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ние организационно-экономических и институционально-правовых условий в агропромышленном комплексе не столько продвижения, сколько практики апробации и реализации научных разработок на основе суверенного моделирования оценки эффективности этих процессов в рамках фундаментальных и прикладных научных исследований [4, с. 11].

Возникает необходимость формирования инновационной политики, таким образом, чтобы созданные условия были адаптированы к требованиям «новой экономики», что в перспективе является важнейшим инструментом инновационной модернизации экономики в современных условиях. Вместе с тем, новые информационно-коммуникационные технологии стали современными инструментами отечественных и мировых постулатов [5].

Финансирование научных исследований и целенаправленное повышение наукоемкости ВВП в условиях современных мировых тенденций развития экономики Беларуси, ее конкуренции, базирующихся на международном уровне развития, представляется основополагающим фактором активизации научно-инновационной трансформации аграрного сектора Республики Беларусь. Вместе с тем, проведенный анализ показал достаточно устойчивый рост показателей исследуемой проблемы.

Таким образом, анализ тенденций использования научных исследований и разработок Респуб-

лики Беларусь указывает на необходимость повышения восприимчивости экономики аграрного сектора к инновационным процессам с целью создания конкурентных преимуществ в условиях актуализации мировых тенденций.

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### CONCEPTUAL REPRESENTATION OF MARKET EVOLUTION AND LIMITATIONS OF THE THEORY OF STAGE-APPROACH TO THE INTERPRETATION OF MARKET BASIS OF SOCIETY

#### **Abstract.**

*The article reveals the conceptual reflection of the evolution of the market and civilization may have a single interpretation, which includes the coordination of market development and capitalism as an economic system. In the process of research the basic provisions of the methodological level of research are substantiated. The correctness of the interpretation of market types corresponding to the stage approach is substantiated. The peculiarities of the market of pre-, industrial and post-industrial types are established, according to which the latter characterizes first of all the growing role of social and other criteria of its perfection / efficiency; appropriate change in regulatory policy, productivity growth, production volumes, value, consumption; knowledge intensity; the role of professionalism; change in the essence of the economy, type of production, social conflicts and the role of capital, etc. It is argued that there are some signs of post-industrial type for the domestic market of vegetable products, which tend to increase over time, especially in recent years, market transformations and integration of the industry into the world economic system.*

**Keywords:** market, market economy, capitalism, step-by-step approach, vegetable market.

Numerous studies confirm the fact that market relations in the process of their development and the role of the market in people's lives have undergone constant changes. This complex evolutionary process was determined by the dynamics of such basic factors of economic development as production, economy, market economy, market economy of the capitalist type. Ac-

cording to V. Zheleznov, a characteristic feature of economic development is the complication and expansion of market exchange [1, p. 137].

Hence, we believe that the epistemology of the term should be based on the following fundamental position for the formation of general market theory: civilizational development took place on the basis of a fundamental transformation of the market role, when it

changed from simple exchange the role of the determining factor of socio-economic relations.

From this follows the axiomatic statement that the nature (state) of the market not only means the perfection / efficiency of exchange, but also determines the content of socio-economic relations and the state of society. After all, it is the market economy that has led to qualitative changes in the economic development of mankind, while known alternatives to the market organization of socio-economic relations have been unsatisfactory. As an axiom, we can say that it is the market that provides the relationship between production and consumption; the market guarantees a public assessment of the results of the work of individual producers; the market creates conditions for high efficiency of production and socio-economic relations in general. At the same time, it is through the market economy of the capitalist type that the highest known level of solving the material needs of society has been achieved. At the same time, both the market and the economic system of capitalism continue to evolve due to the presence of internal conflicts, dysfunctions, contradictory development trends, and so on.

Historically, the market has passed the path from its original states, on the basis of which the market economy was formed, and only within the latter in recent history is capitalism or a market economy of the capitalist type formed. In turn, as post-industrial society develops, the capitalist-type market is objectively transformed into a post-industrial one.

Incidentally, as it turned out in the analysis of literary sources on economic theory devoted to the stage of modern history, as well as in relation to the term «market», the term «capitalism», despite the widespread use, has no clear history of meaningful interpretation [2, p. 26].

Thus, the answer to the question of when and what time can be considered the era of the formation of a market economy of the capitalist type is of fundamental importance. Capitalism, from its inception to its ubiquity, has been around for centuries, perhaps millennia. Obviously, this was a long and clearly inconsistent process, influenced by a large number of other factors. There is a term «dotted capitalism» [3, p. 413], which should be interpreted in such a way that the signs of capitalism often (if not always) take place against the background of the functioning, and sufficiently established, of other types of socio-economic systems, which – conditionally – are less developed. It should also be distinguished as separate epoch-making periods of the appearance of certain features of capitalism and the time of its massive, widespread spread.

