

Psychological Alienation Problem in Moral and Ethical Psychology of Personality

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ABSTRACT

The relevance of the research is determined by the fact, that ethical problem in psychology is far from a complete solution, what is connected with the fact, that psychology hasn't learned enough a huge reservoir of knowledge about the morality accumulated in the philosophical and religious sources. The purpose of work - to reveal the psychological alienation, as a category of moral and ethical personality psychology on an example of isolation of employees in organizations from their corporate culture, which includes moral and ethical markers in their behavioral activity. The general method of this research is experiment, which allows revealing the content of the psychological alienation, as a category of moral and ethical personality psychology, on theoretical and diagnostic level. The work presents the author's understanding of the phenomenon of psychological alienation within the socio-psychological activity of subjects of professional activity and shows the results of an experimental research of the factors of psychological alienation's overcoming in the corporate culture of the productive organizations. The practical significance of the work is determined by the inclusion of psychological alienation in categorical field of moral and ethical psychology of personality and by allocation of factors of overcoming of psychological alienation as a failure mechanism of corporate culture, what opens the opportunities for the creating effective educational technologies of forming and developing moral and ethical regulation of employee's behavior in various organizations.

KEYWORDS

Ethical; personality; psychological alienation; alienation's overcoming; corporate culture

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Introduction

Urgency of the problem

To date, the psychological science there is a need to study and use the knowledge about the moral component of personality as an important regulator of human relations system. The analysis of the theoretical and experimental works

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(Brushlinskii, 2003; Volovikova, 2005; Zhuravlev, 2005; Znakov, 1998; Kohlberg, 1963; Popov et al, 2015; Shadrikov, 2004) shows, that on the methodological level of modern psychology there is the tendency of transition from contemplative approach in the explanation of moral regulation of the personality and its behavior to experimental and diagnostic approach with its psychological interpretation and desire to manage the development of the moral sphere. Thus, according to the existing researches in the psychology of personality, there is a transition from the academic approach to the problem of the moral and ethical component of personality to experimental and promotional approach.

At the same time one of the main aspects of the scientific problem is that the researchers often retell the same manifestations of moral-regulatory sphere by different categories and terms. Accordingly, psychologists, trying to penetrate into the sphere of moral and ethical psychology, forced to use the terminology developed by the philosophical and ethical researches. First of all, it is philosophical and ethical terms. A similar trend, according to the theoretical positions of J.A. Ponomarev (Ponomarev, 1983) is characteristic of contemplative - explanatory stage of formation of a new science. Accumulating and integrating of the theoretical and empirical facts within the moral and ethical psychology open great potential for creating educational technologies of ethical development for using in various organizations

Moral and ethical psychology of personality

The moral and ethical determinants occupy an important place in the regulation of behavior of human activity. The system of ethical coordinates, appearing in the social and psychological space, determines the separate actions of the person in particular situations of life choice and the general strategy of its life.

To date, the researches of moral and ethical sphere of the person are interdisciplinary and are the "cornerstone" of general problem - the spiritual base of human being. Spiritual problems are the focus of many humanitarian disciplines, especially philosophy. From this point of view, the study of spiritual and moral development of person from the position of psychology has a special significance, because such approach involves not only constructing of the theoretical models of the person's activity in interaction with other people, but also gives the resources for the practical realization of harmonious behavior technologies. This is especially required within modern events, when politicians and scholars note such negative tendencies in the behavior of the people: leveling and alienation of values; the growth of an amount of various conflicts; the increasing aggressiveness; the loss of trust (to the state, to the social institutions, to the private people); the problem of identity ("Who am I and what I want?"); the denial of authorities; the loss of meaning of the life; the reduced level of tolerance to evil.

However, despite the different approaches, the main direction of the majority of studies reflects the traditions, established by S.L. Rubinstein (Rubinstein, 1973). These traditions include the attempts to integrate such categories as spirituality, morality and ethics in the system of psychological knowledge with the adaptation to the needs of the theory and practice. From this position, the moral and ethical personality psychology is the result of scientific understanding of the problem of moral behavior.

