```
330.3:502.3
                                                          1992 .
                 10
         100
1
                  1,5
        900
                       170
        2000
               2011 .
                                    2%.
                90
                                                      »:
                     40
                              300
2010 .
2 . 3
       18%
                                                                   ).
         82% –
                              2011 .
     13
                                                                     .).
```

© . . , 2012

. .). 1) 2) (); 3) 4) ();). [2]: [1].

```
).
                                                                                                      [4],
                                                                                       [5],
                                                              1)
                                                              2)
(
. .),
[3].
                                                                       [6],
            )
                                                                                                   [7].
                                                                 [8, . 538]
                                                                                                     «the
                                                       metaphorical use of Darwinian principles risks
                                                       concealing the real mechanisms underlying
                                                       economic and cultural evolution»<sup>3</sup>.
          [9,
                . 309].
                                                                                               ).
                                                                              » (
```

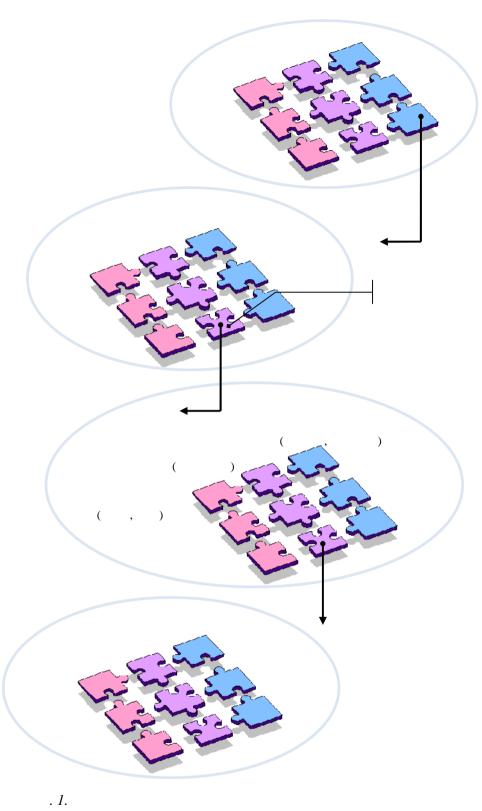
[16]: [10]. [5], [17], [11-[18, 19], 13]. ««...social and [20], [14, 21-23]. environmental systems coevolve such that environmental systems reflect the characteristics of social systems — their knowledge, values, social organization, and technologies - while social systems reflect the characteristics of environmental systems - their mix of species, rates of productivity, spatial and temporal variation, and resilience. The coevolutionary description of development explains why, and to some extent how, everything is related to everything else¹» [14]. [15]. ¹ «...

[24];

