

Ukrainian's commitment to European Union values: problems and options

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Abstract

The purpose of the article is to evaluate the importance and relevance of fundamental values, beliefs to Ukrainian citizens in the context of full-scale invasion of Ukraine. The research assessed the worldviews and beliefs of respondents that have changed in Ukraine regarding the European Union's values commitment. An online survey of Ukrainians' worldviews of European values perceptions was conducted for Ukrainian citizens in all regions in 2022. The assessment of Ukrainian citizens' values shows the growing tendency of Ukrainian citizens to adhere to the European Union values. The study demonstrates dissatisfaction of citizens with the pace of Ukrainian integration into the European Union. Economic values estimations show the dissatisfaction with fiscal freedom and tax burden in Ukraine. The study's findings prove how important it is to implement political and legal changes to build a civil society, democratic institutions, and a state that protects property rights and the rule of law.

Keywords: values, European Union ideals, trust, dignity, accountability

Introduction

The aim of the article is to assess the significance of basic values, beliefs, and habits for Ukrainian citizens following the onset of the large-scale war in Ukraine. The basic value concepts define the conceptions of trust, dignity, responsibility, self-realization, and democratic institutional development. Values are rational rules of behavior that determine how one should behave in certain life situations in each society. Values influence changes in political and economic behavior and motivate people in the decision-making process. Universal values include respect for human dignity, freedom, equality, respect for human rights, including the rights of minorities, pluralism, non-discrimination, tolerance, justice, solidarity, and equality between men and women.

Traditional values in Ukrainian society have been replaced by materialistic values since the country's independence in 1991. Reforms in the judiciary, administration, and decentralization have failed to lay a firm foundation for democratic institutions or spread the principles of a democratic

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society that are common in Europe. The split within society between different political party supporters represented the Orange Revolution and the Revolution of Dignity. Kuczabski and Michalski (2014) argue that the civilization split of modern Ukraine divides the country in two parts: Central Western and South-Eastern ones. The existence of internal differences confirmed by “democratically minded Central Western Ukraine and the South-Eastern part of Ukraine affected by communist regime.

The conflict history of the war is lengthy and has given rise to a variety of narratives, one of which clearly reflects and even defends Russia's imperialist aspirations and its meticulously prepared discursive preparation for its aggressive attack against Ukraine. This storyline implies that the conflict started with the supposed "expansion" of NATO by the Western Defense Alliance, but it ignores the fact that Russia invaded Crimea and eastern Ukraine in 2014, a period during which Russian forces were there on a regular and purposeful basis. Furthermore, accusations of systematic crimes committed by the Ukrainian government in Russian-occupied eastern Ukraine, for which no credible proof can be produced, and of a violation of the Minsk Agreements by Ukraine, rather than essentially by Russia, are common. This narrative is particularly evident in the way that the 2013–14 Ukrainian Revolution of Dignity is described as a "coup" rather than as a civic revolution actively backed by over 4 million Ukrainians. Although empirical studies have thoroughly discredited this narrative—which unequivocally supports and legitimizes the Russian imperialist stance towards Ukraine—it is still regarded as propagandistic in the historical and social sciences, and its popularity has only been little impacted.

Basic values in Ukraine in 2010 and 2014, based on the World Values Survey, included traditional and materialistic values in addition to the need to survive and feed the family. A lack of European values hinders the growth of democratic institutions. Since signing the free trade agreement with the EU, Ukraine has made significant progress in improving its economic institutions and implementing structural reforms. The economy is converting resources in response to market prices because of the implemented structural reforms. However, the practice of the European Union shows that it is impossible to speed up the processes of EU integration. The creation of institutions that ensure an optimal balance between European and regional values is an important task for EU integration. The results of the "Ukraine in World Values Survey" (2020) demonstrate that Ukrainians are in favor of government ownership in industry and manufacturing. These estimations are like the opinions of the people in Poland, Bulgaria, and Spain. Most people in Ukraine have a good opinion of competition. The indices of Finland, Greece, Italy, Lithuania, and Slovenia are comparable to those of Ukraine. It is unclear, nonetheless, if success is guaranteed by hard work—in 2011 50% agreed

with this assertion, compared to only 41.3% in 2020. The importance of living in a country that is governed democratically, comparison of data for Ukraine for 2011 and 2020 and some countries according to the results of wave 7, 2017-2020, average scores improve from 7.83 to 8.20. Ukraine's average score is closest to Romania and lower compared to the most EU countries.

The paper aims to evaluate the importance and relevance of fundamental values, beliefs to Ukrainian citizens in the context of full-scale invasion of Ukraine. The methodology uses the interdisciplinary approach and includes the quantitative interviews.

