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Department of Economics

(Poland)



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## ФІНАНСОВІ ІНСТРУМЕНТИ СТАЛОГО РОЗВИТКУ ЕКОНОМІКИ

VI Міжнародна науково-практична конференція



Чернівці  
2024

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До збірника включено тези виступів науковців, представників органів місцевого самоврядування, студентів, присвячені розв'язанню проблем досягнення стабільного розвитку економіки завдяки використанню фінансових інструментів.

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Norway

### **SOFT GIRL AND A YOUNG MAN'S DREAM**

“First of all, there is the dream and the will to found a private kingdom, usually, though not necessarily, also a dynasty. The modern world really does not know any such positions, but what may be attained by industrial or commercial success is still the nearest approach to medieval lordship possible to modern man [1, p. 93]”.

In his book, *Theorie der wirtschaftlichen Entwicklung* [2], published 1912, Joseph Schumpeter presents the strongest motivational factor behind economic development. Schumpeter rules out any form of hedonistic desires as a motive behind the kind of type that takes the role of entrepreneur. Entrepreneurial profit is not the motive behind the strenuousness undertaken by the young entrepreneur, it is only a byproduct of successful entrepreneurship; the proof that he was right, he succeeded and proved himself superior to others and won the battle, not for the sake of the fruits thereof, but for the pleasure of using his talent and skills [1]. “The successful entrepreneur rises socially, and with him his family, who acquire from the fruits of

his success a position not immediately dependent upon personal conduct. This represents the most important factor of rice in the social scale in the capitalist world [1, p. 156]”.

The cost of labor is an obstacle for innovative development of any industry, both at individual level, company level and for society at large. Successful innovation has the capacity to transform the production process, and no other means can stand up to the dynamic power of creative destruction [3]. “It is also a fact that the chief cause for the large percentage of unemployed in England (perhaps the most virile nation in the world), is that the workmen of England, more than in any other civilized country, are deliberately restricting their output because they are possessed by the fallacy that it is against their best interest for each man to work as hard as he can [4, p. 95]”.

Scientific Management is an innovative method that increases productivity in man and provides economic and social benefits for the individual footman, the company as well as society at large. Innovative methods in the labor function stand against European traditionalism, which constitutes that man does not want to earn more and more money, but only achieve as much as is necessary to uphold the standard of living he is accustomed to. In modern terms, successful entrepreneurs share the common values of living independent lives and contributing to social, and economic development for others and the society, and they are rightfully categorized the elite class [5]. Salary can never satisfy the worker and it is not reliable or sustainable over time. The dream and will to found a private kingdom or take the position of elite class membership is not attainable through labor or capital profit, but only through entrepreneurial profit.

Nevertheless, not only young men are driven by their will nowadays; likewise, many women, especially those in Generation Z (born 1995 - 2010) are also changing the cultural boundaries and gender expectations developed over decades that have been put on them. They seek their freedom, the right to take control over their decision making and achieve a delicate, care-free, and ultra-feminine aesthetic [6].

Two stereotypes stand against each other; the soft girl and the girl boss [7]. The girl boss is fighting her way up the ladder through degree education, job competition, long working hours, goal achieving, self-care, fast talking and is always alert, heading somewhere, often finding herself ending up where she started, neglecting family life and children.

Soft girl is not a generational phenomenon, it is more a response to previous generations of women and their understanding of success; a new era of women deliberating themselves through social media [7]. The new era is underway, with more than 3 billion views on TikTok [6]. The soft girl culture offers a life of care-free and leisure lifestyle to women. The culture of soft girl era is a life that is pretty and easy. Anyhow, the wish does not stop there. Spending time, money and focus on soft girl lifestyle asks for a solid basis of financial platform. Soft girl women have seen their mothers and grandmothers being exploited by the overall system of the modern society, leaving them exhausted, due partly to their lifestyles to fit into the norms of the day. Mental health issues, eating disorders, poverty and general instability are only some of the consequences women are facing as response to the principles of the society at large. Young women are aware that hard work is not sufficient to achieve a soft girl standard of living.

The wish of the soft girl makes her look elsewhere to achieve what she wants. Taking care of the home, the partner and family, the lifestyle called stay-at-home girlfriends and tradewives reflect a life in simplicity and coziness. Family life based on a solid financial platform will provide what is needed, both for the lifestyle and quality of life. The question is not whether women representing the culture of the soft girl era are ready to reach their goals, but rather if tradition, superstition, general resistance, and political and economic principles are effective barriers to the transition. Caring for others at home and not working for others outside the home might have positive influence on birth rates and quality of life.

We have seen a global declining birth rate over a period of time. Stress, outdated principles of success, factors of competition, achievement mentality and

other destructive elements represent an unfavorable impact on reproductive capacity and birth rate.

Soft girl culture embodies a different value and a new definition of success, family success. Recent developments offer a wide spectrum of opportunities for soft girl culture. Work-life balance, Covid 19 aftermath transitory effects, work-from-home, work-from-anywhere, innovations in high-tech communication, and not to mention the new aspirations in young women`s attitude towards the meaning of life.

Soft girl culture is not a return to previous cultural and political periods, like the 1950`s and its similarities throughout history. Soft girl culture may represent a giant step into the future, but its barriers must be defeated. There are many unsolved questions, and the financial challenges are our main interest. Without fundamental changes in political and economic principles, wages are not sufficient to take care of the soft girl culture, neither for the young woman herself nor for the husband when he is the breadwinner of the family. Entrepreneurial profits can be a very good solution, and perhaps the only one.

We are dealing with two kinds of motivated individuals, the soft girl, and the young man. If they undertake a joint journey through life, their goals may become a reality, and their common achievements will have the potentials to create benefits not only for themselves, but also for the community at large.

Democracy must be maintained and developed, and innovation is a process of continuous refinement of the economic system that creates the conditions for society at large, undertaken by free and brave individuals in a never-ending progression.

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