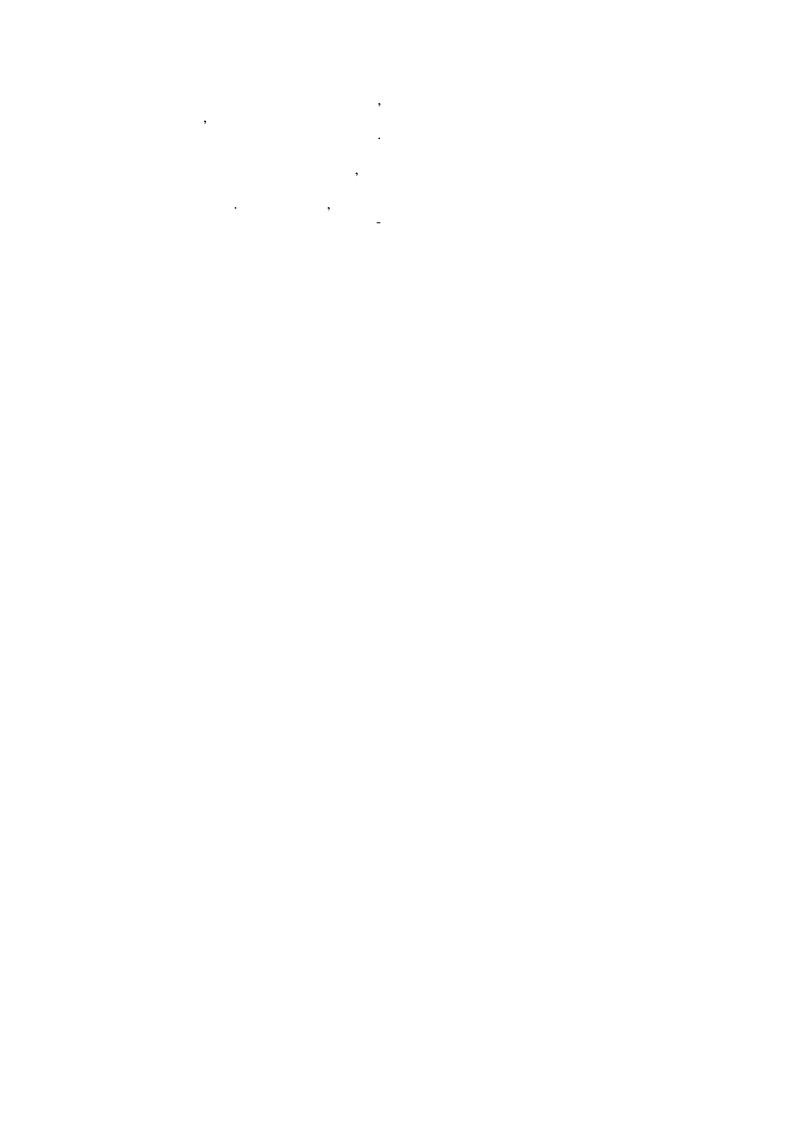
...» (

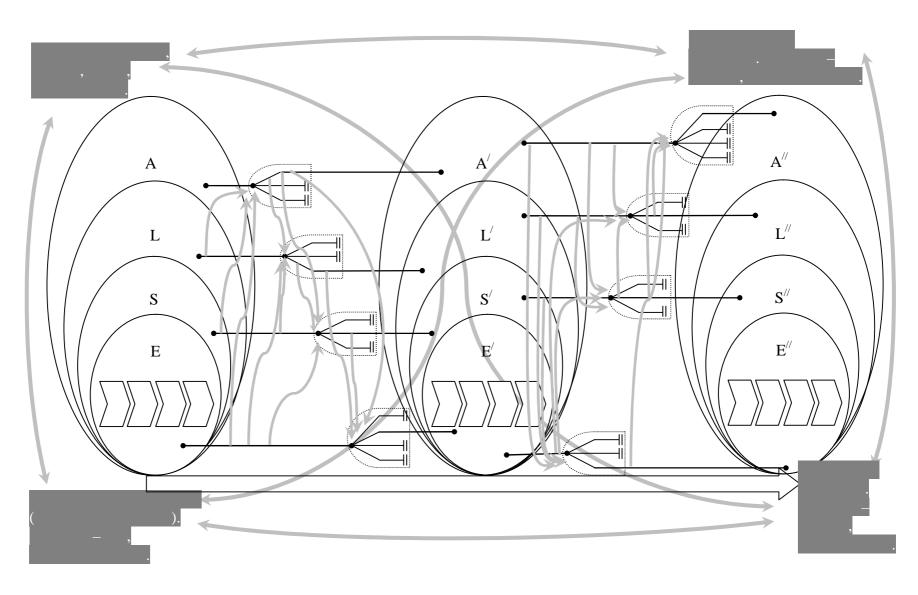
: [25].); [15], 1. (). [14]. . [10]; [26, . 8].





[27, . 113]. [28]).) [27]: . 2. .). .).





. 2.

```
(
                                                   maxT,
                                  )» [29, .43].
```

()