Alienation as a category of moral and ethical psychology of personality

The alienation is one of the categories, which relate to moral and ethical personality psychology. Alienation - it is a category that is fully investigated in the framework of early philosophical studies of Hobbes, John Locke, B. Pascal, J.J. Rousseau, F. Schelling et al. (Shadrin, 2010). However, the current understanding of the alienation is based on the works of F. Hegel (Hegel, 2008) and K. Marx (2010). In the works of F. Hegel this phenomenon is synonymous to such idea as contraposition and describes the breakup of the natural soul from spirit as the ideal substance. The mechanism of the alienation's overcoming the author sees in cognition, which reveals the ideal nature of things, and thus stimulates the convergence of the soul with the Universal Spirit. In the works of K. Marx the alienation phenomenon is defined as the isolation of man from the processes and products of work as a result of the sharing of labor and private ownership. He notes that the capitalist labor as a form of exploitation and coercion, leads to the opposition of individual creativity (generic nature) and employment. The result is a deprivation of a person's ability to self-realization, and lost one of its main characteristics - subjectivity. The understanding of alienation according to works of K. Marx is the most traditional. That's why the philosophical interpretations of the term "alienation" are used most often to describe the isolation of the worker from the property and his right to get a proportion from the sale of industrial products (Ogurcov, 1983).

In this article, alienation is seen as a psychological phenomenon which is associated with economic activity of the people and their system of moral and ethical determinants in the social and psychological space. Thus, in the future we will use the term "psychological alienation".

Psychological alienation on an example of corporate culture

The problem of forming, maintaining and developing of corporate culture in organizations has a particular importance in the framework of psychological and economic disciplines. According to sources (Bazarov, 2007; Zhuravlev, 2005; Spivak, 2001), the main role of corporate culture is to maintain a system of certain norms, values and rituals, which are dominating in the particular organization and are defining the way of thinking and behavior of staff in the structure of their professional space. The importance of corporate culture is defined by the fact that the congruence of values (including moral and ethical), the unity of understanding in achieving common goals of subjects of professional activity is one of the necessary conditions for effective and long-term functioning of the organization. Mastering of corporate culture involves interiorization of its main components to the individual consciousness of the employees of the organization. However, the degree of acceptance of corporate culture by employees is connected with the degree of its psychological alienation.

Materials and Methods

The author's questionnaire was created for identifying of the psychological alienation from corporate culture and its factors. This questionnaire is reflecting various aspects of social, psychological and economic behavior of employees in the productive organization. On the basis of expert assessment of managers and specialists in human resources we have been allocated the most significant

characteristics, associated with the functioning of organizations. These are: interpersonal relationships and conflict resolution; human resources; system of organization of work and rest, formulating of tasks; professional staff self-esteem, motivation and orientation on achievements; checking for the implementation of the tasks; socio-psychological climate; time - management; delegation of authority; management system; job satisfaction; team spirit; resistance to manufacturing difficulties. As a result, the staff had to carry out a general assessment of the production processes in the organization and to analyze their individual functional components in the structure of their own professional activity. Also this questionnaire included questions, related with the assessment of the level of the organization's corporate culture, characteristics of this corporate culture and their role in maintaining and developing this culture.

The scale of questionnaire included five gradations for answering what allowed to use methods of mathematical statistics. The content of gradations was depending on the form of the questions (eg, from "completely dissatisfied" to "completely satisfied" or from "no, not important" to "very important"). The general principle of valuation assertions was reduced to a five-point scale, with clear answers "yes" and "no" at the extreme poles and interim answers ("sometimes", "yes rather than no," etc.) in the middle. A part of questions was formulated for qualitative analysis of the characteristics of the corporate culture within the organization. In this case, the staff offered to describe his contribution to the corporate culture of the organization and to select those values which are realizing by their company.

For the final registration questionnaire as an independent and reliable diagnostic tool, the pilot study was organized. The main purpose of this procedure included the adaptation of questions for its clear understanding by employees of different levels, first of all, the first link (the workers). An expert group was formed, consisting of representatives of the various structures of the organization (managers, engineers, production workers, technicians, etc.). The result is a correction of some questions (for example, the "atmosphere" instead of "climate") and the introduction of necessary clarifications and explanations. The final version of the questionnaire included 50 questions.

As an additional diagnostic tool was selected "Motivational profile" (Richie & Martin, 2009) - a technique, which allows to measure the employee motivational factors and to detect peculiarities of its representation in the structure of the professional motivation.

The analysis of empirical data included methods of mathematical statistics: Pearson's correlation analysis, ANOVA and factor analysis (principal components method and maximum likelihood).

Experimental study included diagnostic procedures among the staff of some industrial companies for the production of flexible packaging. The test sample was representative and included more than 500 employees (about 60% of the total working staff) - representatives of all levels of the organizational structure of company (managers, engineers and workers). The study had been conducted over a two - month period. The procedure of testing was both group and individual.

Results

The results of experimental studies of alienation as a moral and ethical category are presented in three next paragraphs.

