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[2], [4], [7], [1], [3], [6], [7]

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- **Shevchuk lena natoliyvna**, candidate of economic
- sciences, associate professor of the department of
- theoretical and applied economics. National Technical
- University of Ukraine "Kiev polytechnic institute".
- **Motivational aspects of the activity in the conditions of**
- **the formation of the global market.** The article is
- devoted to the definition of the main motives in the
- context of forming a single global market and Ukraine's
- transition to a new post-industrial development strategy.
- In article invited to consider the motivation of the human
- activity to the development of knowledge.
- **Keywords:** human capital, motivation, globalization,
- informatization and knowledge.

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