Section 1 presents the review of the literature focusing on democratic model of governance, institutions, beliefs, ideals, and values, and defines the research methodology. Section 2 discusses the results regarding survey estimation of how Ukrainian's commitment to European Union integration values. The analysis of the online interviews reflected the vital problems of social economic development. Section 3 presents conclusions and recommendations, and proposed policy recommendations for the dissemination of democratic values of the European Union in Ukraine.

1. Review of the literature

A person's value system is made up of the opinions and convictions they have accumulated throughout the course of their life. The problem of values becomes relevant in the period of devaluation of cultural traditions and the change of government forms in society.

Values can be viewed from two perspectives: as a notion describing the unconditional and unquestionable underpinnings of human existence and as the significance of things, phenomena, and processes for an individual, social grouping, and society at large. The concepts and standards of human existence, society, and the state that define European values are global. It is crucial that these ideals are respected and fully adhered throughout the European society.

Liberal fundamental human rights and freedoms, democratic tenets of the state system, as well as the legal and social state, form the basis of European ideals. European values are referred to be "liberal-democratic" since they combine liberal and democratic principles. The list of European values is defined in the Maastricht Treaty, a statutory legal act of 1992 that legally established the European Union. The Maastricht Treaty established institutional rules. It noted the importance of the functioning of such institutions as democracy, the rule of law, justice, a competitive market economy, and a balanced and sustainable economy. European Union legal documents, such as the Copenhagen criteria for European Union membership, the Lisbon Treaty, the treaties implementing the European Union, and the constitution enshrine European values. The European values are regulated in these normative documents.

The analysis of existing concepts of values confirms that the theoretical and practical application of the democratic values and institutions offer broad perspectives for well-being improvement, compliance with legal and economic norms in society, and democratic institutions.

Inglehart and Welzel (2005) proposed a categorization of values into postmaterialist, which includes a person's self-actualization, mutual aid, or charity, and materialist, which includes security and money. A postmaterialist approach to values strengthens the concept of the open market and promotes the further development of European values, especially by expanding qualities such as freedom, tolerance, and inclusiveness. The ability to maintain and improve the effectiveness of democratic institutions is a core objective of European values.

Dymchenko *et al.* (2022) estimate the monetary worth of any good and consider the importance of any good value and beneficial. Lee and Peterson (2000) asserted the effect of globalization on the business environment and the decision-making process. Shkalina (2020) determines the role of the system of values as a connecting link between European values and national-cultural manifestation (Shkalina, 2020). The behavior approach for value theory comprises multiple and functional values. According to Ciuk *et al.* (2018), political conduct is correlated with income level, and wealth and value choices are similar across testing groups after ideology control. The inability to use the advantages of economic, technological, and scientific changes caused the social-cultural crisis. Rabie (2013) argues that due to the dominance of consumerism and liberalism the conflict of values and ideas between various groups, represented by cultural, ethnic, and religious minorities, rapidly increased. The traditional beliefs and convictions continued to hold these groups together.

Baron (2003) compares moralistic ideals, in which people attempt to force their values on others' behavior while occasionally overtly disregarding the nature of others' good (utility). The author asserts that people are making decisions based on systematically non-utilitarian principles, and as a result, they are getting outcomes that conform to their values instead of outcomes that produce the best conclusion.

As said by Gataullin and Lebedev (2011), "the architectonics of the transformative post-ideological area determines the extent of human freedom as a consumer." Consistent with a survey of recent works and approaches to the European value evaluation, a sizeable section of the Ukrainian population changed their attitude toward post-socialist values and conceptions and turned against these postulates.

Dalevska (2017) highlights inconsistencies in the growth of civilization. Destruction of social norms that have been nationally institutionalized and the creation of international conflicts are the forces driving the evolution of the global economic and political structure. Institutional change comprises the development of new organizations for the global civil society. Rubinski (2013) stresses

the need to establish a singular civilization space and defines the place of Russia as a singular, organic, and irreplaceable part of European civilization. There are most importantly value relations of the peoples living on the vast continent of Eurasia. Kozyreva (2020) analyzed the neopatenalistic model in Russia that confirmed the legacy of the post-Soviet economic model, dominated by huge corporations and state ownership. In the modern world, where communities of people exist in isolation from one another, Fukuyama (2004) proposed few types of shared value system are simply necessary for the peaceful coexistence of civilizations.

The literature review supports the general knowledge of contemporary concepts. By developing creative and individualized surveys that cater to society's wants and preferences, the qualitative interview method increases the scientific quality of surveys in the marketplace for scientific research.

The value concepts highlight the idea of trust, dignity, responsibility, self-realization, and democratic institutional development. The dissemination of European Union values will directly provide a transition from a paternalistic model of relationships to a democratic model of governance, institutions, beliefs, ideals, and values. The formation of a new set of reciprocal relationships built on trust and shared accountability, and transparency leads to the balance of the relations between state and citizens.

