

## **SUBSTANTIATION OF THE NEED TO DEVELOP OF INSTITUTIONAL AND SYNERGETIC PARADIGM OF TRANSPORT SERVICES MARKET**

*This paper investigates paradigmatic foundations of scientific knowledge and the necessity of transition to a new paradigm of economics. Theoretical foundations of the paradigm of determinism and synergy that serve original conceptualization of methodological basis of institutional synergetic paradigm of effective transport market in the context of the establishment of network and communication economy.*

*Keywords: paradigm, theory, law, market, transport services.*

**Importance of problem** .Over the last half century, the world has experienced significant social and economic transformation, primarily associated with high rates of technological progress , which resulted in the transition to a post-industrial stage of development. The current information revolution , the deployment of cyberspace and the intensive development of communication networks, leading to the formation of network economy , the key feature of which is to accelerate the dynamics of socio- economic processes due to the compression of time and space , the origins of which, in turn, is rooted in change quantity and quality of communication and information exchange.

Market , being in its essence, above all, communication mechanism and an inherent part of economic exchange operations can not fit into the overall logic of the evolution of socio- economic relations, by changing the characteristics of the market share and emerging "new communication space " of the market , which leads to transformation primarily of competitive mechanisms , principles , practices and interactions of all its participants (actors ). However , as the famous scientist and economist A. Hal'chyn's'kyi in scientific work "Political neoeconomy : Principles renewed paradigm of economics ": " Competitive market increasingly reveals its actual failure to resolve the most acute economic impacts of today ; ... everyone can see that the competitive market every day loses its capacity, the de facto end of his term in office , but this remains an alternative ... be confusing ... "[1, P.95]. Currently economics has faced serious challenges , it is with great conviction demonstrated economic crisis - 2008-2009, revealing not only a large number of "white spots" in space related research , but also the methodological inadequacy of the new conditions , outlining the limitations of existing research approaches . Already, without exaggeration, one can say that : " ... In this case, the intersystem transformation look like changes taking place not according to the logic : " Order - Crisis - order " , but for more complex logic: " order - bifurcation and chaos - a new order "[2, p.122 ]. New results from the bifurcation and chaos - a systematic uncertain transition state, which may be fleeting , includes not only the mechanisms to overcome the old, but the creative energy, the constructive potential, and therefore fundamentally " changed everything." So the last global economic crisis has become a kind of bifurcation point when radically changing all spheres of public life, including economics as a science.

Further development of economic thought, conforming of socio- economic transformation, symptomatic raises issues of intellectual and contextual updating of established theories and concepts necessary developments more modern conceptual and categorical apparatus , adequate changes and causes the urgent need for the use of appropriate methods of scientific knowledge. This is not only a statement of changes in theoretical approaches , metaphysical attitudes and values , and beliefs and techniques that over time shaped model production problems and their solutions , it is about much more - a new ideological framework , a new and more modern principles and intelligent search algorithms .

Today, the progress of each area of special expertise is increasingly dependent on its " alliance " with the sense of philosophical and general . As rightly pointed VI Vernadskiy , "... the growth of scientific knowledge XX century quickly erases the boundaries between individual disciplines. We specialize increasingly not on science, but on the issues. This allows, on the one hand , very deep in the phenomenon , and the other - to expand its reach from all points of view. In scientific outlook irreversible changes occur achievements synthesis of various branches of science , which leads to the transformation of research methodology , the tendency to engage in natural, technical and humanitarian sciences , sharing the methods and techniques of research that has received the most complete expression in synergetic .

Established as an interdisciplinary systems- evolutionary methodology , synergy deeper penetrating not only in mathematics, physics and other natural sciences, but also gradually used in the humanities (social ) sciences , including economic. According to the EN Knyazev and SP Kurdumov in the " Basic principles of synergistic outlook ": " Synergy reveals principles of management , economy and speed of evolution " [3 , p.95 ]. This interdisciplinary direction refers to a new type of scientific knowledge inherent in the subject , research priorities, special methods and ways of solving problems. This synergistic approach differs from the traditional transition to a higher level of scientific generalizations.

