

ECONOMIC ESSENCE OF IRRATIONAL BEHAVIOR OF USERS OF NATURE

J.V. Mishon, A.V. Pushkina

In the paper is found out the main cause for unreasonable nature-using on the part of the economic units, that is to say, the economic essence is defined of "non-ecological" conduct of the producer, which causes environmental offences. By means of the methodological individualism used in analyzing "economic activities – environment" system, the necessity is substantiated of employing of economic modes in the process of include ecological approaches in the system of economic relations.