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## **MOTIVATION AS A FACTOR OF PRODUCTION EFFICIENCY IN THE CONTEXT OF ECONOMY AND SOCIETY TRANSFORMATION**

In article, the author analyzed views of western economy theorists to a transformation problem of the Soviet economy and society. The main features of economic system of the USSR were: state ownership of all material resources, monopolization and bureaucratization of economy in specific forms, centralized economic planning as a basis of an economic mechanism.

The Austrian theorists L. von Mises and F. von Hayek were sure that socialist system was impractical. The planned economy can exist rather long only borrowing all created beyond its borders, and thus inevitably being late. The universal statement of socialism would mean its fast accident.

Some western economists (W. Eucken, K. Thalheim) proved that socialist economy does not have an internal impulse for development because relations of production in it are replaced with technical communications and the noneconomic management relations.

In the years of World War II and post-war restoration, the socialist system showed the ability to solve complex problems in extraordinary conditions. However, from the mid-

dle of the 1950th the Soviet economy started constantly losing dynamism of development. In the middle of 1960th, USSR started making serious attempts carrying out economic reforms which became an indicator of internal evolution of social and economic state system, however, the directions of this evolution were unknown. Therefore, reforms of the Soviet economy caused discussion among the western economists about nature of development of the Soviet economy.

D. Bell's theory of post-industrial society and the W. Rostow's theory of economic growth stages belong to theories of transformation. The theory of convergence was developed by P. Sorokin, J. Galbraith, W. Rostow, J. Fourastie, Y. Tinbergen and others. Theories of convergence came to the general conclusion that in process of strengthening of international relations and expansion of economic integration the similarity of two systems will increase.

It is established that absence of the necessary motivation and weak ability to self-organization were the main problems of the Soviet economy.