• Increasing the demand for innovation in economy
• Development of innovative infrastructure

Based on these trends, for the successful formation of innovative economics, must be elaborate and realize a complex of scientific and organizational-technical measures, which will be the base of state innovative policy.

References


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ECONOMIC THINKINGOF METHODOLOGICAL-APPLIED ASPECTS IN GEORGIA

Economic thinking, which includes the foresight of events and processes, is an important moment in the understanding of the economic events that originated in society, based on abstract thinking and general conclusions, providing practical proposals for further development of investigational events, is expected to predict the development of Prognostic perspectives. The transition to the economy of Georgia puts on the agenda the need for a new understanding of the economic processes and the current events in society.

An analysis of the challenges of management problems with economical analytical-assessor systems adapted to market mechanisms in Georgia indicate that "the relationship between market economies of independent sovereign states due to horizontal market links not only in the country but also in other countries with market investment and production. [1].
Analysis of the current macroeconomic policy of the transformation of the economic system in the context of global global processes in Georgia, orientation of orthodox, so-called "Liberal-monetary policy. In particular, "the Georgian government has not been able to escape a limited mental thinking on the modern stage of economic reform. Georgia needs an economic policy that gradually evolved through the development of endogenous factors through the development of endogenous factors in the civilized countries" [2].

At the modern stage economic analysis has developed a methodological system that requires further refinement and enhancement. Economic analysis of the country's economics, its all fields, and execution of difficult tasks is to develop concrete scientifically grounded conclusions which are of great importance to the selection of optimal options and to predict development.

The need for developing strategically and strategically and operational (current) plans in the market economy is increasing. The results obtained from a thorough analysis based on analytical economic calculation constitute the necessary material for compiling a business plan and in line with the prospect of predictive forecasting, the role of economic analysis increases the objective proportions of economic subjects and the final financial-financial results. It is also based on the impact of objective and subjective factors and will be studied based on the economic information system.

All the parties are: analyzing the production, realization and financing of the products, works, services, sales and realization, profit, profitability and financial position. Also, analysis is the objective of the company's use of production capabilities, the introduction of the latest achievements of science and technology, energy spending software Norms, protection of the regime of hardship and other issues that promote the company's entrepreneurial activities. Consequently, the terms of the transition to market relations require increased demand for economic analysis, as it is a tool of complex research for the study, management and control of corporations, revealing and enacting internal hidden reserves.

Without system analysis, it is impossible to perform successful tasks. Consequently, the new method of economic analysis, which is free from the above-mentioned deficiencies, is proposed to measure internal production measurements.

To achieve the efficient performance of the financial management goal-corporations (enterprises), based on analytical is necessary: a) Developing and realizing the scientifically-developed measures; b) maximizing profit with minimum expenses and c) raising economic potential of corporations, ensuring financial stabilization Optimizing the tail structure, increasing competitiveness and so forth. [3]

In the framework of modern market economics, the financial management of the corporation is defined as some of the advantages of the financial management of the financial management of the most complex structure that arises from the interest rate, the exchange rate, liquidity, and the promotion of prices, debt and arrears as a result of fluctuations in the of corporations and directly applicable [4].
Effective management of the financial activities of the corporation is achieved through the realization of a number of principles, namely: 1) integrating the company management into the overall system. 2) Complex of the formation of administrative decisions; 3) High dynamism of management; 4) Variance of approaches to the development of separate management decisions; 5) Strategic objective orientation of corporate development.

The financial manager with high qualification, creative thinking skills and precisely interacts with other managers is one of the main figures in the corporation (firm). The functions performed by him are very complicated, hard work and multifaceted. Financial Manager as an analyst and Erudite is responsible for the important technical and strategic decisions of the corporation. In the aspect of the transition economy, the adaptation of the management mechanism puts on the agenda a new approach to management management functions in its development strategy, operational and long-term planning and control. [5]

To develop effective strategies, it is necessary to analyze the general situation in the field and compete in the competition. The competently conducted examination managers provide the necessary information to understand the essence of macrodevices in which the firm operates and develops the appropriate external environmental environment. Management of reinjining (BP) business processes in banking management The financial position rating system - CAMEL allows cardiovascular improvement of the performance of the bank, as it involves radical changes in key business processes and its associated organizational structure, technology, and methods of working. The aim of reinjining is to increase the competitiveness of the commercial bank at the expense of the modification of its work with clients. [6]

Thus, the situational management, which is built on the use of a situational analytical assessor system, is aimed at reacting to an enterprise's response to the expected change in the environment. The manager is given a systematic understanding of the possibility of reacting to the economic and financial results, the creation of key sales formation processes, and the practical mechanism for managing adaptation management with the modified environmental conditions. Consequently, the methodological-applied proposed new logic of economic analysis is based on an analytical assessment system of management rationalism to decide on the ultimate results in decision-making, the intensification of the functionality of the productivity to the general implementation, In the modern stages, when Georgia undergoes inevitable transformations in the historical era of history, in socio-political life, transition into democracy, and in the economy from the administrative system to the market economy.

References

SAVINGS BEHAVIOR OF YOUTH IN POLAND IN TIMES OF MASS CONSUMPTION: HOW «INFECTION» WITH CONSUMER MYTHS WEAKENS THEIR EXPENSE CONTROL AND TRANSFORMS THEM INTO CONSUMPTIVE ZOMBIES?

A starting point for the reflection presented in the paper is over-indebtedness among young people from Poland. This phenomenon has become visible since Poland started to experience rapid economic growth. In order to better understand this problem scholars have decided to use reductionist approach and tried to analyse it thanks to the category of “financial self-control”. This approach is characteristic not only of psychologists, but also of economists. In the paper I would like to show that money-saving behaviours are normatively regulated, and we should seek the origins of these regulations in society itself. It would be valuable, however, to treat society not as a fully organized and coherent order, but as a cultural battleground. At the present, one can observe, among others, the clash at this cultural battleground between two orientations: ascetic culture and culture of consumption. Because saving behaviours are part of the ascetic culture, it would be interesting to find out more how the culture of consumption colonizes “social order” and weakens this originally ascetic ability to money-saving. It seems that significant role in the process is played by the consumer myths (the social myths which are the part of the culture of consumption). I decided to test an assumption that these myths have their impact on the