

## **Institutional and cultural aspects of shaping of the secure business environment**

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**Research methodology.** In the article on the basis of historical and logical approach the conceptual principles of research of the role of institutional and mental constructs in the formation of corporate business environment, in the past and present were substantiated.

**Results.** The article substantiates theoretically the meaning and shows the role of mental constructs in the formation of a secure business environment, as well as proves the need for its institutionalization.

**Novelty.** The result of research proves the proposition that person has no inner nature of the optimization of the results of secure business activity, and also shows that the achievement of this condition is possible due to the influence of external institutions.

**Practical significance.** The article proposes the mechanism for canceling the predatory forms of development (corruption, raiding, tax rebates, etc.) by creating a motivational continuum acceptable to all participants in the economic process.