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VALUE ORIENTATIONS AS FACTORS OF MOTIVATION OF LEGAL ACTIVITY IN THE FIELD OF PUBLIC ADMINISTRATION

ABSTRACT

In the article, within the framework of administrative and legal discourse, the author examines the content of value orientations as factors of motivation of legal activity in the field of public administration. It is found that the value aspects of motivation of legal activity are determined primarily by the level of understanding of the importance of its parameters which should record the state of lawyers' awareness of the urgent need to form the features of legal behaviour which is determined by the factors which are considered as priorities in meeting the important needs of the individual in the relevant specific historical and social conditions. It is substantiated that the process of formation of legal motivation is a phenomenon which reflects important processes which can motivate a person to act within the framework of involvement of internal reserves of a personal nature, where psychological factors play a priority role, and a person effectively determines his/her organization and activity and contributes to the active satisfaction of personal needs, the issues of formation and realization of values occupy an important place. In analyzing this issue, the author states that values as criteria for evaluating real phenomena give an idea of how the world should be organized and what a person should be like. They define the goals to be pursued by an individual, group or society, the main means of achieving them, the meaning of purposeful activity, and regulate social relations and internally motivate activities in the field of public administration. Furthermore, they are not subject to doubt and are the standard and ideal for people who adhere to them. In this context, it is proved that the essential characteristics of human motivation are determined by a peculiar combination of subjectivities of this process with factors of external influence which are of a social nature, which is manifested in the natural process of combining personal activity with social support and incentives. In addition, the author notes that legal values in the formation of motivation for legal activity are realized as a phenomenon of the spiritual order since they play the role of a regulator exclusively as a manifestation of the subjective side of human activity. That is, it is summarized that values form the main priorities of human activity, inspire to perform actions which can maximally satisfy the needs of human existence, realizing the inner conviction that one's behaviour is right.

Keywords: legal relations, public administration, values, human, law, legal activity, lawful behaviour, motivation

JEL Classification: I38, J17, J44, J53

INTRODUCTION

Values as a set of ideas and beliefs inherent in a person form the main priorities of his/her actions in the variety of situations he/she encounters throughout his/her life, inspire to perform such actions which maximally satisfy the needs of human existence, realizing the inner conviction that his/her actions are right in accordance with personal value ideals. Considering the specifics of the use of the value theory in the formation of the motivational basis for legal activity, it should be noted that legal value is formed under the influence of a person's awareness of certain rules and norms which regulate human life under certain conditions. This should be defined as legal motivation – an element of legal consciousness which is closely related to the value orientations of a person who cognizes legal phenomena and acts in accordance with legal requirements

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dictated by law as a system of regulation of human activity, including in the field of public administration. The analysis of the importance of values in determining the ways of motivating human behaviour as a structural element of human activity makes it possible to assert that there is a subjective dimension to the formation and functioning of values as a spiritual factor of human existence. Finally, legal incentives as a set of mechanisms, are used by the legal system to activate human behaviour or prevent undesirable actions. This gives rise to the definition of two types of legal incentives, namely, positive and negative, which indicates the binary nature of the legal incentive phenomenon. Therefore, an important condition for the realization of human motivation is a natural process of combining personal activity with social support and incentives, which is manifested in the presence of the phenomenon of social motivation, which is interpreted as a set of factors which encourage active work to achieve socially significant goals, especially with regard to the field of public administration.

LITERATURE REVIEW

An analysis of the current scientific literature shows that there is a growing interest in the study of value orientations and motivational mechanisms in legal activities. In the modern scientific discourse, considerable attention is paid to the axiological aspects of law. In particular, M. M. Pidlisnyi outlines the problems of axiology as fundamental challenges of modern humanities and proposes their solution through understanding the structure of values underlying legal culture (Pidlisnyi, 2020). These ideas resonate with the research of I. V. Kravtsov, who develops a classification of legal values and emphasizes its importance for improving both legal theory and law enforcement practice (Kravtsov, 2017). Detailing the concept of legal value as a theoretical category, Y. S. Hromovyi emphasizes its universal nature and role in the formation of legal consciousness (Hromovyi, 2019). A. V. Matviichuk works in the same vein, interpreting the value attitude to law as a key factor in the realization of the ideas of justice and legality (Matviichuk, 2021). Instead, D. Voitenko addresses the methodological aspect, defining the axiological foundations of legal and cultural discourse, which allows for a deeper understanding of the socio-cultural foundations of legal understanding (Voitenko, 2022).

