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**Research Article**

# THE MODERN PROBLEMS OF CLASSICAL THEORY OF COMMON EQUILIBRIUM

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**A B S T R A C T**

The work is dedicated to the modern problems of classical theory of common equilibrium. It's reviewed the pros and cans of the prospect of welfare benefits from direct foreign investment, according to the common economics Lozzan School. The article focuses on the studies of the founder of the Mathematization Tradition Leon Walras and his pupil Wilfred Pareto.The concept of Pareto's effectiveness and the general economic equilibrium of Varlas main assumption and criteria of classical mode.

The general economic equilibrium theory after Walras and Pareto has always been an object of interest to the scientist economic and still doesn't lose its actuality. It is still a great interest for a lot of scholars including me.



## INTRODUCTION

### *Study level*

More economists dedicated their work to the research of the problems of foreign investments, Aharoni Y., 1992; Fisher P., 2004; Kojima K, 1978; Narula R.,1996; Rugman A., 1980; Кодечников С.М., 2002; Qoqiauri L., 2010, 2013; Qoqiauri L.,Beriashvili L., 2009; Charaia V., 2015.

They give explanation and classification of foreign investments, definition of investments climate is formulated and its summery is explained, they give us the analyses of international experience of foreign investments attraction in national methods of efficiency of such attraction. This problem is systematically discussed in economists' publications. But still, a lot of questions related to this problem are not answered yet or are not studied in an appropriate level. Especially, further researches are those topics as relationship between the state's customs and currency politics and foreign investors. Estimating methods of foreign investments efficiency requires more exact research. Analysis of percentage rate dynamics in Georgian bank system is necessary and their influence on Georgian commercial banks and bank structures on financial debt dynamics in foreign markets.However, foreign investment are not carried out only with forms of direct foreign investments. This will be discussed in section below.

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Opinions about meaning and result of estimating these forms differ greatly compared to foreign investments, According to the author financial crisis formed at the end of 2008 conditions radical revaluation of opinions about this form of investments business from the view of their control and regulation. Besides, investments business with nonresidents has always been active sphere of the world economics. Methodological principles to search this business remains actual, that should be taken into consideration while forming stable teaching courses. Nowadays there is no state or helpful text-book about the mentioned course. It's an essential task in Georgian economics while considering foreign investments research and study.

Foreign authors' works about above mentioned theoretical research are not studied in an appropriate level. (D. Daning, S. Haimer, and other). From this point of view, to study economic aspects of the problems of foreign investments, research of theoretical and practical problems is an actual problem of the presented work.Considering this opinion, empirical research of normative effects received from foreign investments are becoming actual, that are related to the growth of efficiency of foreign companies business, also to their influence on national competitors' productivity and market positions.

### *The Subject of Research*

The subject of research of the presented work is macroeconomic approach to the analysis of well-being effects received from foreign investments for countries economics

that are presented in international trade theories.We offer normative analysis of direct foreign investments that unlike positional analysis are concentrated on categories – about "the worst"/"the best" discussion, opinion and gives valuation of positive effects of well-being of single and all subjects of entire economical system in the situation when companies with foreign investments function on the markets. Important elements of normative analysis are methodological basis of normative valuation research, theoretical frames, as well as criteria. Methodological basis of normative analysis of direct foreign investments in the presented monograph is economic theory of well-being. Well-being economic theory represents unit of different normative approach of neoclassical economic theory, the subject of which is an effort of finding one whole ideas basis and instrumentals of the categories: "the best"/ "bad", "the worst" for comparing of national well-being or "the best"/"the worst" for a single person of the world or national economics or their separate markets in different situations.

In the relations of normative analysis of direct foreign investments it is said about working out of those criteria and ways which will make it possible to estimate influence of foreign investments on their recipient economics in the relations of terms of positive and negative effects of well-being.The definition of effects or normative effects of well-being, received from direct foreign investments, involves all the versions of the influence of direct foreign investments. It is used for receiver recipient country for the entire market as well as for its separate economical subject. It can be estimated as a causing factor of influence on a well-being level reached by separate family economics in this country. The level of goodwill separate family economics in the analysis of the monograph is thought to be main central criterion of estimation of well-being effect received from direct foreign investments.

The specifics of normative analysis of direct foreign investments in this work means used theoretical frames of research. We are thought to be such kind of people and we chose microeconomic approach towards neoclassic and modern theories of international trade.The author discusses direct foreign investments as an element carrying the specifics the enterprise resources combination that has branch and intercompany peculiarities. Besides this, the so called "multifactorial" big companies come out on the international markets as investing subjects that carry out choice export and direct foreign investments, as alternative strategies of foreign economic expansion.

