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**IN SEARCH OF «HOMO ECONOMICUS»: ECONOMIC
BEHAVIOR AS IT IS TREATED BY DIFFERENT
RESEARCHES**

Economic behavior is a behavior based on search of economic alternatives in the process of production, exchange, distribution, and consumption of goods and services. Economic behavior includes in its structure two main components: rational cognitive processes and irrational components (emotions) (G. Loewenstein).

Economic behavior is investigated with rational choice theory (RCT), which tries to explain economic behavior as a system of rational actions (R. Swedberg and P. Hedstrim). The value of this theory is greatly criticized nowadays. It goes without saying that economic behavior of an individual is managed by her/his cognitive processes and rational choice. But economic behavior isn't always rational. A lot of immediate emotions (such as anger, passion, fear) and drive states (such as hunger, thirst, sexual desire) influence economic behavior and add to it some irrational context (G. Loewenstein). So rational choice theory is not convenient enough for analyzing economic behavior.

Distinguished scholars suggested to explain economic behavior with the help of value-expectancy theory (VET) (K. Opp). VET is based on evaluation of values that are important for an individual and can motivate his behavior. It is commonly known that economic behavior is managed by individual's needs and stimuli. Needs in turn are based on values and norms learned during persons socialization.

Economic behavior is the subject matter of both economics and sociology. These sciences investigate economic behavior from different approaches. The analyses of economic behavior began in economic theory. The first scholar who investigated economic behavior was A. Smith. He created the conception of "homo economicus", active, selfish, well-informed, rational and independent in his decisions (J. Henrich). The main principle of "homo economicus" is "give me what I need and I'll give you what you need". The idea of "homo economicus" was developed in the works of A. Marshal, T. Weblen, P. Heine (R. Swedberg).

Sociology in its turn developed the model of "homo sociologicus". According to this model individuals are seen as passive, not well-informed, irrational, altruistic, oversocialized and even dull creatures (E. Tsakalotos). E. Durchein, U. Shumpeter, R. Merton, M. Granovetter are representatives of this theory. (R. Swedberg). The half-way position between these two models can be described with the model of "homo socio-economicus", a knowledgeable agent, that is active, reflective, well-socialized, but flexible (not always rational). Being well-socialized, one can act against social norms. The model of "homo socio-economicus" is the most appropriate model for analyzing economic behavior of an individual in the reality. This model is greatly supported in the scientific community and it is used in the theories of Belarusian sociologists G. Sokolova, O. Kobiak who investigate economic behavior.