

ECONOMIC BEHAVIOR AND ENVIRONMENTAL ETHICS IN THE CONTEXT OF SUSTAINABLE DEVELOPMENT

Olena Fomina¹, Olena Zyza^{1*}

¹Educational-scientific Institute of Economics and Entrepreneurship, Donetsk National University of Economics and Trade named after Mykhailo Tugan-Baranovsky, Tramvainaya Street 16, 50005 Kryvyy Ryh, Ukraine

*e-mail:ziza@donnuet.edu.ua

Abstract

Economic behavior is the goal-oriented activity of an economic entity, regulated by the criterion of profits maximizing. The interaction of the main subjects of social interaction through the prism "human ↔ nature ↔ society" is considered. It was found out that the peculiarities of the key micro-, meso- and macro-level entities behavior, the producer and consumer, the employer and employee, the state and the individual assume different benefits, maximize utility from the economic resource use and recombination. In this process must be taking into account the environmental component. The characteristic of economic behavior is considered through such factors as rationality, pragmatism, exchange efficiency, morality, and environmental ethics.

The micro level of economic behavior presupposes the interaction of people, while using the nature gifts to satisfy their lower, physiological needs - the level of interaction "human-nature". To satisfy his basic needs a human uses the direct gifts of nature, which do not require its resources significant transformations. Biological unity and equality of all living organisms is the law of nature, the basis of partnership. The meso level of economic behavior is viewed through the prism of "human-society". This is due to the fact that a human cannot exist in nature alone, to survive people unite in societies and carry out joint activities. Definitely the development in this vein crystallizes the problem of economic behavior. Economic behavior is characterized by such attributes as rationality, pragmatism, the equivalence of exchange. Rationality is considered as an activity based on experience that assumes reasonableness, meaningfulness of decision-making under the prevailing conditions, in conditions of boundless human needs and limited natural resources and their fullest use. Rationality of behavior at the level of "human ↔ society" is formed under the influence of relevant social norms and organizations, structuring and guiding it. The macro level implies the interaction "human ↔ society ↔ state". It should be considered that nature acts as a producer of goods to satisfy human needs, i.e. consumer, thereby transitioning to the level of "society ↔ nature". And it is at this level that there are such entities as enterprises and the state that directly influence on the economic behavior of a person in the prevailing existence conditions. Economic development of the state depends on the norms that regulate the behavior of an individual person, personality. The person economic behavior depends on the norms that are hauled down by the state, and the methods for their implementation.

The economy should ensure the development of the most effective, from economic point of view, standards that facilitate the implementation of economic relations. Qualities such as honesty, responsibility, diligence are positive for the person not only from the moral and ethical point of view, but also from the economic one, as they promote the development of an effective economic system, by means of innovative activity through the creation, transfer and application of innovations.

Key words: *Economic behavior, Environmental ethics, Sustainable development, Systemic transformation, Morality, Rationality, Pragmatism.*