



**Рис. 1. Последовательность этапов конкурентного рейтинга и оценки**

Последовательность этапов является дефинитивным, и ее изменение негативно отражается на работоспособности системы анализа рыночной конкурентоспособности и кредитоспособности в интеграции с “Balanced Scorecard Method of Analysis” (Рис. 1).

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## **THE ANALYSIS OF EXISTING THEORIES CORRELATED WITH MODERN ECONOMIC SCIENCE**

The most developing dynamic sectors of modern economic idea – institutionalism – has identified and scientifically substantiated a number of new features of human behavior in the implementation of economic and economic activity. Subject and methodological developments of institutional economics led to make sound conclusions that not market but institutions influence on the effi-

ciency of resource allocation, economic development, allocation of resources among economic agents.

The proposed new institutional theory of the conceptual apparatus (institutes, institutions, organizations and systems, and limited organic rationality, opportunistic and rent-seeking behavior, the costs of ownership rights, positive and negative externalities, asymmetric information, incomplete contract) allows to clarify a number of phenomena and processes of socio-economic life from different sides, including economic behavior in various environments, as compared with classics and neo-classics.

Methodological boom in economic science, ongoing the third decade, is explained by O. Ananyin with the presence of "insatiably demands of economic community in self-reflection, if not to tell, in self-identification" [2]. This fair comment was made in passing in the context of the expanded review of a monograph by M. Blaug [3], the chief editor of "Journal of Economic Methodology". But exactly this radical direction of the theory and methodology of economic idea are read between the lines.

K. Polanyi [4-5] and in a more extensive form of D. North [6] suggested that the system of institutions and institutions of each exact society forms a kind of an institutional matrix that determines the fan of possible trajectories for its further development. In the most general form the matrix indicates an overall frame, scheme, some original, primary model, the form that leads to further reproduction of something. In this case, it means that the present development depends on the previous path of development.

Taking into account the importance of the institutional matrix for understanding the history and prospects of development of states, based on the study of modern transformation period in Russia, its history, and also ancient and modern history of Western Europe, Southeast Asia and the United States, S. Kirdina developed the concept of institutional matrices [7].

By S.G. Kirdina, institutional matrix provides for an interconnected functioning of basic social subsystems – the economy, politics and ideology. The various institutional systems governing the life of ancient and modern societies are based on one of the two institutional matrix – the eastern and western. Such a determination, on the one hand, relies on dual oppositions "East – West" which are well-known in scientific circles and used to characterize the specificity of social structures. On the other hand, this definition is neutral in the evaluation plan.

Partial confirmation of these conventional opinions can be found primarily in the works of K. Polanyi. Based on the results of numerous studies, C. Polanyi confirmed in strict manner that economic theory created by Adam Smith, which is based on market institutions and mechanisms of supply-demand-price appro-

priate to it was no more than common sense in relation to reality surrounding him. [5, pp. 6-7].

Another type of economic systems, other than market, was called redistributive economies by K. Polanyi. The physical movement of manufactured goods and services to the center where they then re-passed to economic subjects are dominated in redistributive economy.

An institutional theory of economic development of Russia, proposed in the early 90-ies by O.E. Bessonova, a representative of Novosibirsk economic and sociological, school is considered to be an answer this challenge. The basics of the concept which was called "the theory dispensing economy" by O.E. Bessonova, described in work [9].

In support of a principled approach by S.G. Kirdina about the existence of two types of institutional matrices it has already been said in the work[10] that: a) the structure of the matrices themselves is somewhat different, and b) in any society there is no only one institutional matrix in its pure form of the two identified, but there is a collection of both types.

Economic ethnography (in other sources – Economic Anthropology) – a scientific discipline, which is a border between ethnography and economy. The subject of its study are, firstly, the relations of production of primary and foreclass societies (ie, the transition to class), and secondly, the economy of the peasant community. Moreover, in determination of the subject of the study the attention is focused on primary and foreclass societies their relationship with the peasant communities are veiled and any contact with households is not mentioned.

In contrast to the formalists, substantivists insisted on the existence of qualitative differences between "primitive" and the capitalist economy. Accordingly, they aimed to establish the special theory of "primitive" economy, different from the formal economy, which they regarded as a theory of exclusively capitalist (market) economy. Unfolded discussion in the 50-70-ies demonstrated the untenability of formalistic approach to "primitive" economy. But substantivists, despite some positive contributions, could not create a scientific theory of "primitive" economy [11].

It appears that the economic ethnography deserved a place in the history of economics and economic science as a whole for the following reasons.

For several centuries until the present time two types of economic agents were studied intensively and systematically: the firm (production), the state and the market. Moreover, consumers was seen as the "link" to the market. But common sense and research results of the last decade shows that consumers are more tied to the household as the subject of economic activity than to the market. Consequently, these two types of economic entities operating on non-

market laws have an interest to economic science, combining "primitive" old economy with a modern economic activity.

Diachronic social ties between the "primitive economics of ancient and modern economic systems pass through the institutions of family and peasant farming. The thesis of the neutrality of the market price and its informational function, on the one hand, and not neutrality of the institutions (traditions, customs, beliefs) on the other hand, calls for focus on those subjects of economic activity in which not neutrality of these institutions, as well as the irrational behavior of individuals is preserved to a greater extent. This is referred to domestic and agricultural farms. Thus: the theoretical foundations of economic science can not be created without regard to economic history; economic history is closely linked to economic ethnography; the so-called "archaic" economy is firmly embedded in the way of the modern household and economic activities.

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