Interdisciplinary works are also important, where motivation is analyzed in connection with legal, administrative, and theoretical legal concepts. For example, V. V. Shevchenko and D. M. Jogan point out the role of value ideals in the professional activities of future psychologists, which opens up a wider field for comparative analysis with the legal field (Shevchenko & Jogan, 2017). N. Fialko approaches the issue of motivation as the basis for legitimation in the context of philosophical, anthropological and legal integration, which allows us to identify the motivational component as a systemic factor (Fialko, 2021). It is also worth referring to the problem of subjectivity in law, which is considered by M. Haustova in the context of the structure of the legal system. The subject of law is interpreted as a holder not only of legal rights but also of value orientations that motivate action in the legal field (Khoustova, 2009). Similar ideas are developed by R. A. Kalyuzhnyi, O. Y. Lapka and T. O. Pikulya, focusing on legal incentives as a means of influencing the behaviour of legal entities (Kalyuzhnyi et al., 2013).

To summarize, it can be stated that national science has formed a strong methodological and theoretical basis for the study of motivation in legal activity. All of these sources cover various aspects of values, motivational mechanisms and legal incentives, which allows us to form a comprehensive vision of the motivational dimension of modern legal activity. However, there is a certain controversy in the scientific discourse regarding the nature and role of value orientations in the structure of legal motivation. For example, A. Matviychuk interprets the value attitude to law as a basic condition for its effective implementation (Matviychuk, 2021), while Y. Hromovyi emphasizes that legal value is primarily a theoretical category that may be remote from the real motivational factors of the subject of law (Hromovyi, 2019). This contradiction raises the question of the relationship between normative ideals and empirical motivation of behaviour. Similarly, within the framework of modern studies of motivation, such as in the works of O. I. Penkova and N. D. Hetmantseva, there is a discrepancy between the understanding of motivation as an internal psycho-emotional process and as an externally stimulated behavioural act (Penkova, 2020; Hetmantseva, 2024).

Moreover, the research of international colleagues not only forms the theoretical framework but also reinforces it with empirical cases and evidence, which once again makes the topic of the article relevant and well-reasoned. For example: Schwartz S. H. lays down the theoretical framework of value systems which should be applied to the legal behaviour of employees (Schwartz, 1994); Tyler T. R. emphasizes that legitimacy and justice are key values in motivating law-abidingness (Tyler, 1990); Perry J. L. & Wise L. R., Brewer G. A. & Selden S. C., Bovens M. & Zouridis S. - demonstrate empirical evidence of the direct relationship between value motivation and performance (Perry & Wise, 1990), (Brewer & Selden, 2000), (Wright & Pandey, 2010); studies by Bovens M. & Zouridis S., Van Ryzin G. G., Van der Wal Z., De Graaf G., & Lasthuizen K. show how values shape institutional culture, which affects the legal approach to work (Bovens & Zouridis, 2002), (Van Ryzin, 2007), (Van der Wal et al., 2008); finally, the works of Christensen R. K., & Wright B. E., Corduneanu-

Huci C., & Mandell M. P. highlight the role of professional ethics and cooperation as factors of legitimate motivation (Christensen & Wright, 2011; Corduneanu-Huci & Mandell, 2006), etc.

This indicates the need for an integrative approach that would take into account the multidimensionality of motivation in the field of legal activity and the need to overcome interdisciplinary barriers in its study.

AIMS AND OBJECTIVES

The purpose of the article is to study the content of value orientations as the factors which motivate legal activity in the field of public administration. To achieve this goal, the author presents a number of tasks, in particular, the following: to characterize the main motivational factors which influence the legal behaviour of public administration entities; to measure the importance of legal, moral and institutional values for the formation of lawful behaviour of officials; to study the mechanisms of implementation of value-based approaches in the activities of public authorities, etc.

METHODS

The methodology used in this article is based on a combination of a number of methods and approaches which make it possible to comprehensively analyze value orientations as factors of motivation for legal activity in the field of public administration. For this purpose, the author used both systematization and analysis of scientific literature in order to structure the existing concepts of research on the declared topic of the article, especially with regard to the sociology of law, social philosophy, administrative law, public administration, taking into account also modern scientific approaches to the study of value orientations of legal activity motivation; comparative method with the aim of comparative analysis of practical experience of various legal systems in ensuring motivation of legal activity in the field of public administration.

RESULTS

The subjective and rational nature of the formation of values, which determines their place in the development of motivation for a certain type of activity, cannot be considered without reference to the assertion of the existence of deterministic processes when the subjective factor is complemented by the objective one in the form of the existing socio-cultural conditions of personality functioning. This is also emphasized by M. M. Pidlisny: "A value is something for which certain efforts are made (to win, retain, preserve), something for which a person lives and acts, which makes him or her improve, which is not only the proper but also the desirable. Values, as a phenomenon of the socio-cultural existence of people and the subjective world of the individual, combine the significant and the proper, the means and the ends, the real and the ideal. Therefore, the whole variety of values is located in a multidimensional axiological field from the highest absolute spiritual values - ideals, which are proclaimed as the goal of individual and social development, to socio-political and utilitarian (material) values, which are normatively significant means regulating the relationship between the individual and society" (Pidlisnyi, 2020). The understanding of value as a reflection of objects and phenomena in determining their significance for the subject inevitably leads to the question of the existence of deterministic relations between the subject and the object of cognition. It is in these dimensions that the process of applying a value-oriented approach to determining the motivation of human activity is formed. This makes it possible to cognize objective reality more clearly and reliably and to organize the activities of the subject of public administration more effectively.