General author's vision of the category "market" according to universal characteristics and principles of classification. Thus, the market was considered in this case because of such natural characteristics as dialectics, multifaceted, hierarchy, as well as the objective presence of complex forms that are not subject (or only to some extent) to state regulation.

Thus, when we talk about the dialectic of the market, we mean the effect of its constant change over time as the global evolution of economic systems: changing

systems in general – changing market exchanges and institutions that provide it – that is, markets.

In the general context of the discussion, the dialectic of the market is important, first of all, because of the inevitable, global and widespread process of transforming socio-economic relations towards capitalism, which has been and continues to be accompanied by the transformation of the market into modern market instruments. All this is happening against the background of the evolution of civilization in the direction from the pre-industrial to the post-industrial era. This concept allows us to assert the objectivity of the interpretation of the concept of «post-industrial market», so the market, which is characteristic of post-industrial society, as well as markets of other eras and states of economic systems.

The multifaceted nature of the universal market implies that the market can be accurately described by a set of criteria and indicators, which include not only the classification of market exchanges and their intensity, but also the resulting broad other – economic and social – content.

From the above follows the provision on the objectivity of the next characteristic of the market – its multi-criteria efficiency, when it is possible to assess the state of the market only by a set of different criteria and indicators. In turn, this leads to the thesis that the market objectively has different states of perfection (efficiency), which must have a correct interpretation in society. At the same time, there is a potential to increase the efficiency / perfection of the market, as well as the possibility of targeted impact on the market in the plane of the relevant coordinates of change.

Market hierarchy presupposes the existence at the same time in some economic system of different forms and types of market exchange at the same time, which together constitute an economically logical complex hierarchy of subordination and coordination between them.

The different state of the markets and the resulting hierarchy can be explained, we believe, by the fundamental presence of a widespread situation of unequal exchanges. That is – in contrast to D. Ricardo's theory of the decisive role of «comparative costs» in trade between countries [4, p. 674], and hence the universality of the equivalents of such exchange under any conditions – in the world economy there is a massive economic subordination to more powerful national economies (markets) less powerful. The term «powerful economy» can obviously be associated with the result of the influence of political rather than economic factors. Thus, the objective preconditions for the potentially high competitiveness of a particular sector of the economy of a particular country and market can be offset by the political factors under which such a market operates under conditions of unequal exchange. In the future, it will be demonstrated that the market of vegetable products in Ukraine, like others, is in such a state that determines the vast majority of its dysfunctions and limitations. In support of this, it is appropriate to cite the views of V. Zheleznov that the principle of free competition is never the main feature of the market; the author introduces the term «artificial barriers» as one of

the factors of the real economic environment, even under capitalism [1, p. 144].

Thus, the market is a set of forms and species that differ significantly and represent, obviously, some of their systems of socio-economic relations, individual economic systems, ways of life. In this case, the emergence – spontaneous or purposeful – or the creation of new, more effective and – hence – progressive forms and types of exchange was accompanied by the preservation of previously existing forms and types of exchange. That is, we can say that under any socio-economic conditions, the simplest forms of markets have persisted throughout history, remaining by themselves.

Hence, the market should be analyzed under the hypothesis of a symbiosis of different forms and types of exchange, each of which has a social basis. This basis is formed through the identification of groups of agents who consider this sector profitable and more perfect or accessible than others. Thus, each element of the general market structure is based on its own group (groups) of economic agents, which is both the recipient and beneficiary of this type of market and market exchange, which ultimately relies on individual economic cultures due to the specifics of market exchange. This statement is also based on the thesis that never (from the available historical experience) a really functioning market within a certain economy (eg country, region) was a structure of one type on the criterion of a set of indicators that characterize the present market exchanges and functional social-economic consequences of such in society. It is always a combination of different market elements with their own mechanisms, forms and types of market exchange. The ratio of such elements is obviously one of the factors of perfection / efficiency of the general market environment [2, p. 34].

Another conclusion from the interpretation of the essence of markets is as follows: each historical epoch is characterized by its own state and features of the market, where different will be not only forms and types of such, but also criteria for effective market exchange (primarily in terms of public expectations and public impact assessment), principles and laws of operation of such, etc. We believe that this approach is quite universal and characteristic of understanding this institution at all stages of civilization. Hence, as in the Middle Ages or industrialism, the modern stage of developed society requires a description of the post-industrial market as a goal of possible development. Under the «post-industrial market» we understand the system of exchange of goods and services that currently exists in the economic system, which can be attributed to the peculiarities of post-industrial society.

