



Fig. 3. Enterprise resources

References

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BEHAVIORAL ECONOMY IN THE DIMENSIONS OF MAINSTREAM ECONOMIC THEORIES

Behavioral economics is a branch of economic theory that studies the influence of psychological factors on people's decisions in various economic situations. Much attention is paid to situations where people behave differently than predicted by classical economic theory with its assumption of rationality and selfishness[1].

Mainstream economics is a mainstream economy, a collection of knowledge, theories and models of economics taught by universities around the world, which are usually accepted by economists as a basis for discussion.

Contributions to the development of behavioral economics were made by such scientists as D. Kahneman, A. Tversky, G. Simon, J. Cato, F. Heukel, J. Lowenstein, E. Angner, who studied the process of economic decision-making in conditions of uncertainty and risk.

The non-economic content of the assessment and analysis of the economic situation is directly and indirectly reflected in economic sociology, institutionalism, and behavioral economics. According to the authors of theses, this methodological approach cannot be completely separated from the basic economic assessments and the corresponding analysis - that is, at the level of its absolutization.

The level of the ratio of economic and non-economic principles of assessment and analysis of the situation should be compared with the relevant era of analysis.

The mainstream period of classical political economy of the eighteenth and early nineteenth centuries, as the period of the classical theory of A. Smith, D. Ricardo, J. B. Sessa, differed in the transition from the shop, manufactory to factory and factory stage of forms of management. For this period, the demand for labor was naturally high without economic crises, which allowed the classics to conclude on the absoluteness of the self-regulatory nature of the market to ensure full employment of resources.

Thus, the beginning of the crisis really fell on the period of the late eighteenth and early nineteenth centuries, namely: 1788. - economic crisis in France; 1825 - the first international financial crisis; 1836 - stock crisis in England; 1847 - stock crisis in Europe; 1857 - the first world economic crisis, etc [2].

The mainstream theory of marginalists K. Menger, L. Walras, W. Jevons in the mid-nineteenth century. the basis for the separation of non-economic principles of assessment and analysis of the situation. This manifested itself in the development of sociology of M. Weber, institutionalism of T. Veblen, liberal utilitarianism of D. Mill, as a successor of the axiological ideas of Socrates and utilitarianism of D. Bentham.

Manifestation in the theories of non-economic analysis of this period is a derivative factor influencing the producer by the consumer in terms of large-scale machine production and the corresponding increase in productivity.

Consumer behavior in deciding whether to buy or not to invest or not to choose which asset to choose becomes more dominant and, in turn, creates a manifestation of non-economic factors of influence, based on their subjective preferences [2].

It is reasonable to assume that this process was the beginning of the crisis of methodology and classical institutionalism T. Veblen, where the initial category was considered "institution", and a derivative of personality. And its transformation into the methodology of post-institutionalism of R. Coase, where the original is the individual, and the derivative - "institute".

The mainstream period of macroeconomic theories of the twentieth century. D. Keynes, M. Friedman and theories of neoclassical synthesis D. Hicks, F. Modigliani, P. Samuelson should be considered as providing ideas of classical political economy on market self-regulation in crisis situations and exit from them through the role of the state and monetary regulation through two levels. banking system. Economic behavior based on consumer preferences of this period depended on economic cycles, namely projected unemployment, inflation expectations, etc.

The current stage of the mainstream of globalization ideas in its modern forms and the corresponding type of behavior of members of society in relation to economic decision-making by the authors is studied at the methodological level, in particular the evaluation mechanism of non-economic factors in behavioral economics, sociology and institutionalism.

The mainstream theory of the period of modern globalization assumes environmental economics. At the beginning of the globalization period, the authors of the theses assume a period of formation of the first world monetary system - the Paris Conference of 1867.

References

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