

Union of Political Economics and Ecological Institutionalism: Ideological, Linguacultural and Ecological-economic Aspects of a Model of the State Strategic Management of a Region

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ABSTRACT— *The overlapping of the basis of institutional political economics and ecological institutionalism as a new direction of institutional theory, used to prove the norms and rules of economic advancement of a state, a region for the existing system of the state strategic management, needs careful consideration of theoretical and practical basis for a new model of the state strategic management of Russian regions which takes into account both the existing correlation and interdependence of political economics and institutionalism and the approaches, based on the paradigm of the sustainable economy, to forecasting, target indicators, resources provision of the territory evolution. The interdisciplinary approach to the study is based on the active use of system analyses, on a combined approach to the analysis of every function of strategic management and the methods and forms of realization corresponding with them, on creating theoretical and methodological basis for political economics and ecological institutionalism in their correlation and potential of usage in a modern model of the state management of the territories..*

Keywords— institutional political economics, ecological institutionalism, region, ecological and economic system, state strategic management

"I open my discussion of the new institutional economics with a confession, an assertion, and a recommendation. The confession is that we are still very ignorant about institutions. The assertion is that the past quarter century has witnessed enormous progress in the study of institutions. The recommendation is that, awaiting a unified theory, we should be accepting of pluralism"
Williamson O. E.

1.INTRODUCTION

In the epigraph, a quotation is cited from the research article by Williamson Oliver [9]. We are united with the quotation and to confirm its importance we present the results of our study devoted to the past, the present, and, what is more important, the future and its role in the new theoretical paradigm of the territories development, the whole world-system of the XXI century. The epigraph opens a huge field for scientific analysis of the theoretical basis of institutionalism and its connection with political economics, which importance still plays a great role in Western scientific thought.

The problems of the efficient use of resources, high efficiency and sustainability of the Russian economy are the problems demanding new ways to solve them and the solution of the problems is a matter of survival, security and future economic and political development of the country. The base for the study of the problems mentioned needs to develop a content of a new theoretical paradigm which considers the disadvantages of the existing paradigms and needs to create a management mechanism for the development of territories of any size, based on the "code of survival" of the state –

socio-economic, political and ecological development nowadays, when the struggle for resources and national interests domination is getting more desperate and fierce.

2. ECOLOGICAL INSTITUTIONALISM - A NEW DIRECTION OF INSTITUTIONALISM OF THE XXI-ST CENTURY

If the history of the beginning of the XX century witness the dissolution of the integral political economics into a number of more special sciences (economics, political economics, theory of organization, sociology, history of economics and history of the science about economics, that led to the destruction of the integral methodological base, consensus on the political and economic order and development [15], that we witness the synthesis – the reached in the XXI century result of the development of the theories of institutional political economics and institutional economics, which has a number of positive and negative characteristics which demands new studies and offers to transform theoretical and methodological basis of these theories and a possibility to use them together in the state strategic management practice of the development of all the territories directions. Before we determine the perspective intersection points, the correlation between political economics and ecological institutionalism, we will present the overview of their content and interrelation peculiarities revealed and investigated in the native and foreign scientific thought:

- if the economics of the institutions focuses on the study of the rules and their influence on the relationship participants' economic behaviour, then in political economics of the institutions the main attention is paid to the structure of the economic cooperation and relations, which occur (or must occur) on the base of the rules and their influence on the economic behaviour [3];

- the discussion of interrelation of the rules and economic relations, as well as their efficiency and the factors which influence it, let come to a conclusion about the “conventional endless circle” between them, which is clearly shown on fig.1. The picture needs some commentaries:

✓ The rules are determined as an intermediate stage in the management system, whereas the stopping point is economic relations or cooperation which are the study subject of political economics, however these are the rules, both formal and informal, that determine the character, content and efficiency of the forming and existing social relations including economic ones;

✓ The influence of the revealed historically formed formal and informal “rules” on the content, character and efficiency of the economic relations (both political, ecological and others), we think, and, however, it is obvious, needs to revise the subject of political economics when socio-economic phenomenon are succeeded by eco-economic phenomenon with social component in ecological and economic components of the notions and processes, and beside transaction expenses, considerable influence on the content and efficiency of the rules realization must be exerted by both ecological and institutional expenses in whole;

