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MATRIX OF POSTULATES OF NOOSPHERE CIVILIZATIONAL TRANSFORMATIONS AND ECONOMIC BEHAVIOR: CORRECTION VECTORS

Summary

It has been proposed a methodological and methodological basis for identifying and implementing directions modification of the economic behaviour of subjects of the economy's the real sector and their decision-making practice based on the generalization of existing studies of behavioural economics, their practical results, a successive in-depth studying, additional research and system-analytical situational processing. It has been suggested step by step plan appropriate priority practical measures on this basis. In particular, these are ways to create an information-communicative and mental-psychological atmosphere of transition from repressive-fiscal to supportive-developmental paradigm; introduction of convergent-integration dominant in economic thinking of personnel of all levels. Based on generalization of existing researches of behavioral economy, their practical results, further in-depth study, additional searches and system-analytical situational elaboration the methodological and methodical basis of revealing and realization of directions of modification of economic behavior of subjects of real sector of economy and practice of decision-making is offered.

Keywords: economic behavior, behaviorism, behavioral prejudice, principles of noospheric scenario, informational culture.

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