Experimental research of the role of corporate culture in organizations

The first phase was carried out to analyze the role of corporate culture in the organizations. Expert review among the leadership showed that corporate culture occupies a significant place in the organizational structure of the companies. The mechanism of the corporate culture's realization is positioning and cultivating of certain goals and values of the organization among its employees. The general values in researched productive companies are: "respect for the individual", "honesty and responsibility", "development and self-development." At the same time, according to the results, employees evaluate their organization's corporate culture as a medium – $X = 3.29$ (in the framework of a five-point scale from 1 - very low level to 5 - very high).

Qualitative analysis revealed the following gradation of the first ten values (out of 28 submitted in the questionnaire), which are the most realized (i.e., were selected) by employees in the organization: 1. Responsibility (34%); 2. Work (32%); 3. The labour collective (29%); 4. Respect for the individual (25%); 5. Diligence (22%); 6. Plan (15%); 7. Career (15%); 8 and 9. Development and Self-development (13%); 10. Integrity (11%).

Some questions of the questionnaire were aimed at identifying the correspondence between the values, which are implemented both by the employee (the respondent), and the organization as a whole. For comparative analysis were separated that values, which reflects the priority targets of organization's functioning and developing and also are the mechanism of maintenance and development of the corporate culture. The analysis was performed by comparing the ranks of the data values in the points, "implemented by the employee" and "implemented by the organization in general." As a result, it was revealed a mismatch in the employee's consciousness: from their point of view, a part of the organization values (such as: "respect for the individual", "integrity", "responsibility", "self-development") is more realized by employees than by the organization as a whole. There was only one exception - such value as "development". Therefore, according to the staff, they do more in value's realization than their top management.

It has also been found that attention of ordinary employees is focused on the specific elements of corporate culture but not on the term – the "corporate culture". Employees often don't know what does mean the "corporate culture", but they know that the main mission of the organization is connected with realization of its general values ("respect for the individual", "integrity and responsibility", "development and self-development"). So employees focus on specific characteristics, which reflect the content of the corporate culture of the organization.

Correlations of psychological alienation with indicators of behavior

At the second stage the correlation analysis was carried out in order to distinguish important linkages of psychological alienation with different parameters of psycho-social behavior. As a result, the following important parameters of psychological alienation were identified:

- 1). Knowledge of corporate culture ($r = 0,264$, $p < 0,01$);
- 2). The level of corporate culture of the organization ($r = 0,329$, $p < 0,001$);

- 3). Readiness to resolve conflicts between employees in the organization ($r = 0,216, p < 0,05$);
- 4). The success in resolving conflicts between employees in the organization ($r = 0,224, p < 0,05$);
- 5). Joint activities for employees ($r = 0,225, p < 0,05$);
- 6). Clear tasks for employees ($r = 0,211, p < 0,05$);
- 7). Individual employer's professionalism assessment ($r = 0,33, p < 0,001$);
- 8). Assessment of professionalism of employees of the organization as a whole ($r = 0,207, p < 0,05$);
- 9). The management's control for the implementation of the of production tasks by staff ($r = 0,206, p < 0,05$);
- 10). Socio-psychological climate in the organization as a whole ($r = 0,318, p < 0,001$);
- 11). Socio-psychological climate in the working collectives ($r = 0,312, p < 0,001$);
- 12). Understanding by the employees the role of socio-psychological climate in the organization ($r = 0,267, p < 0,01$);
- 13). The level of employee's responsibility in of the organization ($r = 0,286, p < 0,01$);
- 14). The effectiveness of employee's time - management ($r = 0,194, p < 0,05$);
- 15). Overall management of the organization ($r = 0,294, p < 0,01$);
- 16). Delegation of authority from chief to subordinates ($r = 0,214, p < 0,05$);
- 17). Team spirit in the organization ($r = 0,273, p < 0,01$);
- 18). Satisfaction with work ($r = 0,333, p < 0,001$);
- 19). The overall level of employee motivation in the organization ($r = 0,232, p < 0,05$);
- 20). The motive of goal setting ($r = 0,269, p < 0,01$);
- 21). The motive of creative expression ($r = 0,311, p < 0,001$);
- 22). The motive of self-development ($r = 0,3, p < 0,01$);
- 23). The motive to be needed ($r = 0,337, p < 0,001$).

Dedicated correlates reflect the relationship of psychological alienation with various aspects of the organization and activity of its employees: the conflicts in the organization, a joint vacation, peculiarities of the psychological climate and team spirit, peculiarities of management (delegation of authority, control staff), professional - personal features (time - management and responsibility, motivation and satisfaction with work).