The author thinks about direct foreign investments while discussing transformed enterprise resources from neoclassical and modern theories positions of foreign trade as the best and fruitful way for analyzing well-being effects received from foreign investments, because it makes possible firs, to consider received effects that is connected to recipient countries' economics influenced by large size of resources that is connected to price change of enterprise factors and the second, those effects that are results of resources combination influence or in other words, by influence of companies using foreign investments on national companies and wholly investments importer country's economics, the author groups the first group effects, as nonstrategic effects received from foreign investments and the second group effects-as strategic effects received from direct foreign invest.

The aim of research is to work out complex theoretical-methodological approach towards definition and estimation of well-being effects received from foreign investments that is based on microeconomic aspects of neo-classical and modern theories.To carry out these aims caused gradual solution of the main tasks. To separate and classify main effects received from foreign investments by using microeconomic approach of neoclassical and modern theories of international trade, also to analyze main factors that act on the form and level of these factors.

To reveal and analyze main tendencies of direct foreign investments development in the world and modern Georgia's economics. Also to represent results of empirical research in the direction of foreign investments' problems in central and Eastern European transforming economics.

To form econometrical model for empirical estimation of normative effects received from direct foreign investments; to represent and analyze results of empirical research of well-being effects received from direct foreign investments, also active factors on the level of these effects. To review and analyze main theories of direct foreign investments and on their basis to highlight directions of the nation's investing development. In the article it is given methodological basis and instruments of usage of microeconomic approach in normative analysis of direct foreign investments. In the frames of statistic normative analysis it is offered the research of efficiency of those criteria which are used in economic sector of well-being equilibrium criteria, family economics sector, different markets – for general estimating of well-being equilibrium criteria and also, for estimating general economical equilibrium.

In the frames of dynamic analysis it is used different ways estimation of well-being of representational family economics, one of which will be further used as the main thing while valuing well-being effects received from direct foreign investments. Theoretical basis of analysis of well-being effects received from direct foreign investments is neoclassical and modern theories of international trade. These theories can be used differently in the process of study of specific characteristics of direct foreign investments. By using Kheksher-Olinsamuelson and Ricardo-Wainer's neoclassical models of international trade, it may be analyzed as specific characteristics for all forms, also for direct foreign investments of international migration of enterprise factors, such as field's relations of transferred resources by means of direct investments. We were given a chance to be the first to study deeply and to present in detail Pareto's efficiency in all sectors of family economics; efficiency in enterprise sphere according to Pareto; Pareto's efficiency in different markets in conditions of general economical equilibrium; general equilibrium and well-being growth in economics; estimating methods of changes in profitable level of representative family economics; General economical functions of income and expense profit from free international trade.

***Main Part***

***Modern Problems of the Common Equilibrium Theory and Its Basics According to Lozzan School of Macro-economy***

Common economic equilibrium theory is one of the most important fields of economic theory. Modern common economic equilibrium theory actually represents one of the

kinds of mathematic model. So-called tradition of mathematization of economic equilibrium theory was founded by Leon Walras, who is considered to be its founder. This theory, with its primary essence, was intended for explaining market features of economic mechanisms i.e. respond to the questions; what will be the amount of items of different consumption to be manufactured, how the prices will be fixed and how incomes will be distributed between different social groups.

In 1870, the department of political economy was opened at the legal faculty of Lozano's Academy, which was managed by Walras. After four years, he published the book "Elements of Pure Economics, or the Theory of Social Wealth". This work is considered to be the starting point of the common economic equilibrium theory. (Entov R., 1990).

Walras actively used mathematic apparatus for justification of his provisions. He set his theory in the form of the system of equations and tried their justification with mathematical accuracy, in order to allow conditioning balance between requirement and provision by maximizing actions of consumers and producers in economy under particular terms, under the conditions of perfect competition at several markets. After Walras, the department of political economy in Lozzan was managed by Wilfred Pareto (1848-1923) since 1893. Pareto called himself Walras's pupil.

Different from Walras's "Elements", in his works "Course of Political Economy" (Course Deconemic Politique 1896-1897) Pareto shows mathematic calculation to the footnotes. He does not use mathematic symbols and equations in the text. Pareto applies mathematic apparatus in order to select particularity of economic questions and the opportunity for their solving, Walras could not prove existence of the sole point of equilibrium through tatonnement. Due to this, Pareto rejected this concept. Moreover, Pareto was not satisfied with the essence of the term Profitability and for this, he introduced another term, which he considered to be more neutral – which meant simple "desirability of an item".

