Problem setting. Negative performance indicators of Ukraine in the world ratings of economic and political development have already become traditional signaling the actual need for significant changes. Solving practical problems of sustainable development of Ukraine, competitive business and development of democratic social and political system under the specific local conditions requires a comprehensive, scientifically grounded consideration of current trends and international experience. Community’s values are a fundamental component of the long-term strategic development vector formation.

Recent research and publications analysis. Results of the study are based on theoretical positions of «Hofstede’s cultural dimensions theory», theory of reflexivity by G. Soros and results of analyzing indicators such as the Corruption Perceptions Index and Global Competitiveness Index.

Paper objective. Determination of theoretical and methodical positions of axiological component influence on the sustainable strategic development of Ukraine.

Paper main body. The study includes comparison of Cultural Value Evaluation Index indicators according to G. Hofstede to the ones of the Global Competitiveness Index by the World Economic Forum and the Corruption Perceptions Index calculated by Transparency International. This approach resulted in selection of data for 75 countries mentioned in all the three sources.

When studying the axiological component of the country’s sustainable strategic development, it is advisable to take into account the theory of nations’ cultural features by G. Hofstede. Its advantages include taking into account various cultural indicators that allow characterizing and describing the dominant value systems of different countries’ representatives, which is related to the level of competitiveness.
and social institution development in these countries. It should be also noted that the study considers the dominance of different countries’ value systems not as a constant, but as a factor of sustainable social development, which can change itself while changing the society. The closest relation between the country’s cultural values, their competitiveness and the corruption perception level is observed within the indicators of «individualism» and «power distance».

The high level of corruption and little global competitiveness index of Ukraine can be explained as a manifestation of the reflexivity theory, «the bias collapse» in particular.

Regarding the competitiveness of Ukraine, we can hypothesize that ideas of competitive advantages formed in the domestic market under the cultural conditions of low «individualism» level and big «power distance» fail in the foreign markets.

Due to the fact that the low level of «individualism», i.e. the high level of «collectivism», restricts the individual’s development by the «united team» (linked with corruption ties) to some extent, it creates favorable conditions for seeming development. Cognitive perception of competitive advantages in the «united team» is amplified by building a power barrier to get isolated from the competitors creating the illusion of competitiveness.

**Conclusions of the research.** Culture and corruption factor relationship was studied for the sustainable strategic development of Ukraine. The most significant affecting factors were identified and their long-term interdependent relationship was revealed. Fundamental directions were determined for further formalization of the relationship between the cultural values and sustainable strategic development of Ukraine.