According to leading economists at this stage of economic development as a science there is an urgent need for the formation of the "new economic consciousness." There is a conceptualization of the "new economic thought " , characterized synergetic holistic approach to the analysis of economic processes that emphasizes the need to consider the unity of economic, social, natural and ecological , political and other components of economic development [4, p.95 ]. Therefore the most significant importance synergetic approach , based on the

results of various sciences and allows to distinguish the driving factors of other ( minor ), more conclusively substantiate the findings of the economic analysis.

Thus , synergy brings economic topics new methods of solving problems. For example , one of the most important findings of synergy is that hard competition mechanism of selection is only possible in the evolution of complex social and economic systems. For example, in a developed market economy, the U.S., since half of the last century on a methodological approach prof. I. Ansoff, economic benefit derived by the synergy interactions in holding associations. Thus , the very nature of economic phenomena and processes , particularly those that occur in the environment of market systems requires appropriate , ie synergetic research methodology.

In this regard , we believe , is promising theoretical and methodological problems of the development of the transport market on the basis of a synergistic approach.

**Analysis of the latest researches in which problem solutions originate.** At the sources of synergy is a group of prominent scientists: Belgian of Russian origin I. Prigogine [1] , the German H. Haken [2, 3 ] and V.-B. Zhang , VE Voytsekhovich , E. Laszlo , A. Nekypelov , G. Nikolis and others.

However , the formation first synergistic vision of the economy associated with the names Allie , A. Bogdanov, N. Kondratiev , G. Clarke, Marx , R. Solow , A. Toffler , J. Tinbergen , Schumpeter and other scientists who , learning achievements of science, put into consideration the following factors of production and economic activities, as technology, scientific and technological progress and innovation. In addition , dynamic explanation received ratio " harmony - development." Ideas synergy actively developed the Soviet school of mathematics : the theory of catastrophes - VI Arnold and R. Thomas , theory of self-organization on the basis of mathematical models and experiments - A. Samara , S. Kurdyumov, G. Malinetskii , problems of evolution - N. Moiseyev , J. L. Klymontovich , VG Budanov , VI Arshinov , A. Danilov and others.

Currently, the research observed rejection of mechanistic perception of the world and mechanistic dialectics as a key method of learning , exploring the state of the object as a closed system, which is a sign of stable equilibrium, which defines the basic objective - house management system which . Today, advanced economic , scientific thought is based on the methodology of synergy , ie the methodology of knowledge patterns and processes selfcreation , creating conditions for self-organization and guidance on selfstabilization systems [ 6].

Among domestic scholars synergistic approach in the study of economic systems , used Hal'chyns'kyi A. , A. Vasiliev , S. Erohin , TA Isaev , G. Pasemko , G. Tkachenko and others.

**The aim of this work** is to study the need for a synergistic approach to the study of RTP and form the basis of the results on conceptual framework of institutional synergetic paradigm of its further development.

**The main material.** Paradigmatic foundations of scientific knowledge. The scientific work of Ukrainian scientist A. Halchynskiy "Economic Methodology . Logic update " , there is the following -" economic space , the parameters we seek to identify combines not only the current (real) economic processes , but also transcendental elements of economic activities that are just emerging , and therefore - are theoretically meaningless , staying outside the visible process of institutional definitions. Transcendent importance in the economy increases in intersystem transition, when new, emerging , not blend in canonical characteristics of the current perceived as virtual as contrary to the economic realities of practice "[6 ]. That is why the scientific knowledge of economic phenomena and processes , economic methodology are primarily interested in the problems that reflect the specifics birth of a new era, contain potential systemic change , determine the logic of perspective and design changes . It deals with the transcendent importance in the economy ( from Lat . Transcendentis - something that goes beyond possible experience ).

