient or, vice versa, inefficient interaction in the process of certain benefits production. Any cooperation has elements of competition, as each participant of this process will compete for getting larger share in produced object, for social interaction depending on the right, which is the foundation for distribution of gained goods or benefits. Equal rights of all participants of cooperation to produced object oppress activity and initiative, decrease motivation in interpersonal and social interaction. Proportional rights make provision for obtaining more or less rights to produced goods or benefits depending on the level of personal participation and material contribution.

It seems that cooperation is an antipode of competition. However, it's not true. Cooperation is an incentive to achieve the most profitable result both for oneself and for other people. At the very core of competition, there is an incentive to achieve maximum result against results of the others. However, cooperation and competition have a common feature – achievement of maximum result for oneself. Motives of cooperation and competition are similar in one basic characteristic – private interest, and different in another basic characteristic – interests of other people, common interests. These phenomena may be presented as those that partially coincide, they have “linking” incentives.

An example is the following: members of one social group interact through building relations of cooperation and enter into competitive relations with the other groups taking into consideration the fact that everyone aspire to obtain more benefits or goods for oneself. It is common component – private interest – which compose the basis of motivational behaviour of intra-group cooperation, intra-group competition and between-group competition.

In any interpersonal interaction in social environment, cooperation and competition have interrelation due to their “linking” incentives. Cooperation, compatibility and waiting for common result on the one hand and waiting for advantages for only certain individuals, banishment from group interactions on the other hand, are not exclusive of each other in reality and are often mutually reinforcing. Such mutual interlacing of cooperation and competition contributes to development of knowledge, skills, social and technological progress.

2. *Emulative competition* emerges when some objects of competition are accounted for each subject of competition. Example of emulative competition is participation in sporting events or contests. In such case, objects of competition have no critical importance. Interaction between subjects of this process does not take place under the principle “to be or not to be”, “to have or not to have”, “all or nothing”. Its distinctive feature is that both winners and losers may take part in new contests and competitions, other cases of competitive interaction.

Competitiveness may be understood as specific form of subject’s activities, which is a basis for alteration of person’s activities through assessment and adjustment of his/her behaviour in comparison with the other subjects under the influence of two controversial origins – aspiration to individualization and aspiration to integration.

3. *Collaborative competition* allows loser to compensate his/her losses and increase his/her own rate and skills, gain tools and opportunity to participate in new cycles of competitive interaction. By improvement of means and methods of competitive struggle, increasing his/her own potential, level of assertiveness and commitment subject of competition changes surrounding social reality. Such type of competition favours social progress in general. Its main characteristics include honesty, fairness and creative orientation.

Social problem is a focal point around which social partnership and collaborative competition are formed. As a rule, such problem emerges when there is non-antagonistic conflict of interests of different population groups concerning certain public resource or benefit. Situation is the

most favourable, when subjects and social groups have equal opportunities to fulfil their needs and purposes.

4. *Rivalry*. Type of competition where losers are forced out of the sphere of competitive interaction, the single winner possesses object of competition. Notwithstanding the fact, that loser is forced out of the competition sphere where he/she participated for a while, he/she may take part in the process of competition in former sphere or to try himself/herself in a new one after restoring his/her efficacy, resources and capabilities and making his/her way of self-improvement. As objects of competition have no vital value, the loss of opponent does not have irreversible consequences.

Competition in animal world, biological sphere (for example, within one species for territorial advantages) is a rivalry, loser does not get object of competition, but is not exterminated physically.

In socio-economic area majority of examples of free market competition in capitalist society are a rivalry, as winner aspires to monopoly possession of all conquered benefits, tries to force competitor out of the market environment. In political area, such type of competition leads mainly to establishment of authoritarian regime.

5. *Conflict*. Competitive struggle is a kind of conflict. Conflict is a complicated multilevel system of interactions based on contradiction in interests, purposes, values of individuals or groups holding different role positions in organization. It seems that such interpretation demonstrates the type of competition and its specifics at the level of organization.

