

ABSTRACTS

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ON THE ISSUE OF RATIONALITY AND IRRATIONALITY OF THE CHOICE OF BUSINESS RUNNING SUBJECTS

Structural-level approach in studying the business running system that is viewed as interaction of technical-economic, social-economic, organizational-economic, institutional and basically economic sub-levels, enables us to touch upon the problem of rationality of business choice, on the basis of theoretic ideas of transformed (modified) forms of economic relationships, about their modifications during the process of transition from one level on to the other, modification of the behavior and activity of economic subjects. Development of the inner essence of the economic relationship is given its complete social acknowledgement in the very fact of implementation of business interests of business running subjects by means of business behavior and economic activity.

The author's view of rationality possesses two shades of its meaning. The first is the correspondence of transformed forms with the social-economic nature of the economic relationship. The second one (in case of subject-objective approach) is the expediency, validity of the business activity from the point of view of objective economic interest of the acting subject.

The special problem in the sphere of applying subject-behavioral approach as a subject-subjective approach is associated with the subjective realization of economic interest. Business choice is formed on the basis of subjective individual recognition of social-economic roles, statuses, organizational and institutional norms and establishments that actually function in the actual business running system.

It is strongly recommended to differentiate between the extent of rationality and the problem of «irrationality» of the actions of the business running subjects. In case of limited rationality we should highlight the fact that other conditions being equal, economic interest is preserved to some definite extent as the basis of business interest.

Definite historical motives of business running activity and the forms of manifestations of economic relationships are determined by social-psychological, national and cultural reasons. They are able not only to modify the subject of economic interests and consequently the purposes, making their borders rather flexible, but also to deform them, for example, when the basis of business choice is not economic, but political or moral, or some other non-economic choice. The activity of subjects can be irrational according to economic criterion, but rather rational according to political, moral or some other motives.