Formation and development takes place in a transcendent space conditions in the environment that breeds them . This pattern observed at one time American philosopher Kuhn and that it was the starting idea of the doctrine of the modern paradigm, which reveals the prevailing present understanding of the mechanisms of scientific development , including economic knowledge. Summary of the theory formulated in his famous book "The Structure of Scientific Revolutions " , the original interpretation of the term " paradigm" has been recorded in the preface to this work ( 1962 edition ), whereby a paradigm - a " recognized by all scientific achievements that for a certain time provide model problems and setting them solve scientific community . " Later Kuhn identified two main aspects of the paradigm :

□ Epistic- a paradigm as a set of fundamental knowledge , values , beliefs and techniques that over time form a model of production problems and academic problems;

□ Social- Paradigm considered as being divided into specific scientific community , integrity, and beyond which it determines , in other words, is a paradigm that brings together members of the scientific community.

In addition, further research is scientific clarification of the term "paradigm" , whose meaning is revealed through the concept - " disciplinary matrix " whose elements are :

- formal symbolic generalizations or laws and definitions of certain terms of the theory ;
- metaphysical paradigm particles , ie generally theoretical and methodological requirements that define a holistic way of seeing the object;
- Shared values, guidelines, conditions that affect the choice of direction of research;
- samples generally solve specific problems , the differences between which form the structure of scientific knowledge [ 9].

Despite this rather broad interpretation of paradigm of T. Kuhn, among scholars formed uneven interpretation of the concept. Some authors identify it with the term "theory" or "group theories", the second - with the theory of the unity of the methods, while others viewed as metatheory. For instance, in [9] paradigm is seen as: "1) the concept used in ancient and medieval philosophy to describe the relationship between the spiritual and the real world, 2) theory (or model formulation problems) adopted a model solving research problems." In "New Philosophical Dictionary" states that the scientific concept of "paradigm" means "a system of theoretical, methodological and axiological systems, taken as a model of solving scientific problems and shared by all members of the scientific community" [9]. A. Chukhno believes that paradigm - a system of science-based concepts and ideas logically linked together, forming a coherent concept. Paradigm - a holistic system, which logically and sequentially unfolding purpose of the study, that reveals its meaning through the inner essential self-motion [10, p. 58]. In general terms it can be considered as a "conceptual scheme of study of certain phenomena, which is used at some stage in the development of science and society" [6, p. 47]. V. Tarasevych believes that the concept of "paradigm" for T. Kuhn means "a set of theoretical concepts, methodological principles and values guidelines are specific to science remain constant over time and change which is the content of the scientific revolution" [9].

For questions regarding rolls paradigms in science, then the scientific community there is a unity and has confirmed the view that paradigms are essential to scientific progress and development since they "... include not only informative but also normative content; ... determine solved the problem field, acceptable methods and introduce a set of standard solutions."

Among the four stages of Science (normal and abnormal state crisis and the scientific revolution) Kuhn distinguishes first "normal science", ie the period when the old reigning paradigm within which is an accumulation of knowledge, "scientific revolution" - within which under conditions of "mature science" the disintegration of the existing paradigm, competition between alternative paradigms and win one of them, resulting in a transition to a new period of "normal science".

The period of "normal science" American philosopher calls the stage at which the paradigm is seen most of the scientific community and science deals only with solving tasks, the results are mainly due to the same paradigm, it produces little new. The main attention is paid to the method of achievement, and the goal is to further hone the dominant paradigm that promotes its scope [10].

Intermediate stage is "abnormal condition" of science and its "crisis." Under abnormal condition received a new set of scientific data can not be explained in terms of the prevailing paradigm that also leads to a crisis, and therefore the scientific revolution. The crisis of the old paradigm is accompanied by a devaluation of its methodological principles.

During the "scientific revolution" changes the kind of "conceptual network", the formation of a new system of belief and values through which scientists consider the reality that requires substantiation of new principles. However, it should be noted that the denial of the old principles of a dialectical nature, that occurs with retention of positive aspects, which was the concept T. Kuhn called "reconstruction requirements."

Thus, the paradox of the "scientific revolution" is that permanently by full or partial restructuring "disciplinary matrix" paradigm is evolving in the context of a coherent theoretical choice between the requirement and the need to facilitate the development of more sophisticated new approach that meets the object of study, in relation to which traditional justification is clearly not sufficient.

Rationale for the transition is a new paradigm of development economics. Why is there the need to change the current paradigm of science in the direction of the transition from deterministic worldview to synergy - this is the first question that should be answered before you explore - as they (the changes in the scientific worldview) influence on development economics, and in particular the formation of a new paradigm market development (including the paradigm of the transport market).