2. Values estimation of Ukrainian's commitment to European Union ideals

Since claiming its independence, Ukraine has pursued a program intended to advance European principles to diverge from post-Soviet values. The Ukrainian state is attempting to diverge from post-Soviet ideals and ensure European values, based on the respect for fundamental human rights. By signing the Deep Comprehensive Trade Neighborhood Policy and the Ukraine-European Union Association Agreement, Ukraine set the road for a closer engagement with the European Union. The European Council officially recognized Ukraine as a European Union candidate on June 23, 2023.

Online interviews were used to conduct this poll from September 1 to October 31, 2022, in all regions of Ukraine. Its aim was to assess the importance and relevance of fundamental values, beliefs, and habits to Ukrainian citizens in the context of the large-scale war that began in the country on 24 February 2022. Utilizing an online application form for data collection, the survey deployed a structured questionnaire. The questionnaire was designed following the World Values Survey methodology. A list of the main topics of the questionnaire "The World Values Survey" (2020) was used for the study. For each group of questions, additional, clarifying questions were compiled. They determined the importance and satisfaction of respondents. The survey questionnaire was prepared in Ukrainian language. An interdisciplinary approach was adopted to explore traditional Ukrainian

beliefs, ideals, and values. The questionnaire's design incorporated an interdisciplinary approach, focusing on the distinctive characteristics of traditional Ukrainian beliefs, ideals, and values.

The survey questionnaire includes six blocks: compliance with the law, democracy, personal freedom, human freedom, value of human life, economic values, and thirty-one subcategories. The scale quantified the importance and satisfaction levels across various parameters used to gauge satisfaction levels. Respondents' answers contributed to a comprehensive multivariate analysis. The significance of responses was categorized as follows: especially important (5), moderately important (4), important (3), less important (2), and not important (1). Satisfaction levels were similarly categorized from fully satisfied (5) to not satisfied (1).

The collected data highlighted distinct groups and subgroups within the population, each with unique behaviors, beliefs, habits, and values. An analysis of the importance and satisfaction associated with different value categories provided insights into which aspects of the value system might need enhancement to align more closely with European values, as well as which aspects are deemed significant or insignificant by various population segments. Participants were invited to rate the importance of each indicator on a scale from 1 (least significant) to 5 (most important), and satisfaction with 1 being least satisfied and 5 most satisfied.

The adjusted components, or each factor's proportionate weight or "share" in the overall satisfaction score, were then determined by the survey. The survey calculated adjusted factors to reflect the relative importance of each response category in overall satisfaction. The questionnaire included six main value criteria and thirty-one subcategories. This provided a detailed perspective on how European values are interpreted and adopted in Ukraine.

The survey sought to understand which value aspects need alignment with European standards and which are viewed as significant by different population segments. The number of people in the survey made up five hundred and two respondents in Ukraine. Figure 1 shows age distribution: 29.1% were aged (41-59 years), 21.3% (28-40 years), 22.1% (18-21 years), and 9% (over 60 years). Figure 2 details the geographical distribution: 62.4% in Eastern Ukraine, 23.1% in the Central/Northern regions, 7% in the Central Ukraine, with the remainder from Western Ukraine.

Tables 1 depicts the estimation findings of the importance and satisfaction model, which reveal that there is a mismatch between importance and satisfaction for value subcategories in the respondents' responses.

Figure 1. Age of respondents

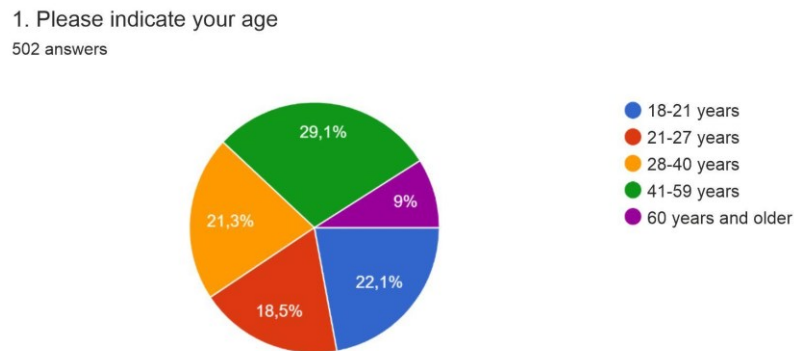
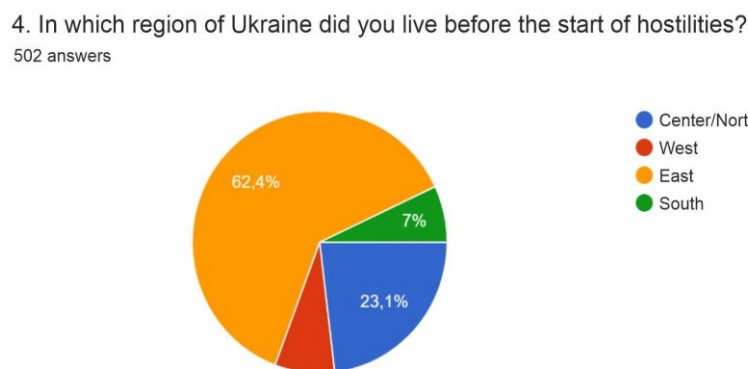