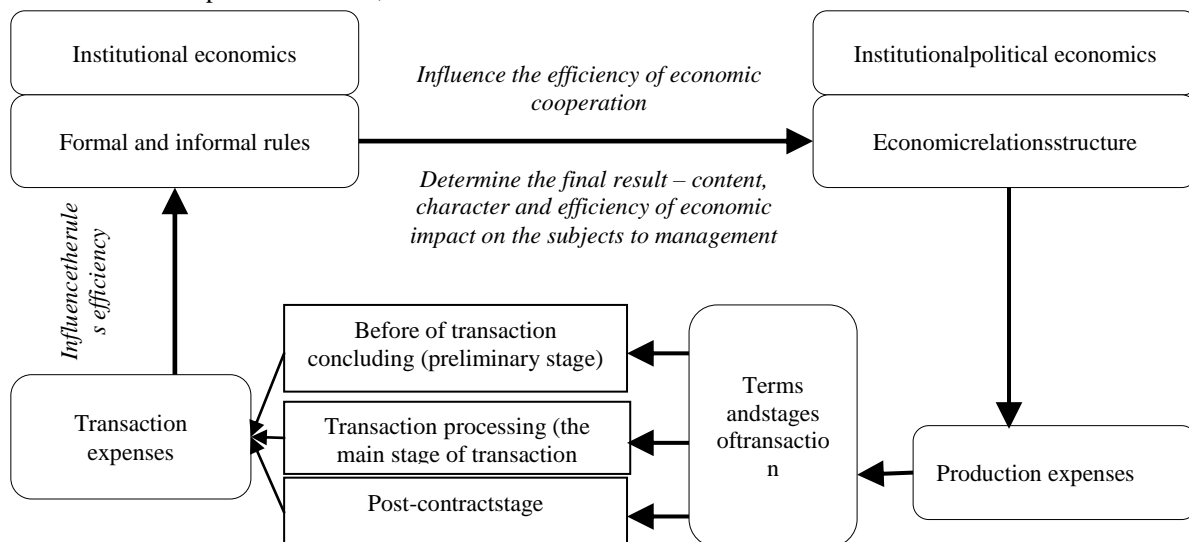


Figure 1: Interrelation between institutional economics and political economics of the institutions

- if institutions (according to U. Hamilton [8]) present a verbal symbol for a better denotation of a group of social customs, and classical political economics is presented like a “tree” of institutional and sociological directions of an institutional analysis (according to P.S. Lemeshhenko), then only the state, on condition that integrity and national security is guaranteed, can be responsible for the formation or transformation of institutions, which set boundaries and forms of human activity; modern authors also note the duality of the institutions nature; they are both the condition and the result of economic and social development in whole [14]. The question now arises if the institutions can be

determined as a condition for development, then what must be the goal of such development and how will this goal influence the institutions as the result of development?

The answer to the question includes the accession of institutionalism theory and methodology due to a new direction – ecological institutionalism, which essence, factors affecting its formation and content must consider the role of political economics in institutionalism development and development direction, which are actual and necessary for a modern state facing globalization and localization, crises and times of economic growth. The goal of development has dual nature:

1) it is ecological and economic security assurance as a subject protecting the territory from technological and other negative impact on the humanity and the environment; that, in conditions of existing technological growth of the enterprises, can be considered as a factor restraining economic growth and efficiency of economic activity;

2) it is also assurance to improve the quality of the population’s life that needs numerous various efforts in social, ecological and economic spheres of relations and rules (fig.2). The duality in development goal needs the duality of interests of humanity and nature, an economic entity and the state; the duality consists of the balance – parity of interest, which we consider to be a constituent of ecological institutionalism as its core principle – “priorities through parity”.

