

conditions for the adequate coordination of current and perspective interests during development of innovative strategy, a choice of its basic directions. The effective economic mechanism is the base defining opportunities and productivity of formation of effective strategy in conditions of the market, in particular, by means of stimulation and motivation.

Despite of available contradictions of economic growth and the developed disproportions, in Russia there is a potential which is necessary for using effectively. In this connection overcoming of negative tendencies in economy and social sphere, can be provided on the basis of creation of conditions of economic growth adequate to a situation on the basis of perspective interests of subjects of economy in aspect of development of innovative economy.

In that case translation of economy in qualitatively other condition will allow on the basis of economic growth and innovative making to overcome system deformation reproduction cycles, all levels that will render return influence on formation of favorable conditions of economic growth in the long term and preservation of quality of an environment.

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ENVIRONMENTAL ECONOMICS IN TERMS OF ADVANCED ECONOMIC INTERESTS

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The acuteness and complexity of ecological-economical problems in conditions of advanced exchange relations formation in domestic economy conditioned the necessity of management development priority orientations working out in terms of advanced economic interests of economic agents. As far as the economic intercourse and interests system comprises all public production phases and spheres, specifically manifesting in every of them, in particular, in the sphere of management, in this connection the strategic management supposes the working-out of economic strategy, which includes the coordination and realization of economic interests of exchange relations subjects in all hierarchic management levels leading to the quality economic growth achievement as one of the most important conditions of sustainable society development. Such a necessity is defined by the place of the interests in the economy mechanism, by their role in formation and realization of economic strategy, in the course of development and performance of which it is necessary to take into account and define the ways of coordination and realization of the current

and, especially, advanced interests of economic agents.

The environmental aspect is becoming the one of the current interest in present-day economic environment. In the world's practice the strategic point is taken by the structural economic adjustment stimulation on the basis of maintenance of environment, ecological balance support, when, together with production potential modernization of traditional branches most recent branches rapid growth inclusive of economic agents' advanced interests is motivated for sustainable ecological production.

In connection with this, the negative trends overcoming in economics and social sphere, and also the ecological balance maintenance, can be guaranteed on the ground of creation adequate to the situation conditions of economic growth on the basis of advanced interests of economic agents in the perspective of environmental economics development. In this case, the conversion of the economics into a qualitatively other state will let, on the basis of economic growth and ecological aspect, overcome the all levels reproduction cycles systemic changes, that will render an adverse effect on the formation of cleared conditions of perspective economic growth and maintenance of environmental quality.

In this connection the consideration of present-day environmental economics approaches, strategies and methods for taking environmentally sound managerial decisions and providing a sustained development in the longer term becomes of current interest.

It is necessary to introduce modern methods and mechanisms of sustained development principles realization into science and practice; the emphasis should be made on the problems of social, and particularly, economical and natural sciences integration.

The ecological-economical systems soundness problems are becoming topical as a result of business functions of economic agents in the longer term, such as biological diversity decrease, sensibilities of the human being in front of global changes including climate reversal, problems of natural resources use (water, land, forest, useful minerals, recreational resources, and others) in all geographical latitudes and institutional levels.

In the age of economics globalization, the consideration of the international, national and multidisciplinary aspects while working out the economic growth, economic growth quality maintenance and environmental conservation strategies will help solve the existing problems, bridging over geographical boundaries and the bounds of science disciplines as well.

Special attention should be paid to international and regional ecological-and-economical problems, the development of advanced methodological approaches of environmental economics, problems of harmonization of business interests and maintenance of environmental quality, interaction of all the concerned

(employers, control and environmental bodies, human population, society and others) in the context of sustained development, and also the role of information technologies and modeling in ecological-and-economical management in terms of advanced economic interests.

In this respect the formation of developed exchange relations in Russian economics is largely associated with the solution of the efficient management

problem by environmental economics transformations in the aspect of coordination and realization of its agents' interests in the long term.

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