Figure 2. Regions of respondent's residence



Respondents determined marital status: single – 44%; married - 42 %; divorced – 10 %; widowers – 4 %. By education, respondents identified 69.5% as higher education; 22.5 % - as incomplete education, 8 % - secondary education or its equivalent. According to the type of employment, the survey participants were distributed as follows: students - 29.1%, employees - 21.3%, workers - 12.5%, pensioners - 5%, businessmen - 7%, employee workers - 19.5%, entrepreneurs - 5.6%.

Additionally, each criterion's responder satisfaction was evaluated independently. Each of the variables that influence respondent satisfaction has a unique significance and meaning for everyone. Every individual has a distinctive internal view and belief of European ideals. The survey questionnaires reflect the beliefs and interests of a wider range of people and communities, which makes them representative and specific. This means that questionnaires used to gauge importance and satisfaction should indicate not only the overall level of respondents' satisfaction, but also in y subcategories of it. There were 502 respondents who resided in Ukrainian territory (apart from the occupied territories). The interview estimation was effectively analyzed and captured by the thirty-one sub-categories. It estimates the complexity of various social groupings and reflects the regional

specifics of respondents. While using criteria were set for the results of the online questionnaire estimation. Online interviews were provided using virtual communication tools for categorizing human behavior and identifying individuals who adhered to paternalistic or European ideals. When performing such research, using qualitative online interviews has the advantage of allowing you to present a more logical analysis of possible behavior scenarios.

2.1. Findings and Discussions

The basic six value categories are compliance with the law, democracy, personal freedom, human freedom, value of human life, and economic values. The selection of value categories represents the key value qualities of the European Union values and is based on generalized information collected in prior studies. We continue the value analysis with subcategories to provide an in-depth description of the obtained results.

The six value assessment blocks assess statements from 1 to 5 (where 1 entirely disagrees and 5 completely agrees) in terms of importance and satisfaction. The first block of compliance with the law contains five sub-categories business work, compliance with the law, a guarantee of rights and freedom of citizens, corruption, judiciary, and confidence in judicial institutions. These sub-categories exhibit the legal environment functioning and existing problems in providing legal services. The values' choice reflects the fundamental beliefs, ideals, traditions, and norms in society.

The first block is an assessment of compliance with the law which contents the following subcategories: business work, compliance with the law, a guarantee of rights and freedom of citizens, corruption, judiciary, and confidence in judicial institutions. The rule of law captures views of how many agents have faith in and abide by social norms. Compliance with the law characterizes legal relations in society concerning the quality of contract enforcement, property rights, the police, the courts, and the likelihood of crime and violence. For 92.6% of respondents, the issue of legal compliance is of the utmost importance. They highlight the value of a fair legal system for society. The question about the satisfaction of given aspects of life in Ukraine dealt with the estimation of the level of compliance with the rule of law in Ukraine. 38.2 % of assessed people doubt the existence of strict control over corruption at various levels of business relationships. In the discomfort zones, there marked 43.6% of respondents believe that Ukraine's legal and regulatory environment makes it easy for them to transact business. Less than 50 % of applicants are partly satisfied with the ease of doing business in Ukraine (See Table 1, Figure 3,). The population assessed that the most were involved in corruption are state authorities. 72.2% considered that all or majority of these bodies involved in

corruption in 2020. According to this indicator, Ukraine is closer to Greece (58.0%), and Romania (69.0 %) (Ukraine in World Values Survey, 2020).

