

## ABSTRACTS

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### **ECONOMIC THEORY OF CLUBS AND PUBLIC CHOICE IN THE CONTEXT OF A BALANCED DEVELOPMENT OF SOCIETY**

Decision-making at the state and local levels, in Ukraine have reasonable theoretical basis for the effective implementation of real effective processes to solve current and strategic goals, motivational factors specific power (political, economic, etc.) in conjunction with the violation of the rules of «fair play» sucked into the vortex of society socio-economic, moral and ethical conflict, and were exemplified by today's events in the state (at all levels).

Consideration of public opinion, the mechanism of incorporation of personal (private) and public interest should be based on the implementation of state and issues of life of each community. We can not agree with the opinion expressed by A. B. Dolgin, based on the theory of social choice, J. Buchanan and basing the theory of clubs it's time to focus on developing the capacity for collective action, emphasizing that the primary and secondary capital allocation approach that completion, and warn society about what it would be bad if society does not find a peaceful way to discharge its energy.

Analyzing A.B. Dolgin opinion on the importance of the Internet for the consolidation of society, scientist focuses on what should dispose this opportunity and access to the case, in particular towards its organization, rules and their efficiency. Analyzing the situation (within the revolutionary and military events, and in peaceful opposition to the criminal authorities) in the field (in the regions, cities, districts, villages Ukraine) could not agree with the opinion of scientists who as individuals and collective practices should be required to perfect the rules to which they are subject, at a time when the overall success of any team depends, besides, the composition of the members of a given framework of tools and rules. In the most general form of the ability to act in a group determined by the balance of three factors, including the degree of general interest and recognition of the participants, the power of individual motivation and cohesion and interaction costs.

Suitability of the contract is the result of hard work of people with people, work practice, methodically equipped and persuasive with the results. The most important aspect is the tools and rules of engagement. Hence our reliance on computer automation, all the economic meaning of which is to make the most simple control on the implementation of the rules. Club net present itself as the highest form of social network and become a new stage of evolution of the Internet, as evidenced by the ability of users to study online network, on occasion, to rally them around a certain idea or a specific event. The events of recent months in Ukraine as its capital, and in some regions, cities, towns, marketplaces confirm the practical value expressed in economic theory of clubs and social choice statements.