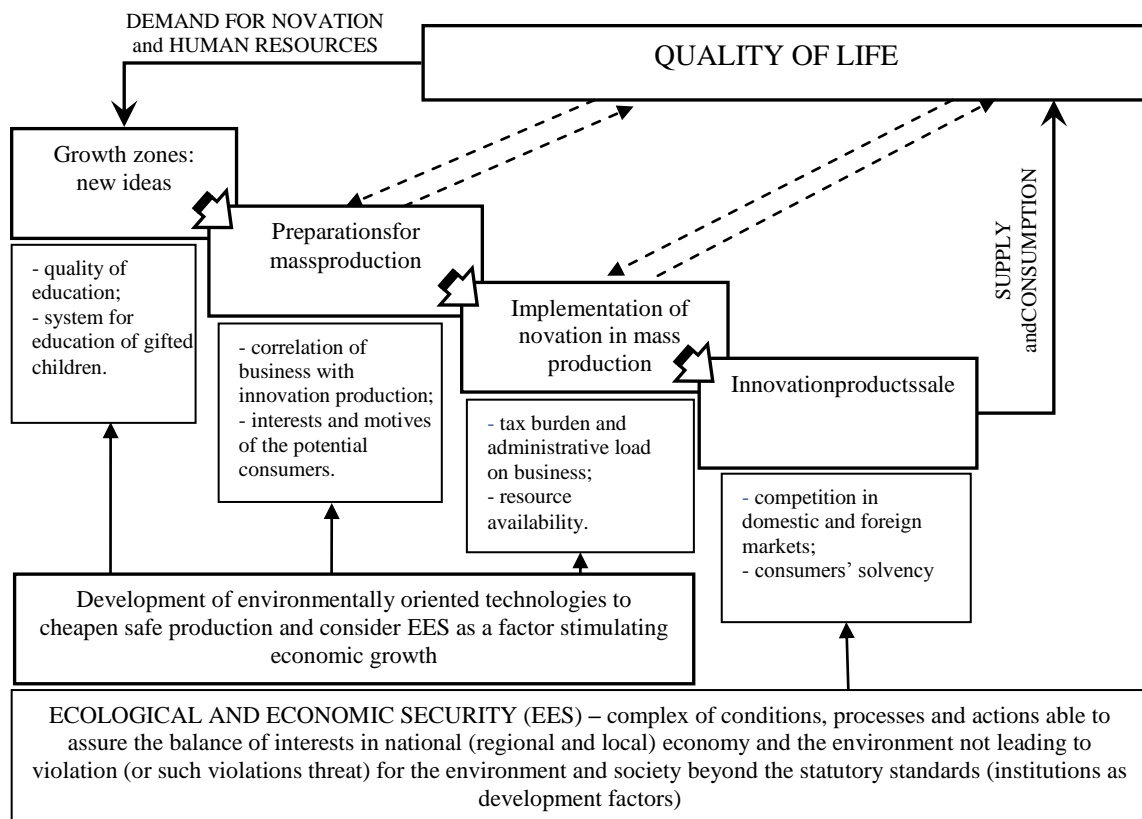


Figure 2: Ecological and economic security and life quality: the development goals and innovation breakthroughs in national economy

The characteristic of the ecological and economic security (EES) also demands additional analysis, which was carried out by the authors of the article and it let to come to the following conclusions:

- ecological and economic security is not only one of the strategic goals of the territory development which is determined by the conceptions, strategies, programmes of social and economic, ecological advancement and even evaluated by the methods of strategic audit by the Accounts Chamber of the Russian Federation, but also one of the strategic factors of the territory as an ecological and economic system, which presence and influence on the current status and the path dependency of the system is key and obligatory;

- such duality of the EES nature, identified by the authors, let talk about a kind of an “endless circle”; without the ecological and economic security we cannot talk about a new level of the system development and its properties – a region’s system of a more complicated level, which corresponds to the modern tendencies and problems of advancement; in this context, the strategic goal of the advancement of the region’s system is to achieve ecological and economic security, which, as we can understand, does not exist nowadays or is in conditions which are a far cry from safety. How can this contradiction be solved? We consider that it is necessary, at the level of the state strategic management, that is, planning and supervision, audit of the results of the state conceptions, strategies and programmes realization, to use a measuring scale to determine the condition of ecological and economic security, which base can be created with the

approach by the Ural scientific school on the issues of economic security (Ural Branch of the Russian Academy of Sciences –A.I. Tatarkin, A.A. Kuklin and others), which develops an indicative approach to determine the territory's current status (see [7]). The measuring scale for ecological and economic security must include:

- a normal status: it is offered to divide it into two kinds – status without risks (without maximum permissible concentration) and status with an allowed risk (within maximum permissible concentration);
- a transition stage which is divided into three transition stages from the initial stage of insignificant excess of the norm to the stage of pathological characteristics development and critical stage;
- pathology which is divided into an unstable status of the system or its elements, sustainably crisis state and an extremely dangerous status for the system.

That will help persons, who make decisions, and the society to see the interrelation of these spheres, run high quality diagnostics and according to it make the necessary changes into the region's development strategy and programme in the frames of the next "circular" of the strategic planning.

3. IDEOLOGY AS AN INSTITUTION - THE CONTENT AND COMMUNICATIONS WITH GOVERNMENT STRATEGIC MANAGEMENT TERRITORY

Turning back to the problem of the universality of institutions and the basis of the society life which are laid by them, we ask: if the world of customs and habits, while research and technological development is speeding up and turns of the civilization spiral of development are growing, speeds up the change of priorities and values, then what must we adapt to? And how often? Just in the frames of ecological institutionalism it becomes possible to reach the supranational level to form a supranational meta-ideology and "eternal values" and their essence and ways to adopt to them do not depend from political environment and dominating economic theories, because their nature is universal and sustainable (fig.3). To do it, it is necessary, first of all, to set into the base of ecological institutionalism both transformation of institutional matrix and the achievements of the theory of institutional matrix itself, D. Nort and R. Coase's heritage according to the institutional changes and neo-institutionalism postulates, because the transition to the new direction is evolution and not revolution; that means that accumulation of knowledge, proof of a new paradigm and its methodology has a right to exist and must guarantee all constituents of development process – growth, changes and improvement of relations and institutions. The authors insist that the primary one must become the study and proof of the development directions of an institution of ideology, its functions and role in the theoretical and methodological proof of the transformation of the union of political economics and ecological institutionalism. Let's look at P.S. Lemeshenko's statement which we agree with but think that it needs to develop the idea: *"Ideology presents itself an inner component of any social and economic system. Moreover, an economy model can become efficient if it has its central idea and its conscious realization, which is supported by the majority of citizens as consumers, producers, voters, political, scientific and cultural elite. Being an institution ideology does not appear from scratch. There are always backgrounds for any ideology. Influencing all spheres of human life, it itself is under the influence of history, conceptions and theories, environment and experience."*[14].