Distinction of conflict from rivalry consists in the fact, that when actions in “quasi-conflict” situations are legitimized, there are elaborated fair norms, rules perceived (as fair ones) by everyone who takes part in such situation and it does not lead to conflict. And only when such norms are not perceived by the individuals, it may lead to conflict situation.

The most widespread understanding of conflict essence in western science is the one of Lewis Alfred Coser considering it as a struggle for benefits, status, power or limited resources, where purpose of conflicting parties is not only achievement of desired, but also neutralization, inflicting of damages or forcing the opponent out (Coser L.A., 1956, p. 151–157).

On the one hand, conflict and competition are closely interrelated, competitive interpersonal interaction proceeds from the conflict; on the other hand, it is strong competition, which turns into conflict. One of the ways to solve the conflict is competition. Positive sides of such style are used when decision has to be taken as soon as possible, becoming aware of critical level of situation and referring to own discretion and authority.

Existence of intrapersonal conflicts and conflicts of interpersonal interaction directed to external social environment is important for us. Under this approach, the main characteristic of conflict category – existence of contradiction form – is taken into consideration. Competition is within this concept. In this case, competition is considered as group conflict, as manifestation of contradictions in interpersonal interaction.

Competition always means confrontation, struggle of subjects of competition for possession of the same object. However, competition is over when object of competition falls to subjects of competition with them not being eliminated either physically or morally. If after obtaining of object of competition, protracted relations destabilizing the opponents, which move from struggle for certain benefits to interpersonal level, are pursued, competition turns into conflict.

If consider competitive struggle as a kind of conflict from the point of political approach, the fact, that socio-political conflict is the most spread and the most essential phenomenon of socio-political life starting from origin of the state, is acknowledged. It is World War I, which was the first global political-military conflict, embracing homogeneous individualized systems, in human history. World War II became result of the second socio-political conflict, which embraced heterogeneous systems. The third global socio-political conflict was fuelled by mutually exclusive orientation of two super systems – individualized and socially oriented ones. There is an opinion, that the next global conflict may have a form of cyber war, that is, that the following global war, if starts, may take place in cyberspace (Wozniak S., 2017).

6. *Confrontation* is a stronger level of conflict. Objects of competition get vital value, and competition becomes a struggle for existence. The main point is not only getting desired object, but also infliction of irreparable damage to competitors both real and potential ones. The underlying motive of such type of competition is putting the opponents out of the way before obtaining object of struggle.

In consequence of confrontation not only losers, who are eliminated, but also winners is losing energy and their potential capacities are being decreased. Perfect example of confrontation is human behaviour in extreme situations, when biological and not social features begin to come out under the influence of natural conditions in most cases.

Confrontational type of competition may lead to inevitable consequences for its subjects, in particular regression of society in general, direct military clash.

7. *War* is the most cruel and violent type of competition bearing dehumanized and destructive nature, it leads to death of great number of

subjects of competition and more inevitable consequences than confrontation. Time of optimal social life recovery after war is much longer than after confrontation, collateral damage is much deeper and area of destructive actions is wider.

For the purposes of understanding fundamental nature of war, like confrontation, it is necessary to address vital essence of a human from the perspective of Philosophical Anthropology. Thus far understanding of the main characteristic of individual and his/her life lies in the fact that it takes place in three dimensions at once: in natural world, in society and in culture. In natural world individual approves himself/herself as vital (from Latin *vitalis* – alive, living) creature that lives vital life, in close communion with nature. In society, in all its areas, he/she approves himself/herself as social being. In culture, universe of spiritual values, individual lives spiritual life. Simultaneous being of individual in three dimensions promotes its diversity and complexity.

For vital “Self” of individual stimulating motives include biological needs, the will to live; for social “Self” it is need in self-fulfilment, the will to have power over others; for spiritual “Self” – need in self-improvement and self-actualization in seven planes from politics to science including law, moral, art, religion and philosophy through will to power over oneself”.