:
$$\frac{dN_i}{dt} = N_i \left(\varepsilon_i - \sum_{j=1}^n \gamma_{ij} N_j \right), \qquad (1)$$

$$i_i - \qquad i_j$$

$$\vdots$$

$$j_i - \qquad j_j$$

- (1)

$$\begin{cases}
\frac{dA_{i}}{dt} = A_{i} \left(\varepsilon_{i}^{A} + \gamma^{L} L_{j} + \gamma^{S} S_{q} + \gamma^{E} E_{k} \right) \\
\frac{dL_{j}}{dt} = L_{j} \left(\varepsilon_{j}^{L} + \gamma^{A} A_{i} + \gamma^{S} S_{q} + \gamma^{E} E_{k} \right) \\
\frac{dS_{q}}{dt} = S_{q} \left(\varepsilon_{q}^{S} + \gamma^{L} L_{j} + \gamma^{A} A_{i} + \gamma^{E} E_{k} \right) \\
\frac{dE_{k}}{dt} = E_{k} \left(\varepsilon_{k}^{E} + \gamma^{L} L_{j} + \gamma^{S} S_{q} + \gamma^{A} A_{i} \right)
\end{cases} (2)$$

 $\gamma^{A}, \gamma^{L}, \gamma^{S}, \gamma^{E} \in [0, +\infty],$ $A_{i}, L_{i}, S_{a}, E_{k}$

 $arepsilon_{_{_{i}}}^{A},arepsilon_{_{_{j}}}^{L},arepsilon_{_{_{a}}}^{S},arepsilon_{_{k}}^{E}-$

,

 $\gamma^A, \gamma^L, \gamma^S, \gamma^E$ -

$$\begin{cases} \frac{dA_{i}}{dt} = A_{i} \left(\varepsilon_{i}^{A} + \gamma^{L} L_{j} + \gamma^{S} S_{q} + \gamma^{E} E_{k} \right) \\ \frac{dL_{j}}{dt} = L_{j} \left(\varepsilon_{j}^{L} + \gamma^{A} A_{i} + \gamma^{S} S_{q} + \gamma^{E} E_{k} \right) \\ \frac{dS_{q}}{dt} = S_{q} \left(\varepsilon_{q}^{S} + \gamma^{L} L_{j} + \gamma^{A} A_{i} + \gamma^{E} E_{k} \right) \\ \frac{dE_{k}}{dt} = E_{k} \left(\varepsilon_{k}^{E} + \gamma^{L} L_{j} + \gamma^{S} S_{q} + \gamma^{A} A_{i} \right) \\ \lim_{t \to \infty} \left(\gamma^{A}, \gamma^{L}, \gamma^{S}, \gamma^{E} \right) \to 0. \end{cases}$$

$$(3)$$

.

- ,

-, ,

· ,

· -

,

:

« - »

,

- 1. Mebratu, D. (1998). Sustainability and sustainable development: historical and conceptual review // Sustainability and sustainable development. Elsevier Science Inc. P. 493-520.
- 2. Mebratu, D. (1996). Sustainability as a Scientific Paradigm / Lund: International Institute for Industrial Environmental Economics.
- 3. Thompson, N. (2002). Coevolution // Pagel, M. (ed.). Encyclopedia of Evolution. Oxford University Press, Oxford.
- 4. Porter, T.B. (2006). Coevolution as a research framework for organizations and the natural environment // Organization & Environment. P. 479-504.
- 5. Nelson, R., Winter, S. (1982). An Evolutionary Theory of Economic Change. Harvard University Press.
- 6. Hodgson, G. (2004). Darwinism, causality and the social sciences // Journal of Economic Methodology. 11 (2) pp. 175-194.
- 7. Witt, U. (2004). On the proper interpretation of evolution in economics and its implications for production theory // Journal of Economic Methodology. 11 (2) pp. 125-146.
- 8. Cordes, C. (2006). Darwinism in economics: from analogy to continuity // Journal of Evolutionary Economics. 16 pp. 529-541.

2010. – 518 . (Hlosariy zelenoho biznesu: ukrayins'ko-nimets'ko-rosiys'ko-anhliys'kyy / V. Bazylevych, D. Val'ter, V. Khartmann ta in.; nauk.red.: V. Bazylevych, D. Val'ter. – K.: Znannya, 2010. – 518 s.)