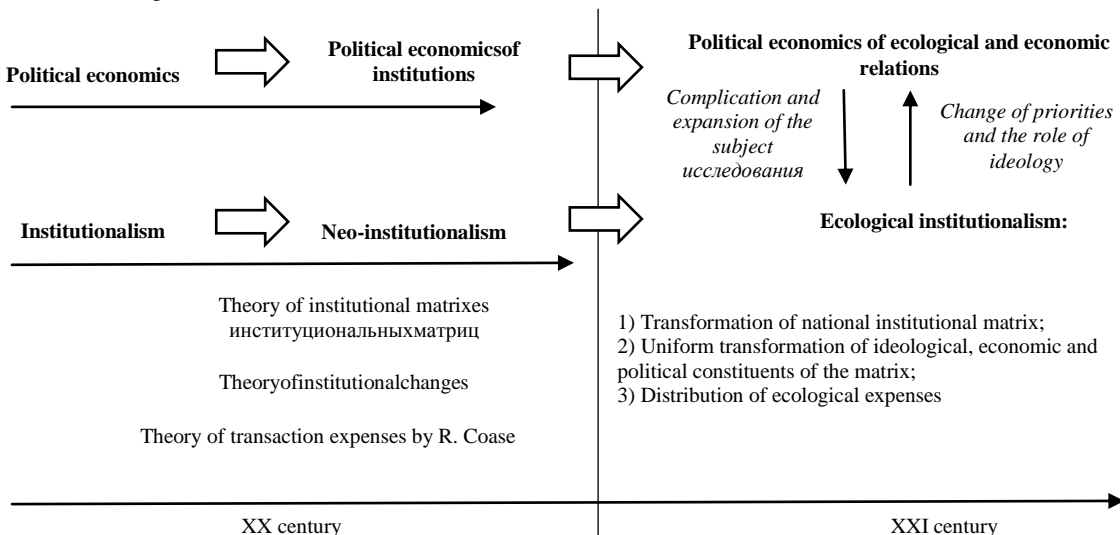


Figure 3: Transformation of the union of political economics and institutionalism

To make these statements practically important and release them from utopianism while being realized at the level of the world-system under the conditions of the opposition between the tendencies of globalization and localization of relations and processes it becomes necessary to explain and clarify the following:

- the presentation of ideology as a component of the system must be connected in its content and sphere of usage with a system of a more complicated level than a socio-economic one; only in this case ideology can have universality, a modern character and practical significance; we are talking about ecological and economic system (a social component is presented in the economic subsystem), and exactly due to the characteristic of the ecological subsystem we can find historical roots or form ideology projected for the future which is able in a long-term perspective to determine a vector of development, the role of the state in determining and supporting the direction to this vector of development;

- it is necessary to reach the supranational level, but in the current context it is almost impossible; it is necessary to change not only an economic but also a political component, and according to the structure of the institutional matrix (S.G. Kirdina) and ways of its transformation (K. Polanyi, D. Nort) we can talk about a new model of institutional matrix (fig.4), which let form such ideology which considers national experience and the history of its formation in the society, but also the results of its influence on the existing or expected modeled order. The conjunction of the two types of matrixes into one balanced matrix in the case of Russian institutional matrix let determine the content of the norms – ideological, political and economic institutions, which correspond with the content of ecological institutionalism and the dual goal of the development of society, state and territory.

It's impossible to talk about supranational level without the global issues. In the modern world the globalization is an inevitable part of the development of any field. The linguistic component plays a major role in the process. The current situation makes it necessary to find one language to be used in mutual cooperation. However, it should be noted that a language cannot live and develop without the people and ethnicities speaking it. The English language has become world and global. There is a connection between the language dominance and economic, technological, cultural dominance of the people [13]. If the people have no power, the language is unlikely to become a means of intercultural communication.

Nowadays there is hardly any chance that any other language but English may take the leading place. It dominates in business, in politics, in tourism and of course in academic sphere. Due to universities' research, academic mobility of students from all over the world, scientists' publications, and, as a result, success of the graduates, the English language flourishes and continues to be the key to top careers. English is not a luxury any longer, it is *sine qua non*. It cannot be argued that the English language will continue to be global in international communication in the world [4].