The process of forming a system of global and national markets has taken place historically over the last millennium, while clarifying the key provisions of the theory. Theoretical and practical ideas about the laws and the essence of the market changed quite dynamically due to objective reasons, and the accuracy of theoretical ideas was tested by the frequency and intensity of economic crises in different periods. And just as in the era of the formation of post-industrial society, the question of improving the market base of the economy

of civilization is only gaining new aspects of its relevance against the background of a fairly significant threat of the same crises. This is confirmed by the constant attention to market problems in the EU, the US and other economically developed countries.

In turn, these issues for countries that will be market economies (and these make up the majority of the population and the world) have become without exaggeration fateful. The ambiguity of the question is that, on the one hand, the general theory of the market operates with universal provisions, and on the other – the idea of the correctness of the so-called "national" market models, which would take into account the specifics of each country. How balanced is such coexistence of essentially alternative ideas – economic theory does not provide an unambiguous answer. Therefore, today in a post-industrial society in scientific circles, the issue of market modeling and market environment is relevant and a priority.

The practical content of the question is no less important given the determinant role of the market and market relations in today's globalized capitalist society. It should be noted that the problems of market dysfunction are much more significant for the so-called «third world» countries. It was in these countries that the path of capitalist transformation was chosen at the time, given the successes achieved in economically developed countries. Hence, the question of whether in modern conditions in principle it is possible to implement this path of evolution or whether it is a ghost of quasi-development under the actual economic neocolonialism of the XXI century. This is more than relevant for modern Ukraine, where the prospects for market reforms in the light of recent events remain at least problematic. Given the above, scientific substantiation of the possibility of solving these problems is an obvious priority.

Thus, even in Western economics there is a tendency to revise the conceptual provisions of traditional market theory, especially when considering the problems of «third world» countries. In the mid-90's of the twentieth century. J. Stiglitz [5] substantiated the expediency of the transition from the ideology of the free competition market by recognizing the problem of asymmetry of information in countries with economies in transition. The new approach requires a focus on existing social institutions and the desire to gradually transform them when social and organizational capital is weak. In the context of D. Fournival and D. Bokeh, attention is focused on the so-called «phenomenon of the cult of efficiency», which led to the fact that in a pluralistic economy competition is much sharper and business interests are much more typical than in economically developed Western countries [6, 7]. Hence, the markets in transition economies are a priori «imperfect» (in the interpretation of these researchers), because they are built as economic systems for production, not for social life. I definitely agree with the latter thesis, but the question is the inaccurate use of the term «imperfect market». My position tends to the view of J. Robinson, according to which market imperfection is rather a positive phenomenon, which avoids hypertrophied (so-called «wild») competition in markets that

destroy the entire economic system. Therefore, it is more accurate to use the term «perfection» for such a characteristic of the market in terms of its effectiveness, where the latter is seen as the effectiveness of the market (ie its functionality), projected to public spending to maintain this market. Therefore, in the future the work adhered to the use of the term «market perfection / efficiency» in the above aspect.

The above characteristics of market categories necessitate consideration of their conceptual historicity. One way or another, this can be done on the basis of views on the evolution of the economic system of civilization. In economics, there is a well-known discussion between classical / neoclassical theories and theories of historicism of economic development, which has apparently been going on since at least the nineteenth century. The content of such a discussion involves, on the one hand, an appeal to the universal categories and laws of classical political economy in the interpretation of A. Smith and others, while on the other – the view that such categories and laws have changes in relation to a clearly defined era in which is this society. The latter approach has traditionally been associated with the German historical school, the works of F. Liszt, W. Rocher, K. Kniss, Hildebrandt, and others; Marxism with its theory of class formations and the evolution of society through class struggle also became an interpretation of historicism. As much as in relation to others, the discussion is relevant to the key provisions of market theory. Again, as in other cases, the principle in this case is the relationship of objectivity between the universality of market laws and their transformability in relation to the vector of evolution of economic systems.

Directly in Ukraine during the last market reforms of the 90s of the twentieth century. Academician I. Lukinov emphasized that in each country a specific model of market economy is formed, which is an objective phenomenon given the different internal and external conditions and changing situations, strategic and tactical goals and means of achieving them, resource and other opportunities [4, 8]. The peculiarity of the national model of building a market economy covers not only the processes of reforming production and market structures, but the management system (modern management), economic regulation of stabilization of economic development, money circulation, monetary and financial and credit services under strict legal restrictions free market conditions, based on modern scientific and technological progress and intellectual potential of the state.

