

ABSTRACTS

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MATERIAL WEALTH IN CATEGORY OF GOODS VALUE AND UTILITY FOR ACTORS IN MODERN ECONOMIC RELATIONS

Changing the paradigm of industrial relations led to a redistribution of value structure towards increasing its layers of value added component - namely the part of profit and expenses that are not directly lead to the growth of utility to the consumer.

In conditions, of new post-industrial production relations formation not only positive trends arise, but contradictions increase as well. The meaning of contradiction determines by the question “for whom?” – for consumer or producer product is useful. This key idea express itself in the contradiction between those economic agents who creates value and that who receives rent from it – expansion of utility. The situation when the utility level of wealth through its embodiment in product utility increases for manufacturer and decreases for consumers, becomes more usual. As a result, there is a constant struggle of producer and consumer interests, that reflected in reality through supply and demand.

The formation of value in modern commodity production and the phenomenon of material wealth usefulness is examined and identified. In conclusion, we set that running of modern processes is ambiguous and contradictory, caused by the deep fundamental changes in economic relations and entire social production of society. This paradigm shift provoked by becoming of post-industrial society. As all transitional periods, current period has some contradictions one of which reveal itself in demand stimulation by the producer. We should search solutions in harmonization interest of all members that take part in transformation processes currently.