If we consider the process of forming the motivation for legal activity, we can conclude that legal values in it realize their role as a phenomenon of the spiritual order, despite the fact that being inherently legal, they reflect certain legal phenomena that function objectively. Here, legal values act as a regulator solely as a manifestation of the subjective side of human activity.

Interpretation of the essential characteristics of the process of formation of value-oriented phenomena of a personality aimed at developing a stable understanding of legal processes taking place in specific conditions cannot but take into account the state of consciousness of the subject of law, as noted in particular by the national legal scholar I. V. Kravtsov in his study: "The consciousness of the subject of law is directed to values as an object, which results in the formation of permissions and prohibitions, obligations and responsibilities, and other legal institutions" (Kravtsov, 2017). However, in our opinion, it is inappropriate to interpret these processes exclusively by appealing to their subjectivist nature, i.e., to absolutize the exclusively rational side of the process of cognition of objective reality, especially when it comes to legal phenomena involving the activity of a socialized subject whose behaviour is determined by law. After all, in this case, the

subject is forced to proceed in his/her activity from the norms and rules of behaviour established in society and enshrined in law, which are fixed by social factors and function within a clearly defined system of social regulation, including purely legal regulation.

If, within the framework of the value discourse on the issues of motivation of a person to a certain type of activity, we determine the priority categories which make it possible to comprehend the essence of motivational processes, then the category of "value orientation" should be clearly included. It should also be emphasized that in the value discourse on the problems of forming the motivation for legal activity among researchers of axiological trends in law, attention is paid to the problems of value relations as a reflection of the value orientations formed in society. For example, A. V. Matviychuk believes that "a value attitude to law implies a stable conscious conviction of a person about the special significance of law and is accompanied by a high motivation for life activity based on the ideas of law (justice, freedom, equality, humanism). The result of such activity can obviously be considered the actual creation of a legal and democratic state by one's actions. At the same time, the practical operation of the values of law and the corresponding value orientations presupposes a developed value intelligence" (Matviychuk, 2021). Nevertheless, among the large number of values that manifest themselves in terms of determining the properties of objects and phenomena to meet the needs of a person, legal values occupy an important place.

Formed in conditions of determining regulatory means of controlling one's behaviour in the context of understanding social phenomena, and comprehending essential characteristics and properties, legal values primarily fix social objects and phenomena. The same position is supported by the domestic legal scholar Y. S. Gromovyi, who believes that "legal values determine the goals of legal regulation and act as the driving force behind people's legal behaviour and criteria for assessing the effectiveness of legal norms expressed in legislation" (Gromovyi, 2019). It should be noted that analysis of the phenomenon of legal values makes it possible to assert a trend toward their development in a temporal dimension, taking into account the characteristics of the type of legal activity existing in society.

It should also be noted that value-oriented motives in the development of legal activity make it possible to identify the basic principles of the functioning of this phenomenon in the context of the formation of social relations. The application of an axiological approach to legal phenomena makes it possible to affirm the existence of a search for "justification of the value of human life based on the perception and assimilation of values that determine worldview and behaviour" (Voitenko, 2022). However, along with this interpretation of legal values, an important place in the study of this phenomenon is given to the question of subjectivity in understanding the essential characteristics of legal values, which, being determined by objective factors defined by a particular society, exist in the form of spiritual constructs, a subjective interpretation by a person of the realities of the world around them. Ultimately, the subjective principle in the formation of personal value orientations reflects the clear position of the individual, which is determined by their personal interest in satisfying their needs, which motivates a specific position in their behaviour. However, when it comes to the socialization of the individual, personal interest takes a back seat, and the assimilation of the rules, norms, and standards of interpersonal interaction existing in society becomes a priority, the problem of the formation of value orientations under the influence of existing social relations becomes relevant. It is this position that argues for the importance of the legal factor, which in its concentrated manifestation reflects the peculiarities of the functioning of the social environment appropriate to the existing concrete historical conditions.