The main factors of employee's psychological alienation from corporate culture at their organization

At the third stage the variance analysis of empirical data was carried out (one-way ANOVA) in order to identify the main factors of employee's psychological alienation from corporate culture in their organization. For analysis the characteristics that have found correlations with the parameter of psychological alienation in the previous step were taken. As a result, the determinants which have an influence on employee's acceptance of the corporate organizational culture

were distinguished. Here the main results of an experimental study of the factors of employee's psychological alienation from their corporate culture are presented.

Table 1. Influence of components of corporate culture on the psychological alienation of employees

Factors	F	p
Knowledge of corporate culture	5,56	<0,001
The level of corporate culture of the organization	12,31	<0,001
Joint activities for employees	2,39	<0,05
Team spirit in the organization	5,32	<0,001

The general level of development of corporate culture in the organization is the most important factor in overcoming the psychological alienation among employees. Therefore, the probability of acceptance of corporate values depends on efforts of organization management in cultivating these values. Also important factors to overcome the psychological alienation are the employee's knowledge about the corporate culture in their organization and team spirit. In this regard, the success in the employee's acceptance of values, norms, and certain rituals in a particular organization can be achieved through organizing special introductory seminars (presentation of the organization and peculiarities of its corporate culture) and through organizing of joint training system covering all employees of the organization. The least important factor in overcoming the psychological alienation is a system of joint activities for employees (see Table 1).

Table 2. Influence of management on the psychological alienation of employees

Factors	F	p
Overall management of the organization	8,37	<0,001
The management's control for the implementation of the of production tasks by staff	5,1	<0,001
Delegation of authority from chief to subordinates	2,34	<0,05

The management system in organization has an influence on overcoming the psychological alienation of employees. The acceptance of corporate values is determined by employee's assessment of management level in their organization. Also management functions as factors of overcoming the psychological alienation are distinguished: control and delegation of authority (see Table 2.).

Indicators of employee's professionalism are also the important factors of overcoming their psychological alienation from the corporate culture. Efficiency in acceptance of corporate values depends on assessment their own professionalism and expertise of professionalism of other employees. Also, time – management and responsibility are the important factors of acceptance of corporate culture (see Table 3).

Table 3. Influence of professionalism on the psychological alienation of employees

Factors	F	p
Individual employer's professionalism assessment	5,06	<0,01
Assessment of professionalism of employees of the organization as a whole	2,98	<0,05
The level of employee's responsibility in of the organization	5,35	<0,001
The effectiveness of employee's time - management	2,59	<0,05

Table 4. Influence of motivation on the psychological alienation of employees

Factors	F	p
Satisfaction with work	2,53	<0,05
The overall level of employee motivation in the organization	3,45	<0,01
The motive of goal setting	3,36	<0,01
The motive of creative expression	3,99	<0,01
The motive of self-development	4,51	<0,01
The motive to be needed	3,31	<0,01

Satisfaction with work and motivation of employees also are factors of overcoming the psychological alienation. Among the motivational indicators the following determinants are distinguished: 1). The intention to be self-motivated and to set and achieve complicated goals (the motive of goal setting); 2). The intention for innovations and creativity in the work (the motive of creative expression); 3). The intention for professional and personal growth and self-improvement (the motive of self-development); 4). The intention to be useful and to do significant work (the motive to be needed). (See Table 4).

Table 5. Influence of interpersonal relationships on employee's psychological alienation

Factors	F	p
Readiness to resolve conflicts between employees in the organization	1,56	-
The success in resolving conflicts between employees in the organization	1,08	-
Socio-psychological climate in the organization as a whole	5,43	<0,001
Socio-psychological climate in the working collectives	3,41	<0,01
Understanding by the employees the role of socio-psychological climate in the organization	3,25	<0,01

Among the parameters of interpersonal relationships the factors of overcoming the psychological alienation include peculiarities of socio-psychological climate. This is a socio-psychological climate in the organization as a whole, socio-psychological climate in various working collectives and understanding by the employees the role of socio-psychological climate in the organization (see Table 5).

Discussions

In psychology, the concept of alienation begins to be introduced during its shift from theoretical researches to applied researches. However alienation is not vernacular definition. One of the first this phenomenon is revealed in psychodynamic direction, especially in the works of Z. Freud (2011) and Erich Fromm (2009). Freud mentions alienation as one of the mechanisms of neuroticism of personality through the loss of her individuality. According to the author, in one degree or another, everyone goes through this loss due to the influence of foreign cultural environment which is alien and hostile to human nature (Freud, 2011). Erich Fromm is also considering the alienation as a psychological phenomenon that is associated with the loss of a man of his Ego. The author shows five main forms of such loss: 1). From the neighbor; 2). From the work; 3). From the needs; 4). From the state; 5). From himself (Fromm, 2009).