Table 1. Estimation of the significance of basic values, beliefs, and habits for Ukrainian citizens

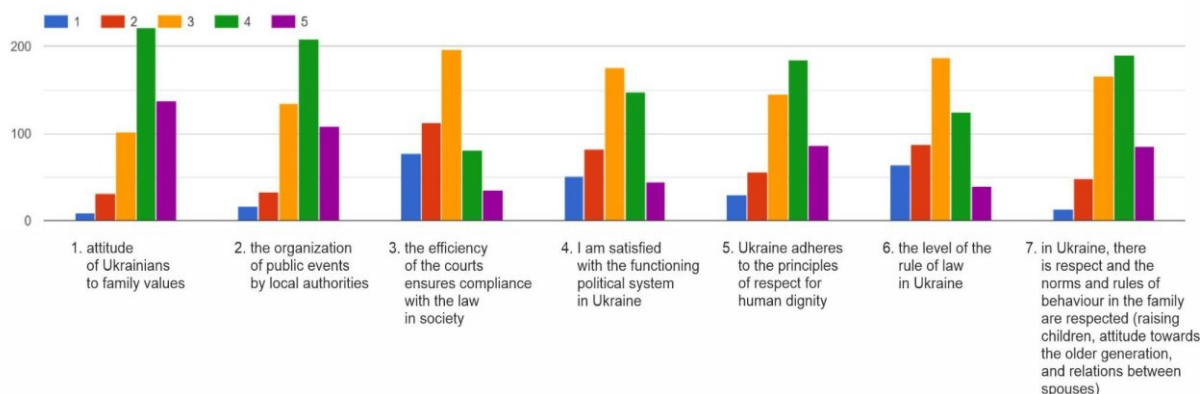
No.	Block	No. Subcategory	Subcategory	Importance	Satisfaction	Zone	Final
1	Compliance with the law	1	Business, work	4.00	2.50	Discomfort zone	-1.50
		2	Compliance with the law, a guarantee of rights and freedom of citizens	4.00	3.33	Zone of indifference	0.67
		3	Corruption	2.33	2.00	Loyalty zone	0.33
		4	Judiciary	3.33	3.33	Loyalty zone	0.00
		5	Confidence in judicial institutions	4.00	2.67	Discomfort zone	-1.33
		6	Participation in elections	4.00	4.00	Loyalty zone	0.00
2	Democracy	7	Membership in parties and public organizations	3.89	3.00	Zone of indifference	0.89
		8	The level of democracy	3.00	3.00	Loyalty zone	0.00
		9	The level of the liberality of the political regime	4.33	3.00	Discomfort zone	-1.33
		10	The level of Ukrainization of society	4.00	3.33	Zone of indifference	-0.67
3	Personal freedom	11	Political culture	3.00	4.00	Zone of overpayment	1.00
		12	Compliance with human rights	4.33	3.33	Discomfort zone	-1.00
		13	Respect for human dignity	5.00	3.00	Discomfort zone	-2.00
		14	Legal equality	4.67	3.00	Discomfort zone	-1.67
		15	Ability to migrate, freedom of movement, and choice of residence	3.33	4.00	Zone of indifference	0.67
		16	Tolerance for human rights	3.00	3.00	Loyalty zone	0.00
4	Human freedom	17	Absence of discrimination based on race, nationality, and gender	4.67	3.00	Discomfort zone	-1.67
		18	Absence of discrimination against women	4.50	3.67	Zone of indifference	-0.83
		19	LGBT rights acceptance	4.00	4.33	Zone of indifference	0.33
		20	Attitude toward people with disabilities	5.00	4.67	Loyalty zone	-0.33
		21	Ethical values and norms	5.00	4.67	Loyalty zone	-0.33
		22	The level of trust in society	2.67	3.33	Zone of indifference	0.67
5	Value of human life	23	Importance of peace	4.50	4.00	Zone of indifference	-0.50
		24	Personal life	4.50	4.33	Loyalty zone	-0.17
		25	Family values	5.00	4.50	Zone of indifference	-0.50
6	Economic values	26	Income level (salary, pension, scholarship)	3.67	3.00	Zone of indifference	-0.67
		27	Fiscal freedom and tax burden	4.67	2.33	Discomfort zone	-2.33
		28	Freedom of entrepreneurship	3.33	3.50	Loyalty zone	0.17
		29	Freedom of labor	3.67	3.00	Zone of indifference	-0.67
		30	Financial freedom	4.00	2.33	Discomfort zone	-1.67
		31	Protection of property rights	4.00	2.50	Discomfort zone	-1.50

Source: author's data of values estimation in Ukraine in 2022.

Note: The table was constructed on the data obtained from a survey of Ukrainian respondents and reflects the importance and satisfaction of assessed subcategories. The comparison data displays the personal attitude in discomfort, loyalty, indifference, and overpayment zones.

Figure 3. The assessment satisfaction of the given aspects of life in Ukraine

7. How satisfied are you with the given aspects of life in Ukraine (1 — does not satisfy at all, 5 — completely satisfies)



Thirty percent of applicants consider judicial processes in Ukraine open and accessible. The satisfaction with the level of justice of decisions made by judges corresponds to 23 %. The comparison of the survey results and previous estimations support the crucial role of political and legal reforms in establishing democratic institutions, civil society, and democratic state based on the rule of law, and property rights (Nosova, 2023). Despite having an established legal system, Ukrainians often fail to comprehend and put it into practice, failing to make use of the advantages of civil rights and freedoms, guided by ideals, or imposed by dishonest authorities or survival techniques. This establishes the concept of well-being at the individual, societal, and governmental levels and obstructs the growth of democracy and the execution of changes on the ground. As a result, it is necessary to alter the patterns of participation in enhancing public initiatives, and the execution of national programs of democratic reform.

