**Abstract**

The article proposes to consider the important problem of international assistance motivation from a new standpoint of the philosophy of collaboration, based on a socio-cultural approach. Most of studies on this issue are focused on analyzing the consequences of certain motives of the donor for the socio-economic development of the recipient, while we are trying to consider the reasons for the formation of effective motivation.

The determination of a collaborative mechanism – untied aid – is a non–trivial task: according to theory, it is based on altruism, a fundamental socio-cultural characteristic of society, which was not determined before in an inter-country context and the study of which is associated with a number of interdisciplinary discussions. A multi-stage econometric analysis of panel data for 2010-2019 made it possible to identify the measure of individual altruism, and then investigate its role in the formation and growth of untied assistance.

During the analysis, it was found for the first time that the dissemination of altruistic acts in developed economies, i.e., donor countries, is positively influenced by a significant level of civic culture and a high degree of life satisfaction. The differentiation of countries depending on their socio-economic development has shown the natural complexity of the latter's influence and the importance of the difference in its cultural contexts for determining individual altruism. In addition, the importance of such factors as individualism, innovative and technological development and tolerance, which had not been tested before in this context, was revealed.

Regression analysis of untied assistance demonstrated not only the fundamental nature of the culture of altruism at the empirical level, but also uncovered the key role of its determinants – the prioritization of innovative development and the culture of individualism, indicators of high social awareness and responsibility. A comparative approach in testing various systems of equations explaining international aid has detected a "dichotomy effect" of such factors as democracy and economic welfare: most likely, the determinants contribute to the growth of both tied and untied aid. In addition, in the course of econometric calculations, new conclusions were drawn on several matters: the parabolic dependencies of the culture of altruism, the non-locality of the "leader's act" effect in the implementation of untied assistance, the possible significance of the "substitution effect", the "hidden" determinants and the inert field of culture and the expanding radius of collaborative relationships.

The results obtained should introduce a new understanding into the reasons for the effectiveness of some donors' aid and significantly expand the parameterization of donors’ policies in modeling recipient growth. The revealed psychological effects can be used to improve the mechanisms of political decisions regarding donor strategies. Further research into the mechanisms of collaboration should lead to a deeper perception of the collaboration effectiveness.