The theoretical and applied significance of the works of the German historical school also lies in the statement of the role of non-economic factors. Thus, according to G. Schmoller [9], the so-called «ethical principle» of economic life implies that economic efficiency is determined not only by purely economic but also by moral principles. L. Brentano's theory of high wages known from economic history [10] in unison with the above was based on the need to ensure the highest possible level of satisfaction of employees in society; thus, the perfection of the system – and produc-

tion, and the market itself – provided this social criterion as the main. This clearly dissonates with the thesis of classical political economy.

In our opinion, the factor of socialization of the market economy is due to the social essence of the market economy, its institutional content, the influence of which grows with the development of countries in the era of post-industrial society [3, 11]. It should be emphasized that the features of traditional (political-economic) models of market economy were created mainly by evolution as a result of spontaneous self-development of the system. However, it should be assumed that socialization does not belong to the built-in logic of the functioning of the market economy. The emergence of socialization as a mass phenomenon is obviously dictated by the fact that in a socially oriented market economy is formed public market consciousness, in which economic agents belonging to different interest groups, implement a model of behavior aimed at establishing mutually agreed communications. In other words, socialization becomes a factor in the economic efficiency of the system, the market and so on.

Models of socialization of market economies, especially countries with transition economies, can be realized conceptually by theories of diffusion of property or democratization of capital, authored by P. Drucker and others, theories of revolution in income S. Kuznets, K. Boulding, M. Salvadori, E. Hansen, the concepts of collective capitalism of G. Minz and A. Burley, the theory of social partnership of J. Galbraith and W. Haugler, the theory of balancing power of J. Galbraith and a number of other areas of modern Western economic theory, which have a correlation between the level of society and market socialization. . Thus, according to the theory of balancing power, the corporatization of the economy and the concentration of this capital generate a neutralizing balancing force in the form of large associations of buyers and suppliers, namely – cooperatives, farmers' associations and the like. Balancing power at the same time replaces competition, which was once the regulator of the market, with competition with a small number of sellers, which are limited by powerful buyers. In our opinion, this situation is typical for the domestic agricultural market.

It can be argued that in the second half of the twentieth century. The thesis of evolution and, accordingly, the objectivity of the typification of various socio-economic systems has become predominant in economics. This is believed to be due to the demand for explanations of the striking differences in the state of different economic systems in time and space, the shortcomings of existing economic states, the definition of better economic systems and the possibility of achieving them. This point of view is mostly presented by the theory of stepwise approach as a separate worldview paradigm, which, in turn, covers a number of separate detailed theories, each of which represents its own vision of the principles of typification of systems and sources of their development.

An overview of the main known theories of post-industrialism can be represented, we believe, by the work of such analysts as P. Drucker, his version of the «knowledge society», W. Rostow, J. Ellul, R. Aron, D.

Toffler, D. Bell, G. Kahn («Post-economic society»), Z. Brzezinski («technotronic society»), J. Galbraith, A. Etzioni («postmodern»), G. Lichtheim («post-bourgeois society»), K. Bulding («post-civilization society») and others.

Thus, according to W. Rostow [12], civilization has gone through six stages of economic growth, which were marked by the gradual improvement of technology, technology, production, material prosperity (Fig. 1).