The formation and realization of motivation in the interaction between the individual and society is a complex process that includes both individual characteristics and the influence of external factors. When considering the characteristics of human activity, it is impossible not to note the importance of a number of factors that determine this process. First and foremost, these include motivation as a phenomenon determined by both internal and external conditions that cause the formation of grounds for the emergence of situations in which the whole set of human needs and desires is realized. In this case, we are dealing with the realization of basic intentions aimed at supporting and controlling personal life activities and motivating action to ensure this.

Motivation should be considered a condition that compels action and the achievement of goals set by a person, so this phenomenon should be recognized as the ability to determine the main aspects of the organization of human behavioural activity, especially those responsible for the implementation of certain actions. Since a person has certain needs and desires and therefore forms specific goals that they strive to satisfy, motivation acts as a kind of driving force that stimulates a person to act in a given direction. According to researchers of the phenomenon of motivation, it should be viewed as an incentive to action, a psychophysiological process of behaviour control, and a set of factors that determine human activity. O. I. Penkova draws particular attention to this factor, which determines the essence of the phenomenon of

motivation, noting that "an essential feature of motivation is its effective nature, its organic penetration into various manifestations of activity and behaviour. This activity arises on the basis of the unity of consciousness and real behaviour, determines human activity, and constructively influences the achievement of important, personally significant, and socially relevant goals" (Penkova, 2020). If we consider human needs to be the main driving forces of motivation, then it should be emphasized that they are the main reason for stimulating actions aimed at satisfying them, and the interaction between needs and motivation must be considered an important aspect of understanding human behaviour and forming effective strategies for achieving personal and professional goals.

Needs are the main driving forces of human motivation. They create internal discomfort, stimulating a person to take action aimed at satisfying them. The interaction between needs and motivation is an important aspect of understanding human behaviour and forming effective strategies for achieving personal and professional goals. In this regard, N. D. Getmantseva, a domestic researcher of motivational mechanisms in the field of labour activity, notes the following: "Awareness of a need and the emergence of interest lead to an internal impulse for an employee to take specific action aimed at achieving a goal. In general terms, this process can be defined as the emergence of a motive. Motives arise, develop, and form on the basis of needs, but they are relatively independent since needs do not determine the set of motives, their stability, and strength" (Getmantseva, 2024).

It is also important to emphasize the existence of two types of motivation, each of which is characterized by specific features, is used for a specific purpose, and has its own specific tasks. According to domestic researchers of human motivation issues, these types have a real impact on both the effectiveness of activity and the state of the personality itself. This classification of motivation, which reflects two sides of the formation of activity directions, captures the specifics of the influence of certain circumstances (internal, subjective, and external, which are determined by the environment, primarily social factors). "High job satisfaction is possible when internal motivation prevails", says T. Matienko. "If external motivation prevails, then work becomes simply a means to achieve something, not an end in itself; it acts as a duty to external circumstances, as the price for acquiring the goods necessary for a person. If internal motivation is a source of human development and stimulates the improvement of professional skills, then external motivation focuses on purely personal interests (goals), suppresses collectivist aspirations, and leads to alienation from the collective. External motivation does not adequately stimulate professional development, turning work into an activity that is performed under the pressure of external necessity" (Matvienko, 2019).

Motivation is the driving force behind the development of an active personality, whose activities can have a real impact not only on personal characteristics but also on objectively existing relationships that unfold at the social level. At the same time, it is worth noting that attention should be paid to the opportunities that a person's motivational abilities open up, not only to regulate their activities but also to interact with a socialized and objectively functioning reality within the framework of its improvement and subordination to the requirements of the basic needs of the individual as an active social subject. This kind of position clearly demonstrates the interaction between the individual and the social environment.

As already noted, the basis for the formation of an individual's motivation to perform a certain type of activity is their needs, the perception and reflection of which form certain behaviour, and here we are talking about creating conditions under which the possibilities of an individual are maximally realized.

The determining trends in the development of an individual's motivation to act reflect the existing changes in the internal and external factors that influence this motivation. When talking about an individual's internal motivation to act in a certain way, it is worth noting the individual's desire for self-improvement, which is determined by the desire to achieve personal goals and realize one's potential. That is why the importance of internal motivation, which is associated with a person's satisfaction from the very process of activity, becomes relevant.

It should be noted that a person's internal, subjectively determined motivation for certain actions, which reveals the peculiarities of behaviour caused by certain circumstances, cannot but be determined by a number of factors. As we mentioned above, a person's internal conviction of the need to satisfy their priority needs and realize their basic personal interests is important. A person's needs stimulate them to engage in specific activities, and if the activity corresponds to the person's interests, they will be more motivated to perform it, which will contribute to the achievement of clearly defined goals and the desired result.

