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Section 1. Economics

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The Interdependence of Behavioral Aspects of Community and Current Country’s Situation

Most of the researches in the current scientific literature in economy do not pay sufficient attention to such factor as society reaction on the economic, political or social events that occur in the country. In fact it provided to be significantly important. For instance, recent events in Ukraine are the evidence of this thesis. Thus, the range of political (frequent elections, high level of corruption, frequent change of state power etc.) and economic (low level of income, low level of social protection, difficulties for entering small and medium business etc.) factors has been making impact on different spheres of people’s life for last years. Finally accumulation of these difficulties has lead to so-called Euromaidan (2013-2014) that has been the reaction of Ukrainian society on the listed factors.

This example supports the hypothesis that the society’s mood is formed under certain factors (positive or negative) that usually make their impact after prolonged time, but not immediately. So the accumulation effect takes place.

The other examples related to our research are bank runs that took place in Ukraine after the JSC Prominvestbank collapse in 2008 when depositors withdraw the amount equal to about 1 bln USD as a panic response to temporary bank troubles. The similar reaction was followed out in other Ukrainian banks.

So people are exposed to communal reinforcement - a phenomenon that assume that community often behave in common manner supporting the repeated concept, despite of logical explanation and empirical evidence,

Economic, social and political situation affects people's behavior, which in turn, makes the opposite effect on economic, social and political developments in the country. In addition,

with each successive stage of development and repetition of a similar situation in the country people's behavior into account past experience. This interrelation can be formalized as a spiral of changing events.

At the time there is a lack of existent scientific researches that investigate the cyclical nature of community's behavior and different external factors that characterize the current state in the country. Most attention has been focused at researches of economic and financial aspects of crises prediction or elimination. Thus, the current project is aimed to take into account the strong influence of community's behavior on all aspects of country's situation, as well as vice versa effect.

Certain authors (Skryabina, 2011; Vitz, 1998) research the influence of the economic, financial and political factors on the social behavior of community, in particular the attitude to the institute of family and birthrate. Liefbroer and Evert (2002) prove the interrelation between the economic future expectations and birth rate for average woman in Netherlands, that is also followed by EU research (Sobotka (2010)).

The important component of the behavioral aspect is financial one. Thus, financial behavior in turbulent periods can make significant social and economic damage. Scherbal (2012) states that during recession and crises events the investigation of household behavior is an important task that has to be considered while forming state anti-crisis policy.

Iyer (2007, 2012) proves the concept that communal reinforcement influence the scale of bank runs: if people from the network of depositors withdraw their deposits from a bank, the depositors are likely to behave in common way. So one of the key reasons of bank run which can crucially influence bank (or bank system) solvency is panic (Chakravarty, 2012; Kiss, 2013). This pattern of behavior is proves the fact that people often do not follow their beliefs, but change conduct under the impact of circumstances.

The common conclusion from the literature review is that the current researches are mostly focused at definite factors that characterize current situation in the country and their interrelation with behavior of community. Still there is need to conduct the research aimed to find the interrelation between different factors of political, social and economic sphere and behavior acts. This interrelation can be formalized as a spiral of changing events.

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