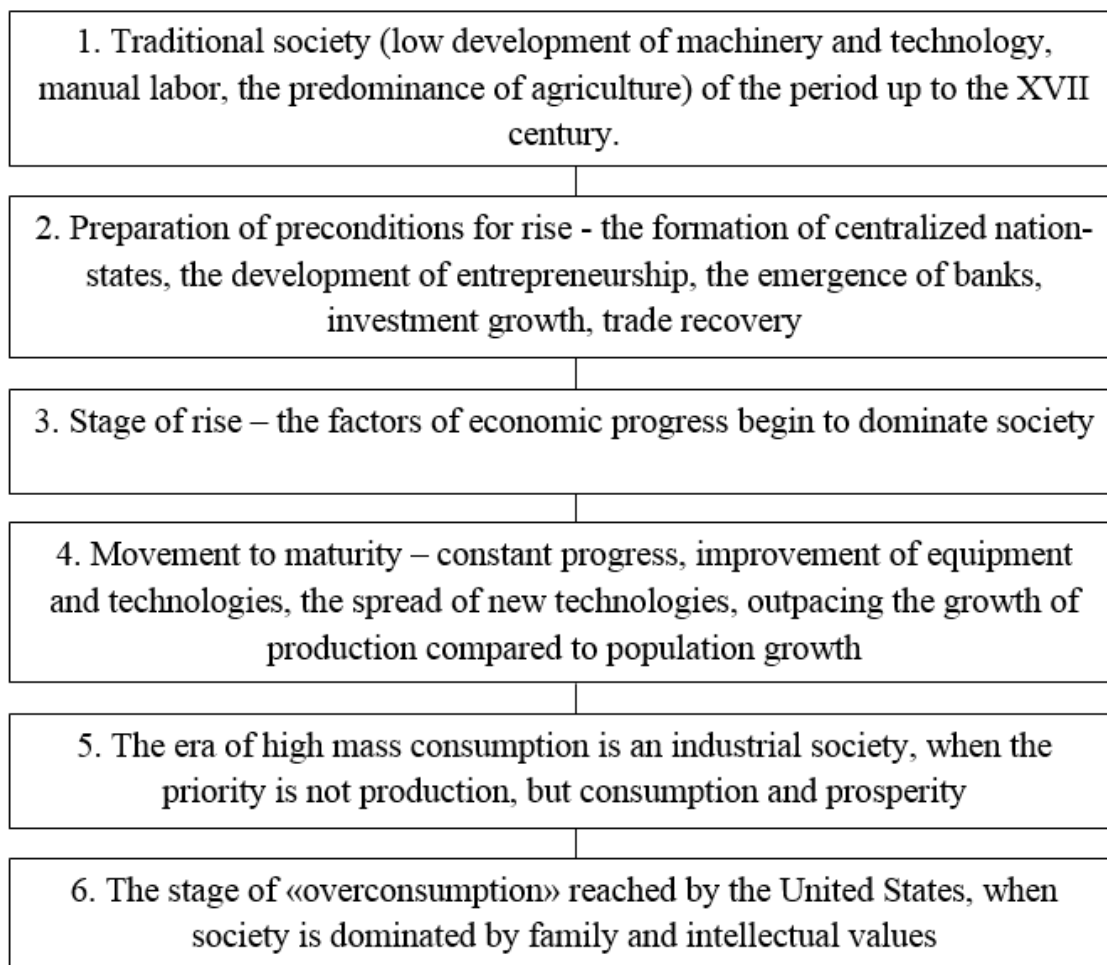


Fig. 1. Stages of economic growth of society according to W. Rostow

Source: [12]

According to R. Aron [13], industrial society is characterized by mass distribution in the system of production of large industry, technological division of labor, accumulation of capital, concentration of workers. J. Ellul considered the technological society from the standpoint of technology and its development against the background of the transition from individual entrepreneurship to «corporate economy», from a liberal economy to a state-regulated and from a market to a planned economy [14]. According to G. Kahn [15, 16], the level of income was chosen as a feature of post-industrial society, where it had the following form:

- 1) before industrial – 50-100 dollars USA;
  - 2) transitional – 200-600 dollars. USA;
  - 3) industrial – 800-1.5 thousand dollars USA;
  - 4) mass consumption – 1.5 thousand – 4.0 thousand dollars USA;
  - 5) post-industrial – 4.0 – 20.0 thousand dollars. USA.
- Z. Brzezinski [17] considered the so-called «technotronic» society on the basis of the concentration of new industries, media and science, when there is a predominance of services, development of individual

abilities, access to education, elimination of personalization of economic power, replacement the motive of personal enrichment on the «moral imperative of using science in the interests of man».

D. Toffler [18] associated the «super-industrial revolution» with the fact that industrial factors are only a general guide to progress, while the main emphasis is shifted towards the need for moral reassessment of values. The evolution of society, according to D. Toffler, involves a logical change of «waves of change», the first of which is the agrarian wave of civilization, the second – industrial civilization, the third wave – the wave of computerization, communications and the establishment of super-industrialism. exchange of information at a qualitatively new level and in which the role of moral values will be strengthened, ie when a new society of «integral humane civilization» is formed, in which the cultural factor is the driving force of other changes.

According to D. Galbraith [19], the features of the «new industrial society» are primarily in the development of technological progress, which together with the



organization determines the economic form of society. The basis of such a society is primarily an industrial system, which, in turn, is characterized by highly developed technology, the dominance of corporations in key areas of the economy, the need for large investments, difficult conditions and increasing time to perform tasks facing production in connection with the increasing role of research, increasing the requirements for the skills of employees and managers, the need to eliminate risk for large corporations, which requires planning. Fundamentally new is the role of the state, whose functions are that it bears the share of costs to ensure technical progress and reduce the risk of enterprises.