- 10. Guala, M., Norgaard, R. (2010). Bridging ecological and social systems coevolution: A review and proposal // Ecological economics. 69 pp. 707-717.
- 11. Norgaard, R. (1981). Sociosystem and ecosystem coevolution in the Amazon // Journal of Environmental Economics and Management. 8 (3) pp. 238-254.
- 12. Norgaard, R. (1984). Coevolutionary development potential // Land Economics. 60 (2) pp. 160-173.
- 13. Norgaard, R. (1984). Coevolutionary agricultural development // Economic Development and Cultural Change. 32 (3) pp. 525-546.
- 14. Norgaard, R. (1994). Development Betrayed: The End of Progress and a Coevolutionary Revisioning of the Future. Routledge, London.
- 15. Van den Bergh, J., Stagl, S. (2003). Coevolution of economic behaviour and institutions: towards a theory of institutional change // Journal of Evolutionary Economics. 13 pp. 289-317.
- 16. Stagl, S., (2007). Theoretical foundations of learning processes for sustainable development // International Journal of Sustainable Development and World Ecology. 14 pp. 52-62.
- 17. Leonard-Barton, D. (1988). Implementation as Mutual Adaptation of Technology and Organisation. Research Policy. 17 pp. 251-267.
- 18. Nelson, R. (1994). The Co-evolution of Technology, Industrial Structure, and Supporting Institutions'. Industrial and Corporate Change. 3 pp. 47-63.
- 19. Rosenkopf, L., Tushman, M. (1994). The Coevolution of Technology and Organization' In: Baum, J., Singh, J. (Eds.), Evolutionary Dynamics of Organizations, Oxford University Press, Oxford. P. 403-424.
- 20. Rip, A. and Kemp, R. (1998). Technological Change, In: S. Rayner and Malone, E.L. (eds), Human Choice and Climate Change, Columbus, Ohio: Battelle Press. Vol. 2. P. 327-399.
- 21. Kemp, R., Soete L. (1992). The Greening of Technological Progress: An

- Evolutionary Perspective', Futures. 24(5) pp. 437-457.
- 22. Gowdy, J., (1994). Coevolutionary Economics: The Economy, Society and the Environment. Dordrecht: Kluwer Academic Publishers.
- 23. Kemp, R., Rotmans J. (2005). The management of the co-evolution of technical, environmental and social systems, In.: M. Weber and J. Hemmelskamp (eds.) Towards Environmental Innovation Systems, Springer Verlag. P. 33-55.
- , 1975. 741 . (Odum Yu. Osnovy ehkolohyy. M.: Myr, 1975. 741 s.)
- 25. Gavrilov L.A., Gavrilova N.S. (1991). The Biology of Life Span: A Quantitative Approach. Harwood Academic Publishers, New York
- 2.— . 5-15. (Tunycja Ju.Ju. Jekologizacija jekonomiki: teoretiko-metodologicheskij aspekt / Ju.Ju. Tunycja, Je.P. Semenjuk, T.Ju. Tunycja // Jekonomicheskaja teorija. 2011. 2. S. 5-15.)
- 27. Porter, M. (1998) On competition. Boston: Harvard Business School.

(Zaharchenko V.I. Innovacionnoe razvitie v Ukraine: nauka, tehnologija, praktika: monogr. / V.I. Zaharchenko, N.N. Merkulov, L.V. Shirjaeva. – Odessa: Pechatnyj dom, Favorit. – 2011. – 598 s.)

2010. – 230 . (Shamis A.L. Modeli povedenija, vosprijatija i myshlenija / A.L. Shamis. – M.: Internet-universitet informacionnyh tehnologij; BINOM. Laboratorija znanij, 2010. – 230 s.).