Motivations of vital, social and spiritual “Self” of individual may interact in different ways: from conflict to agreement, generating dramatic character of internal and external being of individual. Each of this three “Selves” may act by itself and is an independent power, which makes an individual perform certain actions and thus it is possible to talk about self-determination of behaviour of individual. These three types of motivations, powerful boosts may bump into each other or create single force vector allowing an individual to mobilize his/her own strengths and resources to achieve desired goals with maximum efficiency.

It is anthropology of vitality, as complex of inherent properties and capabilities providing functioning of human organism, which is a foundation of conflictive and confrontational behaviour of individuals as atoms of social organism, which may transform into the most violent type of competition (war) in socio-political dimension of society being, granting different types of objective and subjective adversarial circumstances. As integral part of nature, human being depends completely on demands of natural needs. Vitality includes natural properties of human organism (instincts, sensibility, unconditioned reflexes, biorhythms, two hemispheres of the brain, underconsciousness, inherited factors of mind etc.) and biological program including conception, embryo, birth,

physical, sexual and mental development, ageing and death. Human being vitality realizes, first of all, the will to survive notwithstanding the value orientation of society. Hence, vital "Self" of individual is self-centred and sees its main task in defensive and aggressive behaviour, which ensure health and safety of a person and his/her self-preservation. It is vitality of an individual, which is a source of his/her competitive aggressive behaviour. It is proved by the concept of inherited human aggressiveness by Konrad Lorenz. K. Lorenz sees real manifestation and essence of aggression in competition. It may be concluded from his work, that Ch. Darwin formula "struggle for existence", which turned into the catchphrase being often misused, is misclassified as struggle between different species, as a rule. In effect, "struggle" mentioned by Ch. Darwin which drives evolution is, first of all, a competition between the immediate family (Lorenz K., 1967). Hence, aggression of individual in the form of competition is referred to his/her instinctive behaviour, and instincts compose meaning of his/her vitality.

In general, vital "Self" of an individual has no notion of ethical concepts, does not see difference between the good and the bad, beautiful and ugly, as it exist at the level of unconscious, that is pre-cultural and pre-civilized human development. Unconscious asserts itself not only in the form of dreams, but also in outpouring of aggression, struggle for existence dangerous for people around which may push an individual to destructive behaviour (Aleksandrova O.S., 2009, p. 81–84).

It should be noted, that borders between the types of competition often prove to be inexplicit, vague. One type of competition may transform into another one. However, there is a general specific – aggravation of competition is happening much faster than its mitigation. Tough forms of competition lead to struggle for existence between social subjects, to manifestation of biological, dehumanized essence of an individual. However, the mildest forms of competition cause no less disastrous effects – personal and social inactivity, passivity, preservation of society. Both of them cause social regression.

It is important to find "happy medium" in self-regulation and regulation of society, a kind of optimum, which is a principle of its development and leads to overall social progress. In opinion of Russian scientist A. Shmelev, efficient competition is such optimum.

Efficient competition "is such specific case of competitive interaction when it leads to wealth accumulation and growth of own potential not only for winners but for majority of competition participants. At that, social and regulatory adjustment of competition is focused on provision of its efficiency." (Shmelev A.G., 1997, p. 10). This type of competition

may also be described as useful or progressive, as it creates conditions for progress of the whole society in general.

According to A. Shmelev, social history, social progress is a genesis of useful, efficient competition. New material and spiritual levels of social progress were achieved through social, collaborative interaction and not through elimination of weak members of society by the strong ones. Efficient competition is a socially regulated competition. In consequence of voluntary and rational self-restraints of strong members of society, the rights of weak ones to full life in socially acceptable conditions were preserved. (Shmelev A.G., 1997).

Transition from biological level of competition to socio-biological (primitive society, interaction between separate creatures and populations), and then to social level was taking place within transformation of collaborative competition. Collaborative type of competition provides for certain regulation, enshrined in legislation regulating competition in different spheres of society after a while, in consequence of voluntary self-restraint of power of the strong members of society over the weak ones. For example, in political sphere regulated efficient competition shall be considered as establishment of organization forms. In economy, it is establishment of market economy regulated by the state.