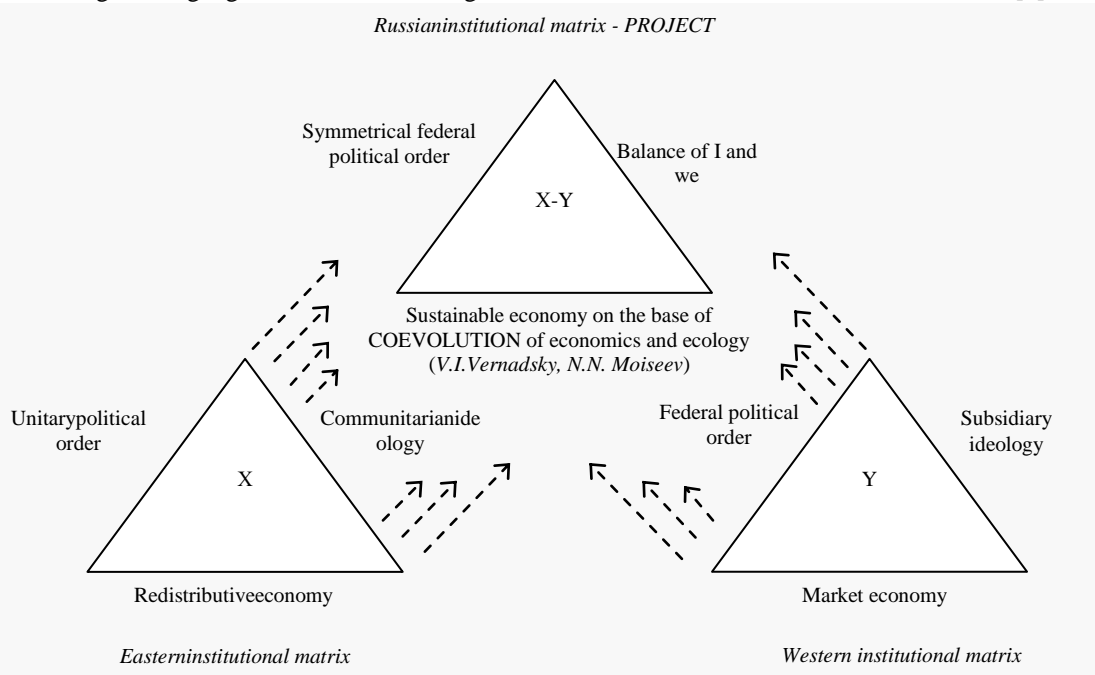


Figure 4: Transformation of institutional X- and Y-matrixes into the newest institutional matrix in Russia [2]

What is the essence of the transformation of ideology and strategic management? First of all, let's relate the functions of ideology as an institution and the functions of the state strategic management, for that we show the result on fig.5. Universality of a communication function talks about a high role of the "quality" of motives, interests and the management participants' behaviour, and those all have in their base the ideology dominating or won in the public relations. If the control function is a more formalized and regulated by the government one in accordance with the goals and demands to the subjects of control, then the importance of the informal rules, according to the planning, organization and motivation functions, is more substantial and efficient, and the ideology functions are more diverse:

- the planning function (namely the state strategic planning), we consider, is directly connected with such functions of ideology as formation of a common development strategy (the function can be made more complicated in the triad “conception-strategy-programme” of development) and a forecast of the arising situation, which is influenced by the development goals and the results of the state control, which is being complicated in the system of the state strategic management with the system diagnostics and strategic audit of the territory development results;

- the functions of organization and motivation can be connected with such a function of ideology as determination of the common borders for social conventions of relations among participants with different interests; namely resource potential and territory potential, the territory structure, as a subject of management, and possibilities to use the potential of enlightenment, training and education must be considered when forming ideological norms, rules and a decision model.