The key to addressing these issues lies primarily in the area of awareness that every historical period of development of science has its own specific ideals of scientific knowledge and methodological approaches to understanding reality. The current stage of development is characterized by the fact that science has significantly lagged behind the current social transformations. Already there is an objective need for scientific rethinking innovative processes that are developing dynamically, we need new approaches to creative view stereotypes, rejection of dogmatic interpretation of a number of theses which are often perceived as the fundamentals of development. For example, in the classical doctrine prevails strictly deterministic way of thinking that is dominant paradigm of determinism. The "ideal" scientific knowledge serve simplicity, linearity, complete exclusion of uncertainty (randomness), always striving to establish unambiguous dynamical laws, which were subject to all aspects of reality.

However, today, is strictly deterministic world view - called Laplacian determinism perceived as overly simplified theoretical scheme, which is excluded from consideration a number of important parameters in the first place, time and chance. Indeed, the current stage of socioeconomic development best fits into the logic and the concept of the transition period, when there is a battle between the past and the immanent transcendent future, between the economy and the emergence of industrialism Network - communication economy postindustrial period between a competitive market mechanism development and "new" market other mechanisms of development on the opposite (synergy) basis. However, as practice shows, voltage transients and transformations that occur today - periodically erupts powerful economic crises. The last of these crises (global financial crisis of 2008-2009) on the grounds of a structured system is a manifestation of a systemic crisis is not intrinsically correct, and global interconnections transformation and in this sense it has

fundamental differences from crises before. It is primarily the fact that the previous crisis proceeded on the basis of the so-called linear logic and occurred on a causal transformations (eg , a crisis of overproduction , financial , or in a particular sense - banking, stock , debt or currency ). The latter global crisis is a crisis of double or even triple action , due to the influence of not only economic ( long , medium and short ), but the global civilizational and social cycles. Under such circumstances, "the future is no longer predictable , it is not based more on the foundations now . As a result : a) confirms the principle  $\neg$  Cheap irreversible processes , b) broken temporal symmetry c) cease to act inherent in the previous system of laws, which took place on the basis of evolutionary change . It is a realization that society in its development is influenced inversion of time laws and regularities "[11]

In such unstable conditions , usually increases methodological significance of general approaches and methods expressed in such concepts as "system" and " paradigm" in need of rethinking. Scientific interest in the paradigmatic problems caused by the need to justify such a methodological approach that meets level thinking and general scientific picture of the world that would integrate various , including alternative ... projection study "[ 11,24 ].

This synergy are considered as a scientific field that is interdisciplinary analysis of scientific ideas, methods and models of complex processes , revealing their potential. In this context, synergetic paradigm has every reason to claim to be Postnonclassical paradigm of social cognition, and primarily through integrative potential.

Thus, the high dynamism of modern social and economic processes , as well as crisis stereotypical line of thinking led to a process of " paradigm shift " a shift from the paradigm of science , based on closed systems and linear correlation - a paradigm of determinism to fundamentally different paradigm that focuses for open complex systems that organize themselves and evolve according to the laws of nonlinear dynamics , ie synergetic paradigm .

As this new world paradigm ( synergetic ) is based on the modern theory of self-organization that explores the nonlinearity and non-equilibrium processes in the context of evolution, examines the processes of formation of "order through chaos ," bifurcation changes the irreversibility of time, as a fundamental characteristic of the instability evolution and so on. Accordingly, there is a shift of emphasis from the following properties of complex systems - like " sustainability " , "order " , " uniformity " , " harmony " , "stability " , " uniform " , " homogeneity " and so those underlying synergy - " instability " , "chaos" " indeterminism " " fractal " , " turbulence " , " synergy " , " self-organization " , " dissipation " , " bifurcation " , " emergency " and so on . " Disciplinary matrix paradigm shift are presented in Table 1.