In general, the subjectification of the motivation process means that motivational processes become more individualized and oriented toward the personal needs, values, and interests of a particular person. Motivation increasingly depends on personal goals and values, as people strive to engage in activities that correspond to their inner convictions and life goals. They seek to independently determine the means of implementation, which is why self-regulation and self-control become

important aspects of motivation, allowing individuals to feel more responsible for their results. Thus, the importance of internal motivation increases when the activity brings satisfaction and meaning in itself. People are increasingly focused on achieving internal satisfaction from the work process.

The subjectification of the motivation process emphasizes the importance of an individual approach to each person, taking into account their unique needs and circumstances in order to achieve the highest level of motivation and effectiveness in human activity.

An important type of motivation is professional motivation. Analysis of this phenomenon allows us to identify the characteristics of motivational tools and measures for their use in the formation of a specific approach to meeting human needs and achieving a specific goal in a clearly defined direction of action. Motivation is a key factor influencing human activity, as it determines the direction, intensity, and duration of behaviour. Motivation determines how a person relates to their duties, what goals they set for themselves, and how effectively they achieve them. Motivation for professional activity should be viewed as a set of internal and external factors that stimulate a person to perform their professional duties, contribute to the achievement of professional goals, and satisfy their personal and professional needs. Motivation for professional activity is a complex of internal and external factors that encourage a person to perform their professional duties at a high level. It determines how actively and efficiently an employee performs their work, contributing to the achievement of personal and organizational goals. Effective management of professional motivation includes creating working conditions that promote the development of internal motivation among employees, as well as using external incentives to maintain their activity and job satisfaction.

Domestic researchers of the phenomenon of motivation, V. Shevchenko and D. Johgan, note on this subject: "Motivation for professional activity, or professional motivation, is the action of specific stimuli that determine the choice of profession and the long-term performance of duties related to that profession, or a combination of internal and external forces that push a person to work and give this activity a direction focused on achieving certain goals" (Shevchenko & Johgan, 2017). In fact, the processes of motivation for professional activity, which are determined by the specifics of its manifestation in specific conditions, cannot fail to take into account the employee's attitude to work, which is characterized by their ability to use their abilities, acquired professional experience, and knowledge. In the context of analyzing the processes that determine the motivational aspects of professional activity, researchers of these issues note the presence of objective and subjective conditions of professional activity.

An important condition for the realization of human motivation is the natural process of combining personal activity with social support and stimulation. Personal activity manifests itself in the formation of personal goal setting, when a person determines their goals based on the priority of their needs, values, and interests, planning specific directions for achieving the set goals and organizing the process of their implementation, as well as in the exercise of self-regulation and control over their actions. In turn, social support for a person in this case depends on feedback from society, represented by management, colleagues, family, etc., which helps to correct one's behaviour and increases motivation. Social support is also expressed in the use of social and material incentives and support from loved ones and colleagues, which helps to increase confidence in one's abilities and motivates further activity. Nevertheless, one cannot fail to note the process of interaction between the individual and the social environment in which they find themselves. This manifests itself in the presence of social integration. Under such conditions, a person is part of a certain social group (family, work team, or community), which shapes their social identity and influences their motivation to act, since interaction with other people, acceptance and fulfilment of social roles and responsibilities influence the formation of motivation. When determining the specific influence of the social environment in which a person realizes themselves, satisfying their needs for social communication, thereby effectively forming themselves as an active part of society, it is necessary to emphasize that such a situation causes specific forms of external motivation to manifest themselves. We note the elements of coercion in the realization of such motivation, the activity of an external factor in prompting a person to engage in a certain type of activity. Ultimately, an important aspect of analyzing the interaction of subjective and objective factors of motivation for activity is the consideration of the essence of the phenomenon of social motivation, which is interpreted as a set of factors that encourage active activity to achieve socially significant goals. Social motivation is in one way or another connected with the problems of determining a person's social status, and their place in the implementation of important processes of social development. In this case, it is necessary to emphasize the presence of a certain set of social needs in a person.

The determining trends in the formation of human motivation, which can be traced in the active interaction of internal, subjective, and external, objective manifestations of this phenomenon, reveal a person's desire to satisfy certain social needs, receive support, earn recognition, and realize their belonging to a group. Ultimately, the content of social motivation involves two manifestations: internal, which depends on personal values, aspirations, and ambitions, and external, which

depends on the reactions of others, social norms, and expectations. It is the interaction of these manifestations that stimulates a person to achieve their goals, thereby contributing to the maintenance of relationships with others and forming a person's identity based on their commonality with other social groups. Ultimately, an analysis of the main aspects of the phenomenon of motivation, both in its subjective form, when it comes to the realization of the aspirations and desires of human existence, and in its objective form, which is determined by social factors, applies to any type of human activity, including legal activity, which consists in ensuring that human behaviour complies with the requirements of the law and legal norms, and includes a wide range of actions aimed at ensuring compliance with laws and legal norms.