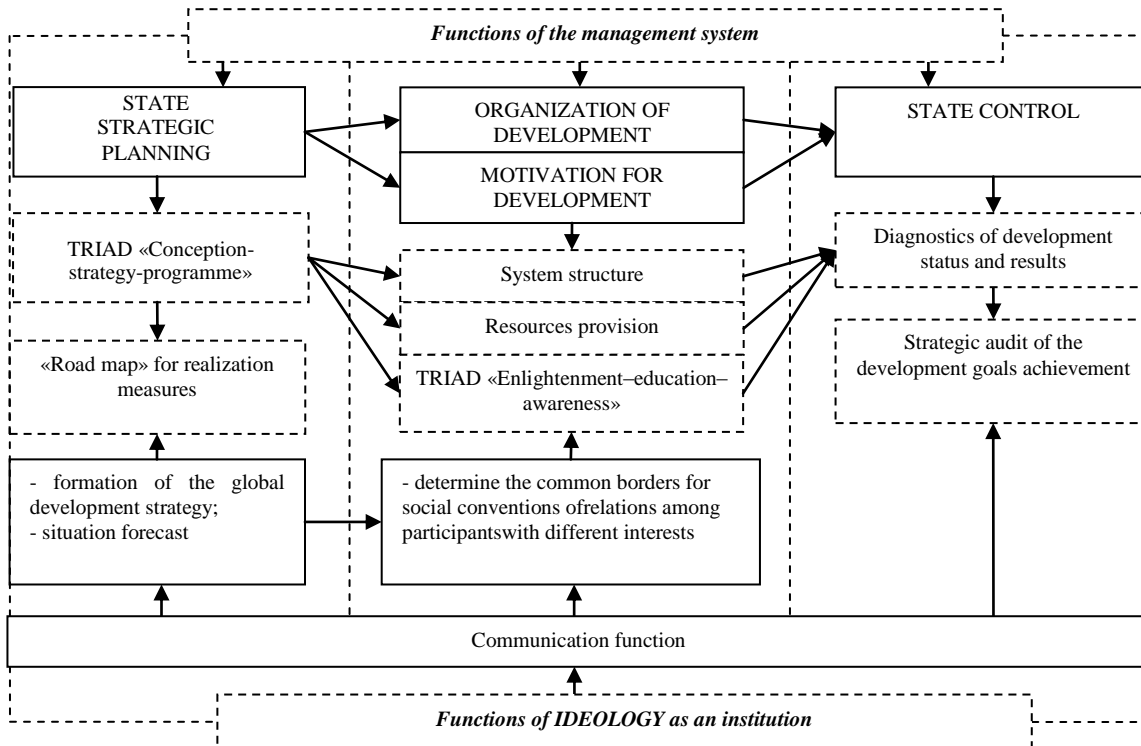


Figure 5: Interrelation of the state strategic management functions and the functions of ideology as an institution

4. WHAT EXACTLY IS INSTITUTE?

Turning back to the problem of defining what an institution is and what kinds of institution exist depending on the studied relations, we present the result of the evolution of this notion, and at that, take as a base the results of the study by V.N. Tarasevich and O.I. Ananyin:

- V.N. Tarasevich, in one of his papers, with reference to O.I. Ananyin [10], writes that an institutional component of life is functionally more “responsible” than others for the well-arranged self-organization and self-development and its direct result is the institutions [6];

- in the defining what an institution is, a great role is played by the definition of arrangement; to do it O.I. Ananyin in one of his papers cites J. Murphy’s words, who considered that it was Aristotle who determined three types of arrangement in human life and they are the nature, custom and agreement; that means that in institutions there must be the mechanisms of life arrangement through the nature laws (environmental laws), through historical rules and customs and through legally regulate formal “rules for the “game”;

- institutions are defined as follows:

a) special orders and ways, mechanisms of life arrangement (J. Murphy);

b) a special way of social life oriented to a certain aim and providing stable frames for continuing activity (G. Schmoller);

c) formal (laws, constitutions) and informal (agreements and accepted codes of behaviour) restrictions created by people, and also constraint factors which structure their cooperation; all together they make a motivational structure of the society and economies (D. Nort);

d) a regulator of a sphere of social life, which consists of at least several stages: the formal (legal, administrative and organizational) norms and rules, regulated by the authoritative and administrative bodies; the mechanisms of the state supervision over the implementation of the standard norms and rules; the mechanisms of the public supervision; informal norms rooted in the culture of the society. These elements of a social institution are interdependent and always preserve their self-dependence in real life [12].

The kinds of the definition of an institution in foreign and native scientific thought are more varied, but the analysis of the definitions presented above let us make a try to present our authors definition of an institution which considers the essence of an institution and its role in the society's life support: *an institutions is a result of the projection of the society's interests (or the interests of the elite, or transnational companies, or the majority or the minority) on the process of the regulatory acts creation to realize the public management functions by other people, all public relations or some kinds of these relations in accordance with the goal and tasks of the development.*

Can everybody take part in creating institutions or only the part of the society which has a management resource? It seems that it is true in practice, however, such a statement is conditional, because the management subjects are also a part of the society and the public relations; another issue is that their perception of norms and rules can dramatically differs from the management subjects' perception; and here we can see the root of the problems of the modern societies which impose their norms and rules upon other states, territories and subjects of management from other cultures. The responsibility of the state and its policy on territories management increases in such conditions and reveals itself in the correction of the paradigm, which, in the theory, methodology and the formal rules of the state management, determines their content and has influence on the path of the society's evolution, the territory and the system of any level and scale.