To date, the idea of alienation in psychology associated with the ideas of the researchers of the existential direction: J.P. Sartre (2011), V. Frankl (2000), M. Heidegger (2011), etc. In works of Muddy alienation is regarded as one of the consequences of the existential neurosis - a condition which is characterized by the loss of life meaning, lethargy, boredom and low level of human's activity (principle of minimizing the efforts). In the case of existential neurosis there is a loss of meaning and man is alienated from himself and from society (Osin & Leontiev, 2007).

N.S Shadrin, during analyzing of alienation, gives it the following formulation: "Steady state of "clinging" of motivation and other personal structures of human by individual factors (conditions) and leading to a distancing from different areas and levels of activity of the subject, realizing internal and (or) external potency of its own development" (Shadrin, 2010). D.A. Leontiev and E.N. Osin (2007), according to the basic principles of activity theory of A.N. Leontiev, reveal alienation as the process of getting over the "meaning loss" - the psychological category, reflecting the loss of semantic motivation (Osin & Leontiev, 2007). Thus, this phenomenon is considered by the authors as a special version of the loss of meaning. So, alienation reflects the isolation of human being from his specific activities (e.g., employment or training), communication, behavior, without losing the overall sense of life. One possible explanation for the phenomenon of alienation in psychology can be the idea of psychological resistance, according to which the subject refuses to accept externally imposed guidelines of the desire for independence (Cialdini, 2009). In this case, the values of the organization are understood by person not as common, but as alien, which are limiting her right to choose.

Psychological alienation is understood as a phenomenon of behavior, which is manifested in the fact that the participant of group activities is satisfied by the function of implementer. So he is indifferent towards the ultimate goal of the group and prefers to reach his private goals. In this case, the psychological alienation from the corporate culture of the organization is shown as the total failure of the mental space of a particular group (the group of the subject), which unites the people in their professional activities and defining their specific cognitive and behavioral patterns. The result of such rejection is a mismatch of values of employees, which has a negative influence on the functioning of a particular organization. Therefore, the phenomenon of psychological alienation is one of the basic mechanisms of destruction of the corporate culture as a social and psychological space that combines people and determines the success of their professional activities.

To date, the literature describes various types of corporate culture and levels of its development. It also reveals the content characteristics of the corporate culture, including the basic behavior models which must be shown by employee. The role of corporate culture in the successful and effective development of organization is researched. Thus, the main analysis of the corporate culture is connected with its study as a group subject in the direction of economic and socio-economic surveys (Zhuravlev, 2005). However, creating of methods for the forming and developing of corporate culture is closely linked with the need to study the psychological mechanisms of its destruction. One of such mechanisms is a phenomenon of psychological alienation. The distinguishing of this phenomenon as a mechanism of the destruction of the corporate culture reflects the novelty of the proposed research. The results of this research can be used for educational activities in productive organizations.

Conclusion

To date, in psychology the problem of alienation is associated with the ideas of the representatives of the existential direction and reflects as the alienation of meanings within specific activities, communication, behavior, without losing the overall sense of life. As part of the proposed study psychological alienation is understood as a mismatch of values of employees within an organization's corporate culture through their failure of unified mental space of particular professional group, which unites people in their professional activities and defines their specific cognitive and behavioral patterns.

It was revealed that employees do not focus on the external and formal aspects of the corporate culture, and focus on the specific characteristics that reflect its content. At the same time employees believe that their role in the implementation of the general values of the organization is more important than the general position of the organization's management.

The basic factors of overcoming of the psychological alienation from corporate culture among the employees are distinguished. These are: the overall level of development of corporate culture of the organization; knowledge about the corporate culture in certain company among employees; team spirit; joint activities; the effectiveness of management; the control for the implementation of the of production tasks by staff; delegation of authority; individual employer's professionalism assessment and his expertise of common professionalism of other employees; effective "time management"; professional responsibility; satisfaction with work; employee motivation; self-motivation (goal setting, creative self-expression, self-development, demand); general psychological atmosphere in the organization; psychological atmosphere in specific departments; employee's cognitive assessment of role of socio-psychological climate in the corporate culture of the organization's development.

The materials of the article have practical significance for the specialists and managers of the educational centers of various organizations for organizing of training workshops with the employees. Results are useful for HR managers during their trainings and seminars about corporate culture and ethical regulation of behavior among employees. Also research results are helpful for Centers of Excellence during organizing of educational seminars about the problem of corporate culture's alienation in organizations.

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No potential conflict of interest was reported by the authors.

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