There is a vital value of efficient competition objects, but struggle for them does not result in elimination of opponents. The highest efficiency is achieved through harmony of the best characteristics of the different types of competition. Efficient competition shall not be either too mild or too tough; the key is optimal combination of such levels.

At the very core of competition as a factor of society development there are corresponding properties making it tougher or milder. Domination of certain properties, which are basic in competitive interaction, depends on level of organization and development of society. Let's consider the most important of them through analysis of dialectic contradictions inherent to competition.

Hostility – humanity. If defeated members of competitive struggle leave its sphere and terminate participation in further processes of social development, such competition may be called hostile, dehumanized. With the appearance of primitive society and further, with appearance of civilizations certain moral, religious and then legal norms for regulation hostile manifestations of competition and for directing them to humanity were developed. Religion and the state play the most important role in regulation of competition at different stages of development of society.

Spontaneity – controllability of competition. In most cases (totalitarian societies are an exception) competition emerges spontaneously and

free. Free emergence means spontaneous uncontrollability, which may transform in direct confrontation between the members of society and lead to social regression. Such spontaneous competition may be called tameless, uncivilized, unreclaimed, uncontrolled, irrational and unreasonable. It falls within biological instincts. It is known, that behaviour, motivation of activities of individual as social subject is determined by two components: instincts and mind. Instincts are biological essence of human being, source of selfishness and unproductive forms of competition. Mind is a basis of social mutual understanding and coexistence of the members of society. Instincts in civilized society shall fall in line with mind, which brings it humane elements. Whereas spontaneous competition is a foundation of instincts, the state shall be a foundation of mind by means of created external bodies and complex of rules and regulations enshrined in legislation.

In western society, certain role in regulation of competition belongs to civil society too. Type of competition manifestations depends on the ways of regulation. For example, cooperation dominates in the states with command-and-control system of governance (like was the system of Soviet society).

Progressive nature of competition depends on the level of its controllability aiming provision of equal initial opportunities for subjects of competition. Reasonable management shall take into consideration specific situation in competitive environment. Not only external control over participants of competitive process, but also their internal self-control are important, which can be achieved through cultivation and development of certain culture of competition in certain society.

Equality – superiority of initial conditions and starting positions of competition participants. Provision of equal initial conditions and starting positions of participants of competitive interaction depends on level of controllability of competition. It is known, that inclusion of competition subjects in process of competition in different periods of time creates inequality of initial opportunities, but, for example, it is possible to provide honest and fair competition, to moderate certain social contradictions by means of legal norms.

Unequal starting positions determine limited number of competition subjects in certain competition environment that leads to dishonest and unfair competition, in economic sphere it may cause development of monopolistic tendencies.

Occasionality – determination in competition. Development of society is going on in accordance with certain laws which determine emergence of certain types of competition depending on level of development of this

society. Some of them are occasional and if they find proper basis, they survive and begin to function and develop together with development of society. It is worth noting, that almost all types of competition provide for existence of recurrent cycles of struggle of subjects of competitive interaction for homogeneous objects.

Different types of competition have effect in all areas of society life: material and production (economic), social, political and spiritual. Obtaining different forms and possessing different properties depending on degree, specifics and level of development of society life areas, particularities of internal and external processes proceeding there, competition develops together with development of society and at the same time triggers and creates impulses for further social development. Its features or properties, particularities specific to certain stage of social development are replaced with more perfect ones or those adapted to specific nature of society development at that moment.

Conclusions

So, thinking through the essence of competition it can be summarized as follows. Competition may be defined as a principle of development of society and certain type of social subjects' activities in regards to achievement of better results of their performance in comparison with the other subjects by means of access to possession, disposing and use of limited public benefits.