Legal entities engage in legal relations, having legal status in accordance with the law. These include individuals and legal entities, state bodies, international and public organizations, and social formations. As noted by Ukrainian legal scholar M. Khaustova, "legal entities, as persons around whom legal relations are formed, engage in legal communication to achieve their practical goals, seeking not only to form their legal relations but also to create a "second nature" — the law. Their interests are not limited to the creation of practical economic relations but also extend to non-personalized legal relations expressed in the law. In these normative relations, subjects of law try to institutionalize their common will, their understanding of how their interaction should be within the framework of achieving their goals. At the same time, it is important that the will embodied in the law is not alienated from them, but remains their will" (Khaustova, 2009). Ultimately, when considering the place of subjects of law in legal activity, it should be recognized that a key aspect of ensuring the effectiveness and implementation of legal regulation is their motivation for this type of activity. An important place in the process of forming motivation for legal activity is occupied by the phenomenon of legal incentive, which is a factor influencing the process of compliance with legal norms and the performance of duties. The authors of the collective monograph "Legal Incentives in the Mechanism of Legal Incentivization" believe that "a legal incentive is not only an internal motivating factor, an element of the subjective side of behaviour, but also an external factor that is embedded in legislation and influences a person from the outside, thereby creating conditions for the satisfaction of their needs and interests" (Kalyuzhny et al., 2013). Thus, this statement emphasizes the understanding of a legal incentive as something that combines subjective and objective aspects of legal activity, thereby affirming its binary nature. If we consider legal incentives as a set of mechanisms used by the legal system to encourage certain behaviours or prevent undesirable actions, we can identify two types of legal incentives: positive and negative, which once again proves the binary nature of the phenomenon of legal incentives. Positive incentives involve the use of means that can encourage certain actions that comply with the law, while negative incentives reflect responsibility and sanctions for non-compliance with the law.

It cannot be overlooked that in domestic legal science, the essence of legal incentives is often considered in the context of issues related to the application of coercive methods and means.

To reveal the essential characteristics of legal stimulation as a type of motivation for legal activity, it is important to pay attention to the functional nature of its implementation. In the context of this statement, it is necessary to cite the opinions of domestic legal scholars I. V. Borshevsky and O. D. Hren: "From the point of view of a functional approach, legal incentives can be considered as a complex legal institution, that is, a set of legal norms that influence the consciousness of subjects with the aim of forming in them stable motives for lawful and extra-legal behaviour. Legal incentives are substantively linked to both subjective rights and legal obligations. The subject is given the right to satisfy their needs and interests by using a normatively established measure of possible behaviour, which allows them to obtain certain advantages over those persons who voluntarily refused to use their subjective right" (Borshevskyi & Gren, 2023). However, it should be noted that the formation of the foundations of legal incentives cannot be carried out without taking into account the processes related to the regulation of social relations.

Moreover, motivation as a specific multifaceted phenomenon cannot exist separately from a person, their beliefs and values, understanding of the meaning of their existence, and ways of achieving goals determined by their interests and set of personal needs. That is why we should agree with the opinion of the Ukrainian researcher of motivation formation issues, N. Fialko, who notes that "motivation is fundamentally human in nature and therefore should be studied from the perspective of social anthropology, at the level of philosophical generalizations" (Fialko, 2021). This point of view justifies the need to analyze motivational issues as particularly important for determining a person's place in the world and their existential characteristics in the context of their interaction with the environment. In view of the above, there is a significant need to define the anthropological dimension of motivation, the essence of which makes it possible to better understand the peculiarities of the influence of motivational processes on the formation of human activity.

When analyzing the anthropological dimension of motivation as an important sociocultural phenomenon, it is necessary to emphasize its unity with the existential problems of a person, since the presence of motivation cannot be conceived in isolation from a person's behavioural activity. In this context, it is important to clarify how a person understands, perceives,

and acts under the influence of motivation. An important aspect of the anthropological dimension of motivation is to clarify what stimulates a person to certain actions, to identify the factors influencing their aspirations and goals, as well as the mechanisms of social and cultural factors that determine the nature of motivational processes. The above shows that motivation should be viewed as a phenomenon that, having deep sociocultural roots, is formed in the process of constant interaction between a person and their environment. The anthropological dimension of motivation can be viewed in the context of reflection on human motivation through the prism of anthropological principles and approaches. It is important to emphasize that motivation is not only a psychological aspect but also a phenomenon with deep sociocultural roots that are formed in the process of human interaction with their environment. The anthropology of motivation takes into account various aspects of human life, including social, cultural, psychological, and biological aspects. It helps to understand how motivation is formed in different cultures, what values and norms influence motivational processes, and how people respond to changes in their environment.