The second block of values includes subcategories assessment of democracy defined by participation in elections, membership in parties and public organizations, the level of democracy, the level of the liberality of the political regime, and the level of Ukrainization of society (See table 1).

In Ukraine, political culture is still developing, and democratic structures are extremely fragile. There are examples of undemocratic behavior within democratic institutions, and political players are unaware of the fundamental principles of a democratic system, such as respect for opposing viewpoints. Furthermore, due to claims that they are politically biased and prone to corruption, democratic organizations are considered not as genuine. The judiciary, which encompasses the Constitutional Court, the police, and the civil service are all included in this (Bertelsmann Stiftung's Transformation Country Report, 2022). 83.2 % of respondents consider that elections and referendums in Ukraine must be transparent and based on the respect of democratic principles. 53.8 % support the

Ukrainization of society as important for the normal development of the country (Ukrainian language, history, culture). The presence of parties and public organizations in Ukraine corresponds to the basic principles of democracy considering 50% of applicants. The discomfort zone shows the level of liberality of the political regime. Most of the Ukrainians (74.4 %) assert the idea that the political regime in Ukraine should be liberal, whereas 58 % of respondents point out that they are dissatisfied with the liberality of the political system in Ukraine. The obtained results confirm that there are issues with attempts to build an open civil society and attempt to integrate it into the outside world and the relationship with the global democratization processes (See Table 1).

The estimated third block of the survey of personal freedom comprises the subcategories of political culture, compliance with human rights, respect for human dignity, legal equality, ability to migrate, freedom of movement, and choice of residence. Compliance with human rights, respect for human dignity, and legal equality are assessed as discomfort zones. Respondent answered the following statements: Rate how much you agree with the statement related to European integration having equal conditions for everyone; Personal freedom defines finding satisfaction from being content in your personal life, having the flexibility to pursue your passions professionally, and being debt-free. The survey results prove that 80 % of respondents emphasize respect for human dignity as one of the basic principles of personal freedom.

Compliance with human rights, respect for human dignity, and legal equality are assessed as discomfort zones. 41 % of applicants are not satisfied with the given aspects of life in Ukraine regardless of age, nationality, and religion. They consider the importance of respecting personal rights to allow feeling free. It mentioned that only 25.8 % of people are satisfied and support the idea that the representatives of different races, genders, and social spheres are equal at the legislative level. 36.8% of Ukrainians approve of satisfaction with the level of the rule of law in Ukraine. The estimated results confirm the deteriorating performance of personal freedom after the aggression against Ukraine (See Table 1). It led to freedom limitations due to martial law, and the ranking of the degree of freedom aggravated. Political rights received a score of 20 (40), and civil liberties received a score of 28 (60), making it a partially free nation in Ukraine in 2023 compared to 2022. The previous year's rating was 61 (100) (Freedom in the World 2023, 2023). Freedom House's group evaluated the degree of freedom in ten political rights indicators and fifteen civil liberties.

The fourth block estimation of human rights highlights the answers to the question of the importance of being tolerant, and the absence of discrimination based on race, nationality, and gender (See Table 1). The questions defining fulfillment of personal hopes include the extent of satisfaction of tolerance for human rights, absence of discrimination based on race, nationality, gender, absence of discrimination against women, LGBT rights acceptance, attitude toward people with disabilities,

ethical values, and norms. Europe is associated not only with the values that regulate society but also with completely individualistic ones. Interpretation of personal freedom is diverse in Ukraine. People perceive it as ranging from freedom of religion, freedom of speech, freedom to choose a partner (including same sex), respect for the personal space of the person, freedom of choice of the profession, and freedom of movement in the EU (How Ukrainians Perceive European Values, 2017).

Human rights define the basic rights to life and liberty, freedom of opinion and expression, and the right to work and education. These universal rights are inherent to all of us, regardless of nationality, sex, national or ethnic origin, color, religion, language, or any other status. Ukraine in World Values Survey data reveal that Ukrainians have the lowest level of trust in people they meet for the first time (28.8 %), and it has insignificantly compared to 2011 (27.4 %). The results of the prior survey assessments illustrate that the share of those who believe that most people can trust has increased from 23 % in 2011 to 30 % in 2020. (Ukraine in World Values Survey, 2020).