5. ACCORDANCE STATE STRATEGIC MANAGEMENT OF MODERN POLITICAL ECONOMY AND INSTITUTIONALISM - HOW TO RAISE EFFECTIVENESS?

The problem of efficiency and correspondence of the methods and principles of the state strategic management to the needs of all subjects and objects of management, are characteristic for all levels of decision making, and need universal, logical and consistent measures to renew and improve the strategic management methods from the side of the state which is able to provide a system approach to the problem solution. Fig.6 shows the way of correlation among certain forms and methods of the state management according to a planning function and a function of strategic thought corresponding to both the development goals and the principle "Priorities through parities", when the need in transformation of the ideological institution of the national institutional matrix is primary and must correspond to the possibilities of transformation of economic and political institutions as the pillars of the institutional matrix.

Must be unified at all levels of strategic thinking, planning and management

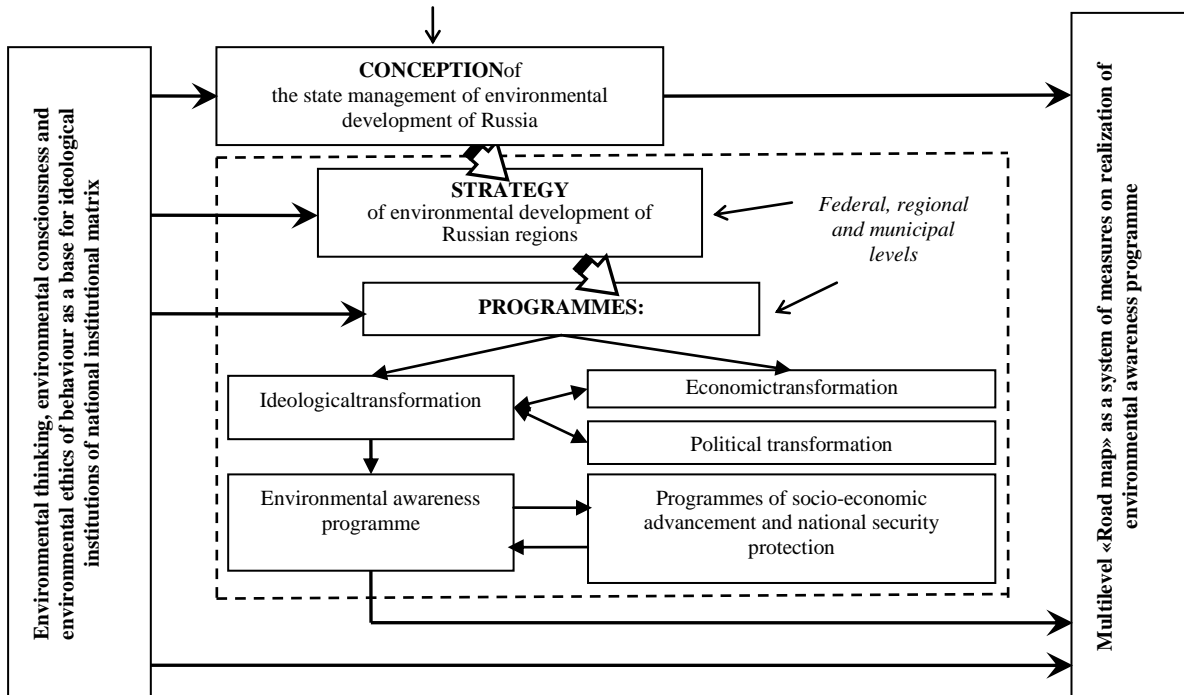


Figure 6: Components of strategic thinking and planning and their correlation [1]

An efficient and workable tool for transformation of an ideological institution is the State Programme of Environmental Awareness of the population, its goals, directions and the ways of realization at the regional and municipal levels can have universal forms and special ones considering the differences in mentality, consumer's psychology, the level of the needs of the citizen's living in the territory. That can present one of the examples of the development and realization of a new way of scientific substantiation of the content and the methods of the state strategic management realization in the frames of conjunction of methodological basis of political economics and ecological institutionalism in Russia.

The Environmental Awareness Programme can be used as an example to show the extension of the subject of political economics to the level of ecological and economic relations (social relations are included in them a priori); and it leads to complication and expansion of the subject of management – ecological and economic system, and to determine the priority transformation directions of both separate institutions and national institutional matrix:

- environmental awareness must be considered not as a set of separated measures, adopted and realized by the government, but as a logical in subsequence and importance chain of triads of organization and motivation for development “enlightenment-education-awareness”, which needs a correct set of measures and the scope of their financing, because only through the Environmental Awareness Programme it is possible to consider the transformation of the ideology as an institution and make it corresponding to the paradigm of sustainable economy;

- the aim of the Environmental Awareness Programme is to form in a long-term perspective sustainable environmentally oriented behaviour of the population of all age, social and professional groups;