Table 1

"Disciplinary matrix" paradigm shift

Structure of «Disciplinary matrix»	paradigm	
	Determinism	Synergetic
Symbolic generalizations are formal apparatus and language paradigms	"Stability", "ordering", "harmony", "symmetry", "homogeneity", etc.	"Unstable", "indeterminism", "fractal", "Turbulence", "synergy", "self-organization", "dissipation", "bifurcation", "chaos", "emergency" etc.
Metaphysical components that define the most fundamental theoretical and methodological principles worldview	1) Principles: - Causation; - Mediation of one phenomenon to others; - Objective regular interaction and development; - And the self-determination of parts and whole 2) the theory of dialectics, metaphysical spatial temporal model of cyclic and linear 3) Methodology rationalism and laws of dialectics 4) constructive potential is realized through the mechanism of	1) Principles: - Self-organization of complex disordered systems; - Irreversible processes in dissipative systems; - Spontaneity, probability, chance, instability; 2) the theory of nonlinear dynamics; 3) The methodology of individualism and irrationality ; 4) constructive potential is realized through the mechanism of bifurcation and chaos

	<i>cyclical development (cause-effect-cause)</i>	
<i>Values that define the dominant ideas and standards of construction and justification of scientific knowledge</i>	<i>Law and necessity. Orderliness and harmony. Belief in certainty. Invariance</i>	<i>Humanism. Heterogeneity. Pluralism. Multivariants.</i>

*This scientific article makes no attempt to reveal the underlying theoretical foundations, and paradigms of determinism synergy that serve as a starting point methodological conceptualization of institutional synergetic paradigm of efficient transport services market (TSM). First of all, we are talking about the dominant ideological and theoretical thinking, which may be based methodology transport economics in the study of market processes.*

*The complexity of the study due to the fact that on the one hand, to fully dissociate themselves from the paradigm that is actually working, albeit devalued (paradigm of determinism), on the other hand - have no right to analyze only from the standpoint of what is in its infancy, that synergetic paradigm. However, the priority of the latter must be indisputable, because "old" subordinated logic of establishing "new." In this context, we note that the mechanistic basis of modern scientific research methodology is the dialectic, but its peak - Synergetics.*

*It should be noted that the fundamental difference between the social sciences (including Economics) from all other science and engineering is that they change not only the method, but the object of study (in the exact sciences perfected a method of research, and at 'object tend to remain unchanged). According to the famous Ukrainian scientist and economist - Academician A.Chuhno, the paradigm should be considered as an integrated system, which logically and sequentially unfolding purpose of the study, that reveals its meaning through the inner essential self-motion.*

*Given the above, to justify the need for transition to a new institutional and synergetic paradigm of TSM, you must first identify the contradictions that arose in his system, the mechanisms of functioning and development of the new conditions of Network and Communications Economics. In fact, we will focus on some economic "phenomena" that are in the form of economic contradictions that can not be explained from the point of view of the ruling in the present scientific paradigm, in other words they do not fit into the mainstream in economics theory and the concept of the market, requiring adequate for reconsideration basis of the revised methodological tools. Thus is the need for a paradigm shift as the basis for identifying scientific reflection on the events, followed by the elaboration of a new platform for the formation of predictive picture of the market.*

*Paradigm is a theory or set of theories that establish science-based position in a particular field of knowledge and for that particular science remain unchanged over time. According to Kuhn's paradigm changing each other when their failure is, in turn, Karl Popper emphasized that a paradigm change only when the facts which confront her growing rapidly. The above is important, because the observations and facts influenced by the theories especially in social and economic relations.*

*Note that many classical and neoclassical school of economics, which was formed under the dominance of deterministic thinking style (based on the paradigm of determinism), built on the principles, the most important of which is the recognition of imperatives:*

- Balance is imperative for economic development (which requires a large number of restrictive clauses, assumptions and conditions that make its main provisions of conceptual rather than actually working);*
- Economic rationality in decision-making (especially it concerns focus on profit maximization);*
- A mechanism of self-regulation of the market;*
- Competition as the main driving force of economic development.*