That is why the analysis of the essence of the anthropological dimension of motivation should be carried out taking into account sociocultural contexts. First, the cultural context of this phenomenon is based on cultural diversity, which leads to the formation of certain unique values, norms, and traditions in a given environment, which can differently influence what is considered the basis for personal motivation. Second, an important factor determining the anthropological dimension of motivation is the social environment in which a person realizes their life goals, being in a constant state of activity, because it is this factor that reveals the true nature of a person as such, who realizes their interests and reveals special abilities within the framework of their existence. Thirdly, the anthropological dimension of motivation cannot be considered in isolation from the characteristics of its historical context, which is determined by the peculiarities of social transformations, historical events, and cultural changes taking place around the person in the surrounding world. Fourthly, although the definition of the essence of the anthropological dimension of motivation emphasizes sociocultural aspects, biological factors manifested in such scientific concepts as genetics, physiology, and neurochemistry cannot be ignored. It is also worth noting that motivation as a phenomenon is considered taking into account the existence of different levels of organization of the personality as a subject of motivational processes, which influence both the social qualities of the personality and its mental characteristics (perception, memory, thinking, imagination, etc.), which reveal the intellectual and emotional-volitional spheres of the personality.

In defending the principles of the dominance of specific trends related to human existence and its essential characteristics in the process of analyzing human motivation for legal activity, it is necessary to emphasize the special significance of the anthropological approach to the very process of understanding the phenomenon of this type of motivation. That is why we can support the opinion of the domestic jurist V. V. Zavalniuk, who believes that "what was rejected in the abstract-theoretical approach to knowledge — the whole person who cognizes — becomes a condition for the possibility of cognition in modern epistemology, and this is the essence of the anthropological tradition in understanding cognition, the subject, and truth, which must be fully realized in the methodology of the humanities" (Zavalniuk, 2023). Thus, anthropological trends can be traced within the framework of the interconnection between human existence and the motivation for legal activity formed by it, which is determined by the influence of the legal system on it, which, in our opinion, can be considered within a clearly defined framework. First, it should be noted that in many cases, people act in accordance with legal norms that relate to motivation as a specific phenomenon of human functioning. Second, people's compliance with legal norms is determined by the phenomenon of justice as a regulator of their behaviour. Thirdly, it should be noted that the social aspect continues to influence legal motivation in the direction of exerting social pressure on the individual. And fourthly, one cannot ignore the specifics of the professional content of human activity, since in most cases the performance of professional duties by a person becomes possible only in conditions of compliance with certain legal norms, especially in law enforcement professions. Thus, legal motivation can take various forms and have various motivational sources, including not only punishment, but also internal convictions, social factors, and professional duties. Ultimately, these aspects interact with each other and form a complex motivational picture that guides people's behaviour in the field of law. To understand and support compliance with legal norms, it is important to take these anthropological patterns into account and use them to develop effective legal policies and measures.

DISCUSSION

Research into the motivation for legal activity in the context of value orientations demonstrates the multidimensional nature of this phenomenon. Values, which individuals interpret through the prism of personal beliefs and social experience, serve not only as guidelines but also as internal drivers of their lawful behaviour. Motivation based on legal values manifests

itself as a form of conscious integration of personal beliefs with the requirements of the legal field. It is within the framework of this integration that subjective interests are combined with objective norms of social regulation, which, in turn, form the basis for legal responsibility, initiative, and socially significant behaviour.

It should be emphasized that the effectiveness of legal activity in the field of public administration directly depends on the awareness of officials of the valuable nature of law. When a public authority employee perceives law not as an external obligation but as an internal moral principle, their level of personal responsibility to society increases. Therefore, motivation in this area should be not only institutional but also axiological – based on a developed sense of justice and a firm belief in the social value of one's professional activity.

In this context, the thesis about the relationship between social support and personal activity is well-founded. The social environment in which a public servant operates is not only a space for the implementation of norms, but also a source of feedback – moral, emotional, and material support. This allows a person not only to perform law enforcement functions more effectively, but also to independently construct personal goals within the framework of universal human and legal ideals.

CONCLUSIONS

Value orientations are a phenomenon that depends on both external, socially oriented factors and internal factors determined by an individual's awareness of the conditions of their existence. This is precisely what necessitates taking into account the functional essence of value orientations as a condition for motivating human activity. Legal motivation should be considered as an element of legal consciousness, which is associated with the value orientations of a person who cognizes legal phenomena and acts in accordance with legal requirements dictated by law as a system of regulation of human activity. The subjective-rational essence of the process of value formation determines their place in the development of motivation for action and cannot be considered without reference to the assertion of the existence of deterministic processes when the subjective factor is complemented by the objective in the form of existing sociocultural conditions of personality functioning. It is in these dimensions that the process of applying a value-oriented approach to determining the motivation of human behaviour arises, which makes it possible to cognize objective reality and organize the activity of the subject.