References

- 1. Mebratu, D. (1998) 'Sustainability and sustainable development: historical and conceptual review'. Sustainability and sustainable development. Elsevier Science Inc. P. 493-520.
- 2. Mebratu, D. (1996) Sustainability as a Scientific Paradigm. Lund: International Institute for Industrial Environmental Economics.
- 3. Thompson, N.,Pagel, M. (ed.). (2002) 'Coevolution'. Encyclopedia of Evolution. Oxford University Press, Oxford.
- 4. Porter, T.B. (2006)' Coevolution as a research framework for organizations and the natural environment'. Organization & Environment. pp. 479-504.
- 5. Nelson, R., Winter, S. (1982) 'An Evolutionary Theory of Economic Change'. Harvard University Press.
- 6. Hodgson, G. (2004) 'Darwinism, causality and the social sciences'. Journal of Economic Methodology. 11 (2) pp. 175-194.
- 7. Witt, U. (2004)' On the proper interpretation of evolution in economics and its implications for production theory'. Journal of Economic Methodology. 11 (2) pp. 125-146.
- 8. Cordes, C. (2006) 'Darwinism in economics: from analogy to continuity'. Journal of Evolutionary Economics. 16 pp. 529-541.
- 9. Bazylevych, V., Val'ter, D., Khartmann, V. (2010) Hlosariy zelenoho biznesu: ukrayins'ko-nimets'ko-rosiys'ko-anhliys'kyy. Kyiv: Znannya.
- 10. Guala, M., Norgaard, R. (2010). 'Bridging ecological and social systems coevolution: A review and proposal'. Ecological economics. 69 pp. 707-717.
- 11. Norgaard, R. (1981). 'Sociosystem and ecosystem coevolution in the Amazon'. Journal of Environmental Economics and Management. 8 (3) pp. 238-254.
- 12. Norgaard, R. (1984) 'Coevolutionary development potential'. Land Economics. 60 (2) pp. 160-173.
- 13. Norgaard, R. (1984) 'Coevolutionary agricultural development'. Economic Development and Cultural Change. 32 (3) pp. 525-546.
- 14. Norgaard, R. (1994) Development Betrayed: The End of Progress and a

- Coevolutionary Revisioning of the Future. Routledge. London.
- 15. Van den Bergh, J., Stagl, S. (2003) 'Coevolution of economic behaviour and institutions: towards a theory of institutional change'. Journal of Evolutionary Economics. 13 pp. 289-317.
- 16. Stagl, S., (2007) 'Theoretical foundations of learning processes for sustainable development'. International Journal of Sustainable Development and World Ecology. 14 pp. 52-62.
- 17. Leonard-Barton, D. (1988) 'Implementation as Mutual Adaptation of Technology and Organisation'. Research Policy. 17 pp. 251-267.
- 18. Nelson, R. (1994) 'The Co-evolution of Technology, Industrial Structure, and Supporting Institutions'. Industrial and Corporate Change. 3 pp. 47-63.
- 19. Rosenkopf, L., Tushman, M. (1994) The Coevolution of Technology and Organization' In: Baum, J., Singh, J. (Eds.) Evolutionary Dynamics of Organizations. Oxford University Press, Oxford. pp. 403-424.
- 20. Rip, A. and Kemp, R. (1998) Technological Change, In: S., Rayner and Malone, E.,L. (eds). Human Choice and Climate Change, Columbus, Ohio: Battelle Press. 2. pp. 327-399.
- 21. Kemp, R., Soete L. (1992) The Greening of Technological Progress: An

- Evolutionary Perspective'. Futures. 24(5). pp. 437-457.
- 22. Gowdy, J., (1994) Coevolutionary Economics: The Economy, Society and the Environment. Dordrecht: Kluwer Academic Publishers.
- 23. Kemp, R., Rotmans J. (2005). 'The management of the co-evolution of technical, environmental and social systems'. In.: M., Weber and J., Hemmelskamp (eds.) Towards Environmental Innovation Systems. Springer Verlag. pp. 33-55.
- 24. Odum, Yu. (1975) Osnovy ehkolohyy. Moscow: Myr.
- 25. Gavrilov, L.,A., Gavrilova, N.,S. (1991) The Biology of Life Span: A Quantitative Approach. Harwood Academic Publishers, New York.
- 26. Tunycja, Ju, Ju, Semenjuk, Je, P. Tunycja, T, Ju (2011) 'Jekologizacija jekonomiki: teoretiko-metodologicheskij aspect'. Ekonomicheskaja teorija. 2. pp. 5-15.
- 27. Porter, M. (1998) On competition. Boston: Harvard Business School.
- 28. Zaharchenko, V.,I., Merkulov,N.,N., Shirjaeva,L.,V. (2011)Innovacionnoe razvitie v Ukraine: nauka, tehnologija, praktika. Ukraine:Odessa: Pechatnyj dom, Favorit.
- 29. Shamis, A.,L. (2010) Modeli povedenija, vosprijatija i myshlenija.Moscow: Internet-universitet informacionnyh tehnologij; BINOM. Laboratorija znanij.