*Thus, it is the theoretical basis of economics, which was designed for the economy of the period of industrialism, and which fully meet its requirements. In this context it should be noted that the economic laws that reflect the cause and due to communication and interdependence of economic phenomena and processes, mainly valid only for specific, clearly defined conditions. Many of them are the result of statistical observations on certain historical or time warp, and their transfer to other time intervals, let alone use to predict the future development problematic. For example at the present stage of deep systemic transformation is impossible, for example, the absolute principle of economic equilibrium, as in the new environment "... begins to dominate the opposite principle - the principle of non-equilibrium ... and "balance" is considered as a special case "[12].*

*Analyze the economic contradictions that arise in the system market in the mechanisms of its development in the context of the establishment of network and communication economy. Thus, the market, and in particular TSM, based on competition, and that the competitive mechanism ensures the efficiency of its development. This statement should be considered from the point of view that competition is not only the "invisible hand of the market", the foundation of proportionality, but also the foundation upon which formed the innovative potential of its economic development. Indeed, a major function in today's competition is to promote the acceleration of scientific and technological progress and from this point of view is the basis for intensifying competition, increasing efficiency and self-renewal process. In the case of today's controversial key regulatory interaction forces competitive relations - competition and monopoly, ie the mechanism of spontaneous self-*

organized market mechanism and influence on it by the individual producers of monopoly or associations , in some cases, it may be replaced or supplemented by the regulatory influenced by the state.

However, competition may also cause economic, social, environmental or other crisis with unpredictable consequences and challenges for scientific and technological progress. Monopoly power is , on the one hand, can limit the undue influence of natural forces of competition and promote the balanced development of the market , on the other hand - as much monopolization hinders scientific progress and reduces the efficiency of the market system. The most effective, such a system is the interaction of conflicting forces competitive market , which is the maximum extent weakens the negative effects of natural forces of competition and monopoly, and forms a countervailing trend towards cooperation and partnership of market competition.

Consequently , competition, like any other functional form of economic relations in their dimensions obeys the logic of historicism, ie, its historical limitations constructive potential competition, its functional inadequacy of the new economic realities of network and communication economy.

In the context of the issues of further development of TSM, it must be emphasized that it is not a mechanical objections competition and competitive market in the form of the canonical sense , and refers to the fact that the market is based only on the competition now reached a level of excellence in their potency that defeats the purpose of further development on the existing basis.

In this transformation occur in other functional forms of competitive market mechanisms , namely:

- deformable information function , and thus the function of pricing;
- modified rational economic principles of the market;
- changing framework enabling functions and so on.

For example , in terms of network and communication forms Economy "competition" is undermined by conflicts pricing , due to the increasing inadequacy of information flow. After all , competition is based on the fact that all interested parties in economic transactions are necessary and , most importantly - reliable information , which is necessary for its most profitable exercise. However, in an economy characterized by increasing acceleration of the dynamics of economic processes and their symbolization , the reaction of the market is increasingly inadequate as the rate of change exceeds its adaptive capacity . Market information is no longer reflect the real economic processes, loses objectivity and misleading market participants. Thus, there is a devaluation of the main functions of the market - information , with the competition itself loses its meaning, ie, devalued its constructive function.

In addition , competition from its defining principle - " anything that makes a profit , is rational ," in the new environment reveals a contradiction in terms of the need to respect the objective of environmental constraints ( including the problem of environmental pollution by vehicles ).

However, the most crucial is the problem of inadequate competition in the growing importance of the full range of social factors , and, above all, as a creative person. If in a competitive form of market "competition" was an effective tool to stimulate the efficiency of material leverage its development , the economics of network and communication become dominant intangible factors - information , knowledge and social capital , so the incentive function assumes cooperation and partnership. Social capital is formed on the basis of mutual confidence of market participants in the economic process , and trust directly and immediately connected with the relations of cooperation and partnership. Trust also originates from the real freedom all market actors, from the recognition of non formal and genuine sustainability of economic actors.

You can specify to other forms of conflict competitive market that emerged in the networking and communications economy. Thus, one of general contradictions of the market is exceeding the critical mass of transaction costs that way devalues the growing market mechanism. This is one of the basic prerequisites that defines logic self- competitive form of market. Ronald Coase in 1937 suggested that the market as an institution can not exist without transactions , accompanied by cost. Before transaction costs include the following:

- costs of retrieval , ie the time required to obtain and process information;
- costs of negotiation ;
- expert costs , associated with the measurement of the quantity and quality of goods and services that enter into a market sharing ;
- the costs of specification and protection of property rights , the cost of time and resources needed to protect and redress ;
- costs of opportunistic behavior.

