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INFLUENCE OF SUSTAINABILITY FACTORS ON ECONOMIC DEVELOPMENT WITHIN THE CONTEXT OF GLOBALISATION

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At the current stage of its development, the world is experiencing an enormous socio-cultural catastrophe associated with the loss of a single universal human perspective due to the exacerbation of social, economic, and environmental problems worldwide. The advisability of development that only focuses on material production, is being increasingly questioned that makes it necessary to change the whole paradigm - from the ideology of accumulating material wealth on earth to the ideology of "reasonable sufficiency", from the ideology of competition to the ideology of mutual assistance (Kudinova, 2017). This necessitated the research of the nature of economic relations in the context of globalization, as a result of which the paradigm of a sustainably developing society arose.

Studies demonstrated that significant factors that delay the development towards sustainability are: inconsistency in the development of related sectors of the economy, such as the financial sector; structural imbalance of the economy as well as the absence of a clear reform program aimed at creating the optimal regime for economic development. Meanwhile, it is important to have the means of implementing the concept of development at times of globalization, including, but not limited to favorable geopolitical location, sufficient transport and communication infrastructure (Köhler, 2014), and the presence of highly skilled workers, both engineering and scientific. These factors are expected to encourage governments to develop systems of large-scale measures of integration of the country into the system of the international economic community and global markets and contribute to the sustainability factor.

The urge to clarify the concept of sustainable development (SD) is determined by environmental and socio-economic conditions since the paradigm of a society of sustainable development differs significantly from the paradigm of industrial (economic) society that is based on the priority of economic growth through the widespread use of industrial methods of production (Lawrence, 2014). In industrial society, there is a concentration of production and population, urbanization, and the formation of a system of values that aim at efficiency and rationality disregarding the natural environment. Social and economic progress in industrial follows the path of increased production of material goods and gathering economic benefits at all costs. Under such conditions, environmental protection is subject to economic development, which makes it impossible in principle to effectively protect the environment (Cloutier, 2014).

In other words, SD is to ensure the harmonization and combination of social, economic, and environmental goals, their implementation in a single socio-ecological and economic system on a certain territory (Makasi & Govender, 2015). At the industry level, by the segment of industrial activity, and at the level of individual enterprises, this category is rarely considered by scientists. Nevertheless, the SD of individual territories requires the determination of appropriate strategies for individual industries, enterprises that affect and determine one or another state of biological, geographical, economic, and social objects that, following the concept of SD, are to be considered as a definite “socio-ecological-economic system”, all of the components of which are developing in a balanced way (Pawlowski, 2013).

The imbalance among the individual subsystems is the event of a specific object (country, region, industry, enterprise) of the concept of SD. The goal of this work is to spot the character of the impact of economic, social, and environmental problems on economic development in the context of globalization supported by the concept of sustainable development. The analysis results in the explanation of main grounds for the switch to a model of SD and justification of the required conditions for such a transition and establishment that the challenge of ensuring SD must be addressed by the systematic addressing of economic, environmental, and social problems at all levels. Moreover, the nature of the influence of economic, environmental, and social factors on the formation of the concept of SD in the context of globalization is examined. The practical significance lies in the systematization of factors and conditions of SD, based on which the implementation of the principles of SD in the context of globalization is ensured.

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