

MONEY SYSTEMS MULTIPLICITY AS INSTRUMENT OF SES INSTITUTIONAL ELEMENT HETEROGENIZATION

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Research methodology. Methods: ascensions from abstract to concrete, structural-functional analysis – researching the place of institutions of the money systems within the hierarchy of institutional architectonics foundation; dialectical unity and struggle of opposites – researching institutional meaning of money; analysis and synthesis – describing institutional forms (gift, unnecessary expenditure) of fundamental institution of reciprocity.

Results. Institutional component heterogenization criteria of socio-economic systems (SES) are determined by application of combination within SES institutions based on opposite social orientations (collectivism/individualism) and fundamental institutions of reciprocity, redistribution and exchange. Mechanisms ensuring heterogenization of the systems of money circulation as an element of the institutional systems within the hierarchy of foundations of institutional architectonics of SES (presence of the structured complex of derivative institutional formations ensuring integration of elements related to different institutional matrices) are presented; parallel use of money as a mediator in movement of amenities at redistribution, exchange, reciprocity relations (gift, unnecessary expenditure) is shown; multiplicity of parallel money systems rooted in their institutional nature is explained; parallel existence of elements of preeconomic (archaic, natural – private household), economic and posteconomic management forms in SES is described. The heterogenization foundations of glam-capitalism model on the basis of the purposeful formation of differences in motivation of consumer behaviour (virtual social image formation) and producer behaviour (gaining additional economic profit) are revealed.

Novelty. Mechanisms and criteria of SES heterogenization are offered, money is institutionally defined as formally generalized, depersonalized, understandable and acceptable type of economic process participants' obligations providing possibility to exchange goods on equal terms thus unifying the criteria of social co-operation.

Practical value consists in extension of possibilities of transformation reforms policy by means of borrowing institutions, on the basis of accounting possibilities and limitations of the institutional systems heterogenization.

Keywords: heterogeneous systems, glam-capitalism, money, institutions, institutional architectonics, institutional systems, socio-economic models, socio-economic systems.

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