The theory of post-industrial society as a principle of evolutionary approach to historical development and technological determinism historically dates back to the publication in 1973 by D. Bell of the work «The Advent of Post-Industrial Society» [20]. According to D. Bell, the development of capitalist society is carried out along several axial lines, which determine its economic, political, cultural evolution. According to D. Bell, post-industrialism was linked by an axis around production and the type of knowledge used, which, in turn, meant the transition from production of goods to production of services, the predominance of professionals and technicians, a situation where the leading role belongs to theoretical knowledge as a basis innovations in the economy, politics and social structure of society, as well as future orientation on methods of control, assessment of possible directions of technology development and decision-making on the basis of new intelligent technology; all this happens under the rule of science and scientific knowledge.

The very idea that the highest level of society can be associated with the division of this into industrial and post-industrial types, is associated with the work of A. Penty in the early twentieth century. The basis of this theory as a general methodological concept was the thesis, first, about the evolution of society, and secondly, the existence of sufficiently irrefutable criteria (according to various sources - consumption, living, prices, wages, national product, per capita income, determinants / sources of development (economic development)), which allow to divide this into pre-industrial, industrial and post-industrial types; The general background of this approach was the hypothesis that such types differ significantly – among others, such differences obviously apply to such elements of economic systems as the market. The thesis of evolution can be interpreted also on the basis that the process of formation of these types of society is irreversible and involves a movement to a more perfect state of the system and its individual elements.

On the other hand, there is a new emphasis on the role of such a factor of development as public interest, a vivid interpretation of which in the context of post-

industrialism can be considered G. Carey's theory of «harmony of interests» [21], when the possibility of economic survival is not a private matter. perhaps the close unity of all members of society. Hence the law of economic growth, in contrast to the leading thesis of the classics and neoclassics, can be interpreted through the decisive role of harmony of economic interests, participation in the production of all segments of the population. All this allows us to argue about such a new defining feature of post-industrial society as a hitherto unprecedented level of socialization of the economy, which of course is manifested in the new principles of market functioning.

Thus, the generalization of the theory of the step-wise approach can be the following typification of society and the corresponding types of economic systems:

1. *Pre-industrial type of economy (society)*. It falls on the period from the collapse of the primitive communal system to the emergence of capitalism, which was characterized by the formation of market relations and commodity production. Market relations played a rather subordinate role, taking root, as a rule, in the depths of subsistence farming, facilitating the establishment of links between previously isolated entities, and opening up additional opportunities for the development of production and society as a whole through partial or widespread capital accumulation.

2. *Industrial type*. From the middle of the seventeenth century. in England, and later in other Western European countries (Holland, Belgium, Northern Germany, France) began the so-called «industrial revolution» or the process of transition from manual to machine, from manufactory to factory, the use of new forms of organizational forms, energy and such another. Since then, the industrial economy is based on powerful technologies, when production becomes massive and standardized, has a predominantly marketable nature and market-oriented.

3. *Post-industrial type*. Post-industrial economy – a global and national reality, which is interpreted primarily as an economy of services and knowledge, information, control, management. XX century became a period of further transformation (which some researchers considered a direct decline) of industrial civilization, the crisis of the scientific paradigm generated by it, and at the same time – the emergence of a fundamentally new post-industrial paradigm, the dominance of which will occur most likely by mid-XXI century. A distinctive feature of post-industrial society is also that, compared to previous societies based on material production, for the first time in world history, a society is established in which the main sphere is services, ie intangible production.

Differences in the market of pre-, industrial and post-industrial societies can be interpreted as follows – table. 1.

**Interpretation of the role and functions of the market in different economic systems according to the theory of stage development**