Transaction costs as costs related to the coordination and interaction of economic agents in a competitive form with its positive trend, and in this sense, the " market value " is constantly increasing. Indeed , increasing the performance requirements gathering and processing, market research , advertising , public relations , business intelligence , etc., ie activities which are main resource information and knowledge. For example, in the U.S. on transaction costs account for over 50% of the total cost of production and sales of products and services. Further growth of excessive transaction costs provides the basis of competitive forms of self- market. Their reduction is possible only in conditions of " some form of market" based on principles of synergy , and can be implemented, for example, in cluster form, partnership, cooperation , mergers , coherent interaction and so on.

It should also be noted is that in today's competitive conflict shape the market are not only due to the devaluation of its functional mechanisms. The belief that the market mechanism of self-regulation itself provides economic performance in practice, has become an anachronism. Left to the idea of laissez-faire is not all stood

the test of time and the requirements of Welfare progress. The concept of " market failures " is increasingly becoming a key in the context of understanding the causes and consequences of the current economic crisis.

In these terms, the well is another aspect - increasingly outlines the contours of a functional alternative to the market. Modern real market- is not market, which the government interacts with the rank of " night watchman ." It should also take into account the contradictory impact on the development of market relations growing scale of state intervention , especially in times of crisis or transition process , because with the increasing of economic functions , the implementation of which the market could not cope , assume the state. However, it is conclusively proven practice - the state has never been and never will be a real alternative to market it to other tasks , assist the effective functioning of the market.

In addition , the market and the state are limited in their capabilities and not always cope with the tasks that society imposes on them . Similar to the "pro- market shafts " problem of inefficient state regulation in theoretical terms, argued for "failure state." Thus , the dilemma of "market - state" more clearly seen qualitatively new functional interdependence - cooperation and partnership as the opposite of competition.

The problem is that traditional , static essentially market model that was suitable to the conditions of XIX-XX centuries , came into conflict with the dynamics of network and communication economy is showing such speed and contradictory socio-economic and technological changes that is absolutely incomparable with earlier stages of evolution . Cooperative effects that manifest themselves in permanent and massive innovation activity, progressive complication economic structures, an increase in uncertainty and opposing her institutionalization of multi- national and global economy can not be explained with a competitive position , they ignore the fundamental role of cooperation and partnership in economic development.

Therefore, an adequate understanding of evolutionary processes , their sources , mechanisms and factors that determine national specificity transport market is essential for developing and implementing the strategy for its further development (both at the macro (national ) and at the level - ( sectoral and regional ) and micro level - in determining strategy and competitive businesses market).

With regard to intellectual evolution of economic knowledge that is happening in science , we note that the above controversy that arose in the development of a competitive market forms , in terms of network and communication economy strongly suggests that the potential of basic economic theory , which was based on market functioning at the beginning of the XXI century. There are close to exhaustion. Line Because of interdependencies , which formed the methodological design competition paradigm of the market in terms of network and communication is accompanied by impaired its methodological principles.

Thus, the crisis became apparent " competition paradigm of the market " , which was formed under the dominance of deterministic outlook, it gives reason to argue about the need to change to " institutional synergistic paradigm " with the need to reconsider both the theoretical level, and taking into account methodological update.

In terms of synergy to the analysis of economic development TSM must be approached from the standpoint of the contradictory unity of cooperation ( partnership) and competition as different but interrelated systems of exchange and co-ordination of economic activity is of fundamental theoretical and methodological significance . This understanding of the economic development of the root can overcome his lack of competitive paradigm that is based on the notion of homogeneity Economic Area and, as a consequence - it static. In addition , a new approach synergistic scientific thinking is associated with the dominant principle of probability, and hence - the growing multidimensional economic transformation. Increasingly dynamic role as the subject of economic research of TSM is not only the outcome but also the process and the vectors of change ( and primarily refers to the rate of adaptation to changes).

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