Understanding the legal dimension of values as a reflection of the specifics of social relations reproduced in the real activities of society confirms the significance of the phenomenon of law as a kind of cementing principle that makes it possible to enhance the effect of existing social factors that determine the nature of interpersonal relations. Motivation should be considered a condition that compels action and the achievement of goals set by a person, so this phenomenon should be recognized as the ability to determine the main aspects of the organization of human behavioural activity, especially those responsible for the implementation of certain actions. Motivation is the driving force in the development of an active personality, whose activities can have a real impact not only on personal characteristics but also on objectively existing relationships that unfold at the social level.

The essential characteristics of motivation for legal activity in the field of public administration are determined by the combination of the subjectification of this process with external factors of a social nature. The subjectification of motivation means that motivational processes become more individualized and oriented toward the personal needs, values, and interests of a particular person. Therefore, motivation increasingly depends on personal goals and values, as people strive to engage in activities that correspond to their inner convictions and life goals. In this context, motivation for professional activity is a complex of internal and external factors that encourage a person to perform their professional duties at a high level. It determines how actively and efficiently an employee performs their work, contributing to the achievement of personal and organizational goals.

Given the above, promising areas for further research include a deeper study of the mechanisms of interaction between value orientations and legal motivation in the context of transformation of the socio-cultural environment. Particular attention should be paid to the analysis of individual and group factors which influence the subjectivization of motivational processes in the field of legal activity, particularly, in public administration. It is also advisable to empirically study the dynamics of legal attitudes of persons in the civil service system and to assess the effectiveness of implementing value-based strategies in management practice. Further scientific interest is represented by an interdisciplinary study of the impact of legal culture, ethical norms and social expectations on the formation of the motivational component of legal professionals, taking into account the conditions of modern challenges, such as digitalization, legal nihilism or institutional distrust.

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CONFLICT OF INTEREST

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Бліхар М.

ЦІННІСНІ ОРІЄНТИРИ ЯК ЧИННИКИ МОТИВАЦІЇ ПРАВОВОЇ ДІЯЛЬНОСТІ В ЦАРИНІ ПУБЛІЧНОГО АДМІНІСТРУВАННЯ

У роботі в межах адміністративно-правового дискурсу досліджено зміст ціннісних орієнтирів як чинників мотивації правової діяльності в царині публічного адміністрування. З'ясовано, що ціннісні аспекти мотивації правової діяльності визначаються перш за все рівнем розуміння важливості тих її параметрів, які повинні фіксувати стан усвідомлення правниками нагальної необхідності формування ознак правової поведінки, що детермінується факторами, які розглядають як пріоритетні у справі задоволення важливих потреб особистості у відповідних конкретно-історичних і соціальних умовах. Обґрунтовано, що в процесі формування правової мотивації як явища, що відображає важливі процеси, які здатні спонукати людину до дії в межах залучення внутрішніх резервів особистого ества, де пріоритетну роль відіграють психологічні фактори, а людина ефективно визначає свою організованість та активність, сприяє діяльному задоволенню особистих потреб, питання формування та реалізації цінностей посідають важливе місце. У межах здійснення аналізу цієї проблеми, констатовано, що цінності як критерії оцінки реальних явищ дають уявлення про те, як саме має бути влаштований світ і якою має бути людина. Вони визначають цілі, яких повинні прагнути й окрема людина, і група чи суспільство; і основні засоби їх досягнення, сенс цілеспрямованої діяльності, та регулюють суспільні відносини й внутрішньо спонукують до діяльності в царині публічного адміністрування. Ба більше, вони не піддаються сумніву та є еталоном й ідеалом для людей, що їх дотримуються. У цьому контексті доведено: сутнісні характеристики мотивації людини визначаються своєрідним поєднанням суб'єктивності цього процесу з факторами зовнішнього впливу, які мають суспільний характер, що проявляється в закономірному процесі поєднання особистісної активності із соціальною підтримкою та стимулюванням. Крім того, відзначено, що правові цінності у формуванні мотивації правової діяльності реалізуються як феномен духовного порядку, оскільки відіграють роль регулятора виключно як прояв суб'єктивної сторони діяльності людини. Тобто підсумовано, що цінності формують основні пріоритети діяльності людини, надихають на вчинки, здатні максимально задовольняти потреби людської екзистенції, реалізуючи внутрішнє переконання в правоті своєї поведінки.

Ключові слова: правові відносини, публічне адміністрування, цінності, людина, право, правова діяльність, правомірна поведінка, мотивація

JEL Класифікація: I38, J17, J44, J53