Criteria and indicators of typification	Market before industrial society	Market industrial society	Market post-industrial society
1	2	3	4
<i>The role of social and other non-economic factors</i>	Low	The growing role of these factors	Further growth of the role of social institutions
<i>Feature labor market</i>	The predominance of supply of low-skilled labor	Improving the qualification requirements for employees and specialists	An increase in demand for skilled labor, a decrease in demand for unskilled labor
<i>The level of environmental friendliness</i>	Low	Relatively low	Steady growth of the role of environmental functions
<i>Development of productive forces (production volumes, supply)</i>	Low The insignificant role of machinery and technology in the predominance of manual low-skilled labor	High The growing role of STP, technical and technological factor	High Steady further growth of the role of factors of innovation, STP, equipment and technologies against the background of improving the skills of employees
<i>Type of economy</i>	Resource intensive by pre-industrial organizational forms	Industrial in the decisive role of the corporatized industry	Preindustrial resource-saving for the growth of the services sector and intangible production
<i>Features of regulatory policy (intensity, ideology, content)</i>	The predominance of fiscal functions	The growing role of the state, the anti-crisis function, including various social functions	Combinatory of regulatory functions in accordance with the parameters of the integrative model of market efficiency
<i>Cost (size) of the market</i>	Low due to technical and technological limitations and low productivity	Cost maximization	Cost maximization in accordance with the parameters of the integrative model of market efficiency
<i>Organizational features of production and market structures</i>	The predominance of small organizational forms	Large specialized enterprise and organizational concentration of production	Pluralism of organizational forms, the spread of trends in self-government, decentralization, small-scale distribution, cooperation (including informal), business diversification
<i>The level and role of knowledge, techniques and technologies</i>	Low	High	High The growing role of and availability of fundamental and special knowledge
<i>Socialization of the economy (market)</i>	Exclusively low	Low	High
<i>The ratio of the role of supply and demand</i>	The decisive role of supply in the low development of productive forces and production volumes	The role of demand grows as production and productivity grow	The decisive role of demand
<i>Nature consumption</i>	Determinant dependence on low supply	The decisive role of demand	The decisive role of demand
<i>Consumption level</i>	Low	High	High, further steady growth
<i>The role of capital</i>	Low level of capitalization of the economy and market exchanges	High role of money (corporate) capital	High role of money (corporate) and intellectual capital
<i>Feature of social conflicts</i>	Conflict between rich and poor	Conflict of corporate and class interests	Conflict between specialists and low-skilled workers (agents)

Source: author's research

From these data it can be concluded that the market of the post-industrial type is characterized primarily by the growing role of social and other criteria of its perfection / efficiency; appropriate change in regulatory policy, productivity growth, production volumes, value, consumption; knowledge intensity; the role of professionalism; change in the essence of the economy, type of production, social conflicts and the role of capital, etc.

Analyzing the role of post-industrial priorities for Ukraine needs to be clarified in view of the realities of the geo-economics level faced by the world economy under the influence of globalization. After all, the main consequences of these processes were a pronounced disproportionate development and division of countries according to the level of welfare; by the level of protectionism and openness of the economy; by the favorable place of the country in the system of international division of labor, ie by the presence (or absence) of the effect of non-equivalent market exchange. Obviously, these processes not only do not decrease, but also intensify.

In the domestic literature there is an ambiguous attitude to globalization and prospects for integration into the world economic system. This can be completely transferred to the level of individual markets that operate under conditions of non-equivalent exchange. The characteristics of the features of post-industrial society for Ukraine can be determined by the following theses:

1) society was faced with the need to carry out radical social changes for a very limited period from the administratively regulated socialist system to the market capitalist type;

2) the background of this was a complex crisis of local, universal, permanent content, which essentially continues in modified forms;

3) there has been and continues to be considerable uncertainty in the strategic goals of change and development in the system of rather contradictory coordinates between capitalist and socially-oriented priorities;

4) the formation of market relations in Ukraine took place in the absence of significant history, experience of such processes, lack of clear understanding of the essence of change management, political conflicts, lack of an effective system of regulations given the new realities;

5) the crisis of post-Soviet development of Ukraine provoked a conflict of priorities between national and global, which certainly affected the peculiarities of the formation of the domestic market in an unfavorable competitive environment.

We believe that the main reasons that reduce market competitiveness and shape the features of market

transformation processes in Ukraine in the past and present, can be attributed to those that have internal (inefficient economic policy, features of national markets and economy, etc.), as well as external origin, namely:

1. Continuation of the orientation of national market participants to the implementation of short-term and profitable business projects aimed at exporting products of low levels of processing, the cause of which is the widespread and chronic lack of domestic demand for other types of business.

2. Preservation of negative trends in labor migration, including skilled workers, which steadily exacerbates the problem of shortage of skilled labor.

3. Lack of a state strategy to support and promote Ukrainian companies in the international market of «high» technologies and the latest, more progressive areas of business.

4. Ineffective regulatory policy under double standards of highly developed countries for exports from post-Soviet countries, as well as generally dysfunctional in relation to the markets of the «third» world of the existing international economy.

5. Underdevelopment and – accordingly – dysfunctionality of the market (segment markets) of Ukraine, in particular, low volume of markets, insufficiency and inflexibility of supply in domestic and foreign markets, inability to satisfy the growth of consumption.

At the same time, the accompanying, but not determining factors of dysfunction of Ukrainian markets include difficulties in finding capital, high credit interest rates and inefficient credit system, low levels of accumulation as general trends for the domestic economy. A special situation is characterized by the national market in terms of extremely low wages, which, on the one hand, is evidence of market dysfunction, and on the other hand, can be a factor of competitiveness and additional economic sources of economic development, because it minimizes prices [22, p. 25].