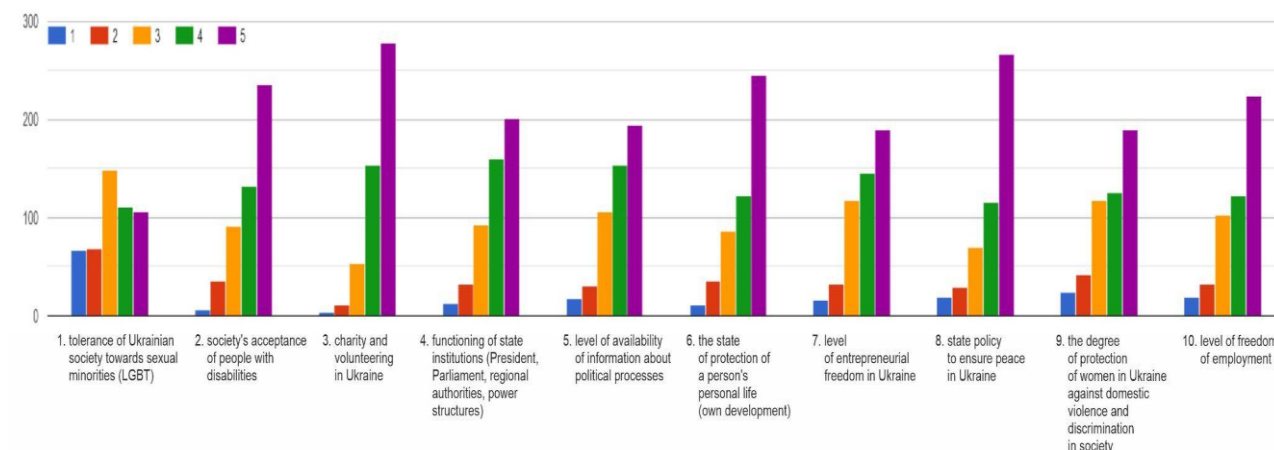
The survey estimation confirms a low level of trust in society and state institutions in Ukraine after Russian aggression. Less than half of respondents (44 %) indicate that they are satisfied and trust the functioning of state institutions (President, Parliament, regional authorities, and power structures). The subcategory of the absence of discrimination based on race, nationality, and gender appears in the discomfort zone. The result confirms the existence of inconsistencies in the importance and satisfaction in society (See Table 1). The research emphasizes the problems of ethical values and norms in society. A special policy needs to propose to disseminate European Union values toward tolerance of certain forms of behaviors (abortion, same-gender relationships, discrimination based on race, nationality, and gender). Multiculturalism, openness, and tolerance for others are challenges for corporate cultures.

The estimation of the worth of human life shows that Ukrainians respect it highly, ranking it among the most precious things in life. In the 2017 survey, majority the respondents (61.2 %) believe that for Ukrainians today the most important is “peace”, while respect for human life takes the second place (How Ukrainians Perceive European Values, 2017).

Human life is the greatest value, according to most respondents to the Gradus Research in 2022 (92% agreed). More than 80% of respondents agreed with statements relating to mutual aid, trust, freedom, and human rights. According to 76% of respondents, social peace is the most important value. Although there was a minor increase in the proportion of respondents who did not think following orders from superiors was the most important thing, they are still outnumbered by those who did (Social Trends 2023 from Gradus Research, 2023).

Figure 4. The estimation of the value of the specified concepts for your life

8. Estimate the value of the specified concepts for your life (1 - not at all, 5 - very important)

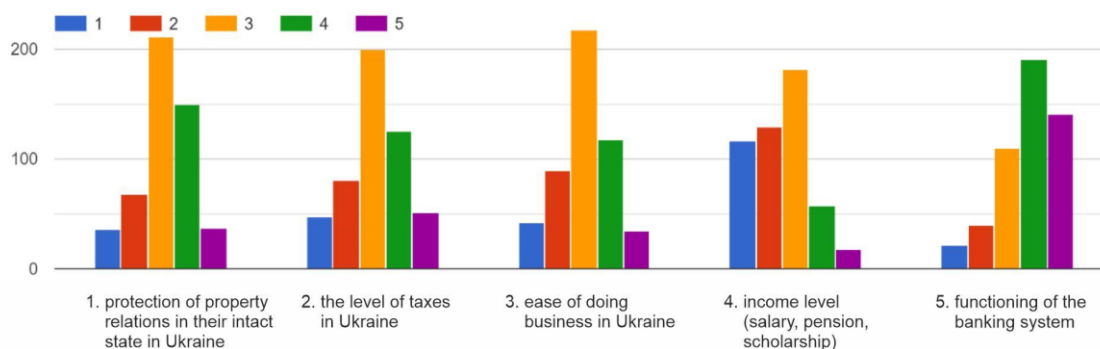


The survey estimation confirms that the value of human life remains the most sought-after and highly valued (See Figure 4, Table 1). The value of human life is at the top of the respondents' estimations. The answers to the question of how satisfied you with the given aspects of life in Ukraine are (1 - completely not satisfied, 5 - completely satisfied) on the importance of peace, personal life, and family values demonstrate that most applicants responded that they were mostly satisfied with the given aspects of life with the following subcategories.

