

conomic growth if three key capabilities (aims) for a human are not realized. The capabilities comprise: 1) to spend maximally long and healthy life; 2) to gain education, relevant knowledge being necessary for the effective activity; 3) to have access to means of living as a guarantee of a deserved standard of living within human revenues and consumption.

The human development concept is enhanced by numerous scientists in Ukraine (L. Beztelesna, O. Hrishnova, Ye. Libanova, O. Novikova, etc.). Efforts of the Lviv school representatives (S. Zlupko) conduced to foundation of *the ecological concept*: human development is essentially related to balanced combination of spiritual, emotional, physiological, intellectual, and material needs of a human in the dissoluble harmony with an environment. At the same time, a prior factor of human development is spiritual potential of each person and a society in general. It means the degree of human internal freedom, human's capability to make decisions being independent of external influence and an environment, which conduce to comprehensive personal and social development. Spirituality also means ability of a human to independent mobilization of internal power, which is directed towards providing spiritual and physiological harmony, intellectual development, material welfare, and care for an environment of its existence [2, p. 33].

Analysis of modern theories of human development enables to evaluate social prospects of Ukraine and to propose directions of its social policy.

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NANOECONOMICS AS THE ECONOMIC THEORY OF HUMAN BEHAVIOR IN THE GLOBALIZING WORLD

Nowadays, numerous macro and micro economic researches are dedicated to disclosure of frameworks, forms, and directions of economic globalization as a process of internationalization of a national economy and formation of the

global economic space (a system of world economic relations). In our opinion, processes of globalization encompass all levels of economy. Enterprises, economic behavior of which is an entity of various forms of international economic relations, are active participators of international productive and scientific and technological cooperation. A tendency of integration into the global economic space is inherent to development of regions, industries, and sectors of a national economy (meso economy). Under conditions of modern globalization processes, human economic behavior tends to internationalization and integration into the global economic space, which is the basis of considerable growth of the human role in the world economy. Thus, a global approach to modern economy research can't be restricted by macro and mega levels of its application.

In scientific researches a term «nanoeconomics» has a triple definition. Firstly, nanoeconomics is defined as economics of the nanoindustry being a sector of the modern economy related to innovations and nanotechnologies [1]. From our point of view, this approach to defining the nanoeconomics sense discloses specificity of an economic research object, i.e. the nanotechnology industry. It is not a nanoeconomic approach, but a meso economic one (sectoral or branch economy). Secondly, nanoeconomics is defined as economics of individual behavior. H. Kleiner points out nanoeconomics is economics of physical persons: «Nanoeconomics can mean the very economic system being considered from the standpoint of behavior of certain persons (economics of physical persons) as well as a scientific discipline, which examines the behavior» [2, p. 101]. According to this approach, economic behavior of a human in the form of a particular business entity should be considered as a subject of nanoeconomics. As a part of economics, nanoeconomics is a theory of human economic behavior.

Now nanoeconomics assumes the global character. This process actualizes researches of new forms and factors of human economic behavior in the globalizing world. A. Halchynskyi defines: «Globalization is a planetary mechanism, which organically implies, on the one hand, a communicational instrument of interaction «a human — a human» and, on the other hand, a mechanism of interaction of «a human and a society — nature and the biosphere» [3, p. 319–320]. The Internet is belonged to such a «communicational instrument» of the global economy. Owing to the Internet, communication between humans assumes global importance and their cooperation transforms from local one (within a family, a firm, etc.) into global one. Subsequently, there are no organizational and territorial limitations. Therefore, on the basis of the Internet, human economic behavior (nanoeconomics) internationalizes and becomes

a part of the global economy. One of the factors of this process and, simultaneously, its form is development of the new economy of mass collaboration. The new economy of mass collaboration is a system of economic relations regarding production, distribution, exchange, and consumption of various services due to involvement of resources belonged to many persons through the Internet and direct participation of these persons in servicing in the form of producers and consumers of different services. This is nanoeconomics, which assume global nature, owing to the Internet.

Basic technology of the new economy of mass collaboration is crowd sourcing aimed at providing optimal combination and usage of different resources of people (a «crowd») for the purpose of attainment of particular goals, i.e. productive, social, cultural, etc.

The organizational basis of mass collaboration consists of a network principle of building relations through the Internet (an alternative for a hierarchic principle), convenience, and self-organizing of its entities. D. Tapscott and A. D. Williams determine the main principles (ideas) of the new economy of mass collaboration: openness; horizontal (decentralized) organizing collaboration as free exchange of the activity, capabilities, knowledge, and other resources of its participators (a principle of peering, peer-to-peer, P2P); access and an ability to share; globalized collaboration [4].

According to the social sense, the new economy of mass collaboration is:

- an extra-new form of distribution of resources and their efficient usage under conditions of postindustrial transformations;
- global one, since: firstly, owing to the Internet, there is no territorial, organizational, professional, national, and other limitations for human collaboration; secondly, it is a model of involvement of a considerable amount of persons in solving global problems, i.e. economic, ecological, social ones;
- a social innovation being a modern model of self-organizing and effective collaboration of humans in the globalizing world;
- a factor of globalization of the social and economic role of a human and a form of its realization;
- nanoeconomics (human economic behavior), which assumes global nature.

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BEHAVIORAL ECONOMICS: THE MAIN ACHIEVEMENTS AND PROSPECTS OF DEVELOPMENT

During the last decades, there has been shift of emphasis from development of formalized models of human behavior in different cases of choice to empirical verifying these models and indication of a degree of their adequacy to the theory of real validity in economics. This process results in emergence of behavioral economics aimed at enhancement of explanatory capacities of economics, owing to the more realistic psychological basis of economic behavior [1].

At the intersection of economics and psychology, behavioral economics examines «what will occur in an economic system and in markets, where cognitive capacities of particular entities are restricted and they suffer natural difficulties in the process of decision-making» [2]. Such an approach, which enabled to explain a set of economic phenomena contradicting postulates of the neoclassical concept and to make enough realistic forecasts, became very popular. Hence, it is no wonder that behavioral economics departments were opened at all prestige west universities nowadays.

It is worth mentioning that behavioral economics, having proved boundedness of a model «homo economicus» (possibility of altruistic and irrational behavior, incomplete self-control, etc.), doesn't refuse the neoclassical concept. From the standpoint of behaviorists, the latter really proved its appropriateness regarding explanation of many types of economic behavior. Since the concept