

## **Global economic activity in the theoretical approaches of behavioral economics**

*V.V. Rokocha, Doctor of Economics, Professor  
of International Economics Department,  
«KROK» University  
virar@KROK.edu.ua.*

**Research methodology.** Problem analysis was carried out using a systematic approach by which it became possible to define the role of behavioral economics as methodological basis of global economic relations analysis. Methods of scientific abstractions, historical and logical, from simple to complex, as well as functional and logical analysis allowed to define the forms of market anomalies that occur in global economic relations and describe mechanisms of their solving by practice of international economic management.

**Results.** It was proved that behavioral economics is the modern theoretical basis for the analysis of global economic activity. Specific areas of application of behavioral economics tools in the study of problems of the global economic relations development were revealed.

**Novelty.** The introduction of new methodological component represented by behavioral economics to the theory of global economic relations was offered. It was proved that the fundamental categories of behavioral economics, based on the concepts of “emotions” and “market anomalies” are the current subject of the analysis of the theory and practice of global economic relations and their use in the analysis can increase the level of argumentation of managerial decisions making.

**Practical significance.** The use of methodological approaches of behavioral economics in international business activities allows to increase the socio-economic effects of the adoption and implementation of business solutions toward the world economic activity.