- the tasks of the Environmental Awareness Programme must include the realization of measures to guarantee the priority of environmental values in public and household behaviour with individual approach to every age, social and professional population group; the realization of measures to develop and approbate environmentally oriented pre-school and school programmes which must be approved and adopted at the level of the Ministry of Education of the territorial entities of the Russian Federation, regional and municipal executive authorities; in agreement with the mass media, working out the information material about the system cultivation and provision of information to the public and priorities and rules of environmentally oriented behaviour which must change the mass consumption behaviour at any costs;

- expected final results of the programme realization:

- ✓ *Basic results (fundamental):* transformation of ideological, economic and political institutions in accordance with the sustainable economy paradigm; identification of the domination of the environmentally oriented mode of thinking in behaviour of different age, social and professional population groups; good results in collection and sorting of household refuse by the population; improvement of the environment due to the citizens' environmental friendly attitude and active involvement of saving and protecting technologies in business due to the formed environmental consciousness and a mode of behaviour of all population groups; making conditions for a long-term ecological and economic security territory; implementation and support for mechanisms of the state and private entrepreneurs partnership, promoting efficient financing of the environmental education system and implementation of environmentally oriented technologies into the economy;

- ✓ *applied results,* got at the end of the programme measures realization with respect to various population groups: implementation of environmentally oriented leisure programmes, which are able to rise the efficiency of the Environmental Awareness Programme at the individual level; creation of resources and programmes for children (TV programmes, leisure games, Internet-games, books and toys), which cultivate the environmentally oriented mode of behaviour, environmentally oriented mode of thinking and way of life; implementation and efficient use of new information resources, electronic education resources for the new generation, which implementation is possible in the education system and at the single user's level; staff training in the priority fields of environmentally oriented behaviour at the level of the institutions of preschool education, primary school, specialists in qualification upgrading courses of various professional population groups; growth of the state support for innovation projects oriented to environmentally oriented technologies and their implementation into the economy of Russia.

The Environmental Awareness Programme at the regional level, in accordance with the systematical approach to its realization, must be oriented to the following target group:

- 1) children studying at institutions of preschool education and primary schools; measures on environmental awareness has some peculiarities and are created for a long-term perspective, and also need joint work by the Ministry of Education and Science of the Russian Federation and the corresponding departments in the subjects of the Russian Federation, the Ministry of Natural Resources and Ecology of the Russian Federation and the corresponding departments in the subjects of the Russian Federation, and volunteer movements' active work too;

- 2) the State Environmental Awareness Programme is oriented to the whole country population (without any restrictions) acting as a “producer” of municipal solid waste, which considers the measures of ecological enlightenment, the propaganda and cultivating of fashionable and profitable (from economic, social and ecological points of view) new style of the customer behaviour to be primary and efficient, and also domestic wastes management and behaviour in the environment;

- 3) the business representatives, who, in the existing economic, political and social functioning conditions, must promulgate the business social function importance of, on the one hand, and provide reasonable conditions (economically

profitable) for their activity in the process of municipal solid waste turnover, promotion of environmentally friendly goods and services; the most effective, we think, will be the creation and realization of measures with the executive authorities; at that, it is necessary to take into account the specific features of economic activity, problems, risks and incentives actual for business;

4) in the target group of the Environmental Awareness Programme a special place is taken by school-children from the 5th form to senior forms (10-11th forms), students of institutions of vocational secondary education and institutions of higher education, and also higher-education teaching personnel who must be entrusted with not only scientific substantiation of all measures, but also promotion of volunteer centers in realization of events devoted to ecological training and education, and, what is more important, the propaganda of environmentally oriented behaviour; it is not just the most active contingent which is initiative, enthusiastic and altruistic but also the most receptive to the cognitive process.

In whole, the model of the state strategic management of the territory which corresponds with the paradigm of sustainable economy (with N.N. Moiseev's remarks to this notion) and is oriented to improve theoretical and methodological apparatus, needs a systematical approach which let to promote not only great sustainability of the study of the subjects of management, but also the complex character of approaches, methods to realize the discussed functions of the state strategic management [5].

Interrelation and interdependence of institutionalism and political economics needs, taking into account ecological and economic natural development of the region as the subject of the state strategic management, bring into conformity with the practice needs the scientific substantiation of their use the state strategic management of the region and the state. Theoretical and methodological approaches and methods, created by the authors, make a base for a new institutionalism direction, which corresponds with the modern needs of the state and other participants of such a complicated and well-developing ecological and economic system as the region: we are talking about the *ecological institutionalism*, in which the priorities and emphases are shifted to the parity of interests of the system elements with clear definitions of the notions "norm – transitional stage – pathology". Ecological institutionalism is the necessary direction of the institutionalism transformation aimed at promoting the transformation of the institutional matrix and its separate norms; that will conduce to increase the fulfillment of the strategic goals of the region's development and the efficiency of the methods of the state strategic management of the region.

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