The sixth block estimates economic values, which comprise the subcategories of income level, fiscal and tax system, entrepreneurship, labor and financial freedom, and protection of property rights. The respondents answered the questions of importance receiving income pursuing a place in society and the conditions for self-realization. The survey's analysis of economic values is underlined by responses to the questions, "How satisfied are you with the conditions of development and the degree of business protection" (1 - not at all satisfied, 5 - completely satisfied) - attitude toward work, "professional competencies," "the material well-being of workers," "enterprise freedom," "a system of remuneration," and "protection of property rights." According to the estimation results, 35.2% of respondents dissatisfied with tax burden and financial freedom, 66.2% dissatisfied with financial freedom, and 37.4% dissatisfied with the protection of property rights (See Figure 5, Table 1).

Figure 5. The estimation of satisfaction of conditions of development and the degree of business protection

9. How satisfied are you with the conditions of development and the degree of business protection (1 — does not satisfy at all, 5 — completely satisfies)



The survey, conducted by the Kyiv International Institute of Sociology (KIIS) from October 21–23 in 2022, demonstrated that ninety percent of Ukrainians think their country will be a rich member of the European Union in ten years. Eighty-eight percent of Ukrainians said they expected their country to be rich and a member of the European Union in ten years. While twenty six percent of them disagree, sixty three percent of them fully share this opinion. Only five percent of respondents have gloomy predictions (Prishlyak, 2022).

The research results reflect the specifics and complexities of estimated social groups and make the results affordable, inclusive, and representative. The study examines the changes in attitudes and beliefs concerning the implementation of European Union values in society. Most respondents are not satisfied with the speed and completion of the fundamental necessary procedures of adapting principles, rules, regulations, and the accession process to the European Union. Many citizens confirm adherence to European Union values.

Education, culture, and information policies need to foster the shift of traditional beliefs. Majority of respondents highlight to speed dissemination of fundamental principles and practices, norms, regulations procedures necessary for the application of principles, values, norms, and regulations for European Union integration. As a result of processing statistical data of online interviews, the commitment of Ukrainians to European values was revealed. The specific groups within the population identified, defined specific forms of behaviors and characteristics.

The transformation and commitment of social-political values of Ukrainians toward to European Union principles, norms define the velocity of democratization in Ukraine. Estimation of the effectiveness of democratic institutions; promoting the rule of law; human rights and the

protection of individual freedoms; economic institutions, and political institutions are directed to define the strategy for future democratic Ukrainian development.

Conclusions

The comprehensive online survey conducted across Ukraine from September 1 to October 31, 2022, has provided significant insights into the values, beliefs, and habits of Ukrainian citizens during a critical period of conflict. The methodology, grounded in the World Values Survey and tailored to the Ukrainian context through an interdisciplinary approach, has enabled a nuanced evaluation of the importance and satisfaction with core societal values amid war.

The findings indicate a nuanced landscape of value importance and satisfaction among Ukrainians, marked by disparities between the importance attributed to certain values and the satisfaction with their realization in society.

The discrepancy in legal affairs suggests an urgent need for reforms to align practice with public expectations and European standards. Democracy, as another focal value, presents a mixed picture. While electoral participation and Ukrainization are affirmed, the political culture and liberality of the political regime are areas of concern, signaling a desire for further democratic consolidation. The adaptation of the social humanitarian principles and beliefs, respect for human dignity and rights, and the rule of law will contribute to the rapid democratization of society and functioning institutions.

The assessment of human rights underscores the challenge of fostering tolerance and eradicating discrimination, which is essential to the integration of European values. In terms of the valuation of human life, the survey reiterates its paramount importance to Ukrainians, with peace and family values being highly prized. However, there remains room for improvement in satisfying these values fully. Economic assessments reflect significant discontent with the fiscal system, financial freedom, and protection of property rights, highlighting the need for economic reforms that align with the aspirations for European integration and economic stability.

While there is a clear aspiration to European values, reflected in high importance ratings, the satisfaction levels paint a picture of a society in transition, with considerable work needed to bridge the gap between values and reality toward to the European Union values. This underscores the importance of continued reforms, societal engagement, and policy-making that are responsive to the public's aspirations for a Ukraine that embodies the principles of European democracy, human rights, and economic opportunities.

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