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ПРОБЛЕМИ НАУКИ ТА ПРАКТИКИ»

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Joseph A. Schumpeter writes in his book *Theorie der Wirtschaftlichen Entwicklung*, 1912 “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 rise in the social scale in the capitalist world. (---) and this business is usually carried on further by the heirs on what soon become traditional lines until new entrepreneurs supplant it” [2, p. 156]. Schumpeter underlines that the stimulus of striving for profit, but only as a proof of success, is the mechanism’s driving force, and cannot be inherited.

The third generation of the successful entrepreneur is back where it all started, indicating the truth that there are three generation from overalls to overalls, and so it may be. The market competition forcibly changes the position of established enterprises and gives space for new enterprises. Striving for profit as a stimulus is a human desire. Human desire is the driving force of economic development, and is expressed in Schumpeter's text as motivation, based on three factors; the dream and will to found a private kingdom, the will to conquer, and the joy of creating [2]. Family can easily be incorporated in the motivation factors of Schumpeter, and the desire of the entrepreneur.

The entrepreneur wants to enjoy the comfort and pleasure of family life, and when he is gone, secure the survival and continuation of his enterprise and fortune. This fact might very well be the strongest incentive for the entrepreneur in matrimonial questions. Based on religion and

tradition, family is one man, his women, his children and all his belongings. Today, as well as through history, there are many assumptions and practices of family. A family is understood as a group of people based on relations [3].

The family group might also include relations not only with people, but also with animals and objects. Nuclear family, cohabitant family, matrifocal family, single-mother family, single-parent family, extended family, family of choice, blended family, monogamous family, polygamous family, parental same-sex family, Swedish family and Dutch family are only some of the more common constructions of family that exist today.

Each type of family is supposed to meet specific needs and desires of the group of people living in that particular family. It is worth noting that the family as a concept is used in a variety of activities, not necessarily based on a religious or traditional pattern. The Swedish furniture distributor IKEA has long offered its customer membership in what they call IKEA Family, a pure marketing concept, many religious TV channels declare membership in the church as a family, and several other religious systems, market-oriented organizations, and pure businesses could be mentioned.

Family values include traditional and culture values, controlling the family's function, structure, beliefs, roles, attitudes, ideas, education, economy, childbirths, socialization and family support, intimacy, trust, comfort, pleasure, protection and satisfaction. The breadwinning parent is typically the man, while the role of homemaking parent is dedicated to the women. As family throughout history has occupied itself with production, in both agrarian societies and industrial societies, the family of the entrepreneur, however does not involve in any kind of production on behalf of the entrepreneurship; that is the business of the entrepreneur himself and cannot be delegated to anyone. For every family, regardless of time or culture, protecting the family is the overriding task, and is performed by the man, especially the entrepreneur. There

are many dangers that threaten the family; the market, religious systems and the state, and these are of specific attention to the entrepreneur.

Family unit is the oldest system and human structure in the world. No organization, police, state, religious system or any other construction is older than the family. Family as a system has overcome every obstacle throughout history, is considered the fundamental human unit, and benefits from special protection by the United Nations Declarations of Human Rights, articles 16, 17, and Article 8 of the European Convention on Human Rights. Interference in privacy, home and family shall not take place, and everyone has the right to protection of the law against such interference or attacks, according to article 12 of the United Nations Declarations of Human Rights. This kind of protection from the international community is not obvious. Early Greek philosophers as Socrates and Plato have advocated the abolition of the family, arguing that a just city is one in which citizens have no family ties. Early socialist writers in the nineteenth century developed theories to explain the cause and effect of change in family structure and function that is still in power today. In the 1960s and 1970s, in the Western world, both the market forces and the state attacked the family.

Governments and the market forced women out of the family to do work in the industry, in the bureaucracy, in the healthcare system, in the education system, and today family women fulfill all kinds of jobs in the labor market. This major change has taken place in coverage of equal rights. The fact is that women do not have equal pay or rights in the labor market. The truth is that the political assumption is that when family women take on a job the family as a whole can contribute more tax. More taxes means more power for the political system, and thus more direct control over the family unit. Family women under control of the employers, whether private or public, are more exposed to propaganda, threats, harassment, discrimination, racism, abuse and violation that directly affect women's life and cause damage to family harmony. The political boss has largely overtaken the control of the family by at-

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