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**EFFECTIVENESS FACTORS OF SOCIALLY ORIENTED MODEL  
OF MARKET ECONOMY**

The focus of this article are main phenomena of socio-economic development models, factors of their effectiveness and problems that lead to the formation of crisis in the system of national economy. It is revealed that the modern market economy is based on such economic relations between labour and capital, which become not only a means of development of the relations of production, but also a means of democratization of society, which in turn leads to an increase in the level of social security and public security.

The article concludes that there are no pure market economies, i.e. economies with minimal government intervention in the production and distribution of national wealth. With regard to this fact, relevant is the study of the problem of optimization of the level and direction of state influence on the processes of development of the national socio-economic systems.

The research allowed identifying of two basic models of market economies. First is the Anglo-Saxon (or liberal) model, which is characterized by the lower level of state intervention in the production and distribution of national wealth. The second is the

model of coordinated (socially oriented) market economy, where the state actively intervenes in commercial and distribution processes, which is the basis for the high level of social and public security. The second model in comparison to the first one is more effective and crisis-resistant one.

The paper investigates the underlying causes and factors of efficiency of socially-oriented model of the market economy development. The investigations led to the conclusion that the main reason for the effectiveness of the coordinated market economy model is its social orientation. It is the social orientation that causes more equitable distribution of national wealth, which in turn provides higher level of personal income and, therefore, leads to the high level of consumption and savings. It's a well-known fact that the consumption and saving in its nature are direct and potential investments. Furthermore, the investment is the basis for the national economy development. Thus, by coordinating the processes of production and distribution, the state generates and coordinates certain investment flows, which are the source of sustainable development of the national socio-economic systems.