

THE VALUE SYSTEM AS THE BASIS OF FORMATION OF THE STAKEHOLDERS' ECONOMIC INTERESTS AS A VECTOR OF ECONOMIC EFFECTS FROM THEIR IMPLEMENTATION

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Because of a high degree of uncertainty and market rapid changes, the modern economic life is characterized by a variety of interconnected and interacting interests. They form a unified system, each element of which is a form of public expression and development of economic needs of the stakeholders, which economic interests are realized through the achievement of specific economic goals, which express the measure of satisfaction of the economic needs, whose range is formed by the system of values inspired by the urgent challenges of time and evolves according to the stages of economic relations development.

In light of this, to improve the effectiveness of the whole economic system of Ukraine, it is important to provide a complex interaction of stakeholders of all three market interaction parties, which will allow them to improve economic results and ensure the effectiveness of their interaction.

Instead, the weakness of condition of any side minimizes efficiency of others and efficiency of the whole economic system.

That is why the Ukrainian economy needs an integrated approach that will optimize the interaction of all three participants of the economic process (Producer, Consumer, and Government) and in this way guarantee the efficiency of the economic system.

In turn, the triad of driving forces of the functioning of stakeholders of the economic system, which defines their behaviour and allows predicting the possible results of their cooperation, are the values, goals, and interests. They stipulate a character and content of the economic needs, the object of which is a result expressed as the economic effect from their satisfaction.

Hence, the purpose of forecasting effectiveness of the economy as a system caused by the changes in the results of economic activity of all market stakeholders determines using in the process of modelling of economic relations the principles of trialectic theory, which is the cognizing method of the harmonious development of the economic system.