Categorical set defining competition include the following terms: subject of competition, object of competition, rivalry, competitive environment, social development (progress), competitive abilities of individual, social systems, material and theoretic formations, competitive relations, competitive struggle, types of competition, functions of competition. Thus, an individual, communities, subjects of business and political activities, organizations may be the subjects of competition. At all stages of competition the state of social subject, which can create wider range of opportunities in regards to right of possession, disposing and use of public benefits and allow an individual to unlock his/her potential, is an object of competition. Lack of certain types of public benefits contributes to improvement of competition between the social subjects. Public benefits include material and spiritual values, social status of subjects, possibility to have an impact on regulation of socially important processes, expansion of area of individual freedom of a person, limitation of hierar-

chic relations of subordination in society and creation of conditions for better "autocracy" of personality.

Impact of competition on society development appears in content of its functions: regulating, mediation, supervisory, generating, stimulating and protective. Role of competition reveals in relations of redistribution of limited resources of society, through which regulation of social and economic, political and spiritual processes is carried out.

Competition as contradictory social phenomenon has both positive (encouragement of searching for more rational ways of public benefits production, contribution in self-improvement of an individual and other social subjects, limitation of monopolism manifestations and establishment of democratic elements in society etc.) and negative consequences (contribution in social differentiation, expansion of tough market pragmatism to all life spheres, destabilization of society in the absence of state regulation of competitive relations, unemployment, loss of sense of social stability, bankruptcy of economic entities).

To strengthen positive influence of competition on development of society it is necessary to involve constructive best practices in the field of competition regulation. Under the conditions of globalization, low competitive ability of nation and national production worsen the prospects of social progress and opportunities of growth in prosperity of population of certain countries.

KONKURENCJA JAKO CZYNNIK ROZWOJU SPOŁECZNEGO

(STRESZCZENIE)

Artykuł jest poświęcony zjawisku konkurencji. Prowadzona przez autorów analiza ma na celu ukazanie powiązań pomiędzy poszczególnymi czynnikami, które składają się na zjawisko konkurencji. Autorzy skupili się także na ukazaniu roli zjawiska konkurencji w rozwoju społeczeństwa. Wyróżnili w analizowanym obszarze następujące pojęcia: przedmiot konkurencji, obiekt konkurencji, konkurencja, otoczenie konkurencyjne, rozwój społeczny (postęp), konkurencyjność indywidualna, systemy społeczne, materialne i idealne formacje, relacje konkurencyjne, walka konkurencyjna, rodzaje konkurencji, funkcje konkurencji. Natomiast wpływ konkurencji na rozwój społeczeństwa odnotowali w następujących funkcjach tego zjawiska: regulacyjnej, pośredniej, kontrolującej, generującej, pobudzającej i ochronnej. Z kolei z punktu widzenia kształtowania się porządku publicznego w społeczeństwie można wyróżnić kilka rodzajów konkurencji: współpracująca, rywalizująca, partnerska, konfliktowa i konfrontacyjna. Rola konkurencji w społeczeństwie jest zatem istotna, bowiem dzięki temu zjawisku dochodzi do redystrybucji ograniczonych zasobów społecznych, poprzez które odbywa się regulacja procesów społeczno-ekonomicznych, politycznych oraz kulturowych.

COMPETITION AS A FACTOR OF SOCIAL DEVELOPMENT

(SUMMARY)

The article is dedicated to the phenomenon of competition. The analysis conducted by the authors is aimed at showing the links between individual factors that make up the phenomenon of competition. The authors also focused on showing the role of competition in the development of society. They distinguished in the analyzed area the following notions: subject of competition, object of competition, competition, competitive environment, social development (progress), individual competitiveness, social systems, material and ideal formations, competitive relations, competitive struggle, types of competition, competition functions. However, the impact of competition on the development of society was noted in the following functions of this phenomenon: regulatory, indirect, controlling, generating, stimulating and protective. In turn, from the point of view of shaping public order in society, several types of competition can be distinguished: cooperating, competing, partnering, conflict and confrontation. The role of competition in society is therefore important, because thanks to this phenomenon, there is a redistribution of limited social resources through which the regulation of socio-economic, political and cultural processes takes place.

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