We believe that the domestic market of vegetable products is in a certain intermediate stage of transition from industrial to post-industrial types. At the same time, in 1990-2010 the country underwent a global transformation of the economic system to the state of the capitalist industrial market. In this case, the system contains a set of elements that have been preserved or modified in a certain hybrid form of economic system, which simulated in a latent form market processes within the framework of administrative regulation.

This is confirmed, as we believe, by the results of the analysis of the most characteristic features of the market of vegetable products of Ukraine in accordance with the stage classification which are presented in table. 2.

**Features of the market of vegetable products of Ukraine in terms of compliance with the features of the post-industrial type**

<i>Some theories general theory of post-industrialism</i>	<i>Interpretation content theories</i>	<i>Trends in dynamics of the market of vegetable products of Ukraine</i>
The concept of social partnership (R. Aron, E. Gaugler, D. Galbraith and other). Theory of diffusion of property (A. Burley, M. Nadler, S. Chase and others). The theory of people's capitalism" (A. Burley, M. Nadler, S. Chase, J. Clark, M. Salvadori and others)	The new type of market is characterized by the expansion of the share and functional role of different groups of agents involved in ownership and distribution of value added as opposed to majority owners; accordingly, the share of employees characteristic of the labor market of the industrial era decreases	The real market is characterized by scattered minority-type property, which is based mainly on small and medium-sized commodity production
The theory of «balancing force» (D. Galbraith)	In contrast to the capitalist class and the role of large corporations, the influence and role of other factors of the economic system is growing	There is a further growth of the sector of organizational forms of business and ownership, which are different from the traditional capitalist industrial type
Theory management revolution (A. Burley, J. Burnham, P. Drucker)	The new type of market is characterized by an increase in the number and role of managers	In the industry and in the industry market, the share of agents related to business management (production) has increased and must demonstrate the ability to manage effectively.
The theory of post-industrialism in interpretation D. Bella, W. Rostow, Z. Brzezinski and others	The new type of market is characterized by a steady increase in volume and consumption, as well as increasing the role of the factor of knowledge, technology, expertise, informatization	The real market has a clear upward trend, accompanied by similar trends in terms of manufacturability, special and fundamental knowledge, demand for skilled labor and so on

Source: author's researches on the basis of the specified theories on works [12, 20, 23-26].

In this case, the interpretation of some theories of the paradigm of post-industrialism, according to which it is possible to draw a more or less reliable conclusion about the presence of signs of this type of market. Emphasis was placed on social (such as changes in the social structure of ownership and business organization – theories of social partnership, diffusion of property, «people's capitalism», etc.) and economic (concerning the change of factors of economic development, business and society – theories "balancing force", the administrative revolution, general post-industrialism) aspects [27 – 31].

As you can see, there is reason to believe that even in conditions of dysfunctional competition of general and segmental markets of Ukraine during the period of market transformations of the 90s – 2000s, the vegetable market is characterized by features that meet the principles of construction and operation of post-industrial market. The latter is present in this segment in fragments, to a greater or lesser extent, but the attraction of this market to the signs of such is not in doubt and should not be ignored.

**Conclusions.** The conceptual reflection of the evolution of the market and civilization may have a single interpretation, which includes the coordination of market development and capitalism as an economic

system. Such differentiation can be consistent with the theory of staged economic development. In the process of research the basic provisions of the methodological level of research are substantiated, namely: on the dialectic of the market of global and universal process of transformation of socio-economic relations in the direction of capitalism and post-industrial type of economic institutions; on the objectivity of unequal exchange between different markets; on the multifaceted assessment of the universal market by a set of criteria and indicators, which include not only the classification of market exchanges and their intensity, but also the results of a broad other – economic and social content; on the hierarchy of the market or the presence at the same time in any economic system of various forms and types of market exchange, which together constitute an economically logical complex hierarchy of subordination and coordination between them, as well as determine the content of special policy of regulation and management of market transformation; on the objectivity of the presence in any market of formalized and unobserved sectors.

The correctness of the interpretation of market types corresponding to the stage approach is substantiated. The peculiarities of the market of pre-, industrial and post-industrial types are established, according to

which the latter characterizes first of all the growing role of social and other criteria of its perfection / efficiency; appropriate change in regulatory policy, productivity growth, production volumes, value, consumption; knowledge intensity; the role of professionalism; change in the essence of the economy, type of production, social conflicts and the role of capital, etc. It is argued that there are some signs of post-industrial type for the domestic market of vegetable products, which tend to increase over time, especially in recent years, market transformations and integration of the industry into the world economic system.

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