## COMPARATIVE ANALYSIS OF NOTIONS "SUSTAINABLE DEVELOPMENT" AND "BALANCED DEVELOPMENT" OF NATIONAL ECONOMY<sup>1</sup>

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The article provides a comparative analysis of the sustainability notions, which are related to the level of national economy.

The rapid development of technology and the growth of natural resources consumption, a wasteful lifestyle and uncontrolled growth of the Earth's population, exploitation and destruction of nature are the cause of irreversibly changes of the environment. These changes have already influenced on the life of present generations and will be affect to the future generations. Thus, contradictions between the increasingly interdependent components of the "society-nature" system are formed. They may lead to a global catastrophe.

In this regard, there was created internationally recognized sustainable development concept as a result of many years of scholars work in the end of the twentieth century. The implementation of the concept of sustainable development, which implies further economic development and taking into account the need to preserve the environment, is one method of achieving a compromise between economic development and the environmental state of the environment. The prerequisite for the creation of the concept is fixed in the preamble of the outcome document of the United Nations Conference on Environment and Development in Rio de Janeiro at the level of Heads of State and Government, which was held in 1992.

The issues of sustainable development were raised by B.M. Danylyshyn, S.I. Doroguntsov, L.G. Melnik, P.G. Oldak, M.M. Petrushenko, H.M. Shevchenko, V.M. Tregobchuk, A.D. Ursul and others. The actuality point out to the formation of a fundamental understanding of the need to ensure the achievement of sustainable development.

Investigating the problem of sustainable development, scientists began to delineate notions "sustainable development", "(steady) stability development", "balanced development" and "supported development". These notions refers to the concept of sustainability, but they have different explanation.

Sustainable development is the organizing principle for meeting human development goals while at the same time sustaining the ability of natural systems to provide the natural

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resources and ecosystem services upon which the economy (national economy) and society depend. National economy – is the economy of a nation as a whole that is an economic unit and is usually held to have a unique existence greater than the sum of the individual units within it. According to L.I. Abalkin, the stability of the national economy is determined on the basis of the criterion of its security, stability, the ability to continually renew and improve itself. The desired result of sustainable development is a state of society where living, conditions, and resource use continue to meet human needs without undermining the integrity and stability of the natural systems.

The problem of balanced development of the national economy is one of the most controversial. Balanced development is viewed from different positions. Most often, it is confused with sustainable development, but this is incorrect. Sustainability presupposes the preservation of a given state, but the balance is observance of the established proportions, ensuring a balance between the current and given situation.

Balanced development is seen as a definite relationship between a set of factors. It is the result or the target setting and it is necessary to strive for its achieving.

Balanced development of the national economy is achieved with the complex provision of interaction of the following components:

1) tangible assets;

2) financial resources;

3) information assets;

4) institutions;

5) human and social capital;

6) natural factors.

Balancing is also associated with the regulation of issues with natural (land) resources [].

Supported development is a process of adducing the national economy into a steady state of equilibrium in order to form a basis for sustainable economic development. The purpose of the supported development is to create an environment for meeting socio-economic, informational, innovative, ecological, cultural needs and interests of the society in conditions of effective economic development and minimization of the impact on the environment.

Within the framework of supported development, the state's economic policy should be based on innovative development, economic security and effective invasive measures.

Stability (steady) development is accepted criterion of sustainability. Stability is a state of the socio-economic system, in condition of reasonless for the violation of the achieved equilibrium. This ability of the system, which is derived from a stable state, is returned to it independently.

Therefore, we can see the visible differentiation of the notions, which are related to national economy.

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