The concept offered by Walras in his "Elements" with its essence, is based on the microeconomics, i.e. reviewing separate market. In his studies, Walras is directed from the simple to the complex, first considering exchanging two commodities at the market, and then moves to the reviewing of multi-commodity market, however this is same market. In his work, Walras did not reject cardinal method of approach. Pareto developed the common idea of economic development of his predecessor; subordinated it to the common method of approach, rejecting quantitative determination of profitableness, actively using isoclines and developing the model of the model of equilibrium modelling (Brodsky V.S., 2013).

The circumstance that Pareto were looking for the balance between the reproduction phases of equilibrium, shall be paid attention. He wrote: "exchanging or distribution represents only the part of the economic cycle. To complete this cycle, it shall be joined by the production and capital formation. Thus, for exchanging, given equations shall be added those of production and capital accumulation, and the system of equations will be received, giving comprehensive determination of the economic cycle, under the conditions of free competition" (Blumin I.G., 1931). Perato separated two stages of exchange. He considered under the first type, the form of exchanging, when the participants tried actively optimal satisfaction of their demands and receive conditions of existed prices and market as preliminarily given ones.

Though, which their actions, separate participant is able to influence upon prices, this influence was not included in his initial plans. Second type of exchange, according to Pareto, takes place in case, when participants of the exchange try to influence upon the level of market prices. Exchange under such market conditions gives rise to the fact that the balance is established in its single point. In case of other states of market, equilibrium takes place in other point. They compare both methods of approach and determine which of them mostly conform to the set goal. After understanding this, they try to change market conditions in the way allowing their conforming to the selected point. Pareto brings strong companies as the example of exchange of the second type, as well as large banks and syndicates, coming to the currency market.

As Pareto is considered to be the follower of Walras' theory, we may state that Pareto's theory is distinguished from Walras' theory by several essential issues, on the one hand**,** Walras considered the abstract case of perfect competition and he built his model based on these preconditions. Pareto states that the market of comprehensive competition is one of the possible situations and he allocates the agents, intelligently influencing upon the prices (exchanging second type). And, on the other hand, Pareto considered intensity of demand depended on some wealth not only the existed amount of the wealth of this kind, but it depends on the amount all other wealth, as they determine general conditions of consumption. Besides this, one of the distinguishing elements, according to the aforesaid, this is Pareto's oriental method of approach towards the surveys, changing the function of profitability with the analysis of curve of irreversibility based on the fact that the consumption is not subject to the measurement itself. Touching point i.e. marginal point - is the essence of the exchange point and they express the combination of two given wealth adopted through changing. At the same time, these are equilibrium points, as they conform to the circumstance, when our individual stops searching for more advantageous combination with his/her wealth and is satisfied with the given combination. Correspondingly, particular equilibrium is established in his/her industry, however, this is temporary. Each curve of priority may have own exchange dotted equilibrium point. If assuming entire system of such curves, we will receive entire system of exchange points, expressing the amount of goods to be exchanged by our subject under the conditions of existence of different prices. If merging these points, we will receive the curve of exchange. It expresses different combinations of two wealth, which will be held by our subject under different prices. The issue regarding the fact which point of this curve and under what conditions the equilibrium will be achieved, the individual is able to select only strictly determined combination, which may have different profitableness to it.

It shall be noted that, according to Pareto, economic surveys shall be commenced by studying common terms of equilibrium, i.e. economist shall foresee all the moments in totality, influencing upon such prices. Pareto considers the fact that they were limited by studying details of separate economic phenomenon and almost entirely reject reviewing of entire economic system, to be default of the theories of particular

economists (Blumin I.T., 1931). Pareto noted that he tried to overcome the limits of the pure political economy, as, to his mind, economic science appeared under economic crisis and verification of its theoretical conclusions is impossible. Existence of this ties between economic theory and practice made Pareto extend borders of his study and transfer from the field of economy to that of sociology. Similarity of Pareto's and Walras' provisions in the first place is based on the theory of general equilibrium and their relation to the mathematic method. Herewith, Pareto introduces new element of economic analysis – the curve of irreversible. The concept of irreversible curve was coming from static equilibrium in the economy and it offered simultaneous solution of all economic tasks. Pareto did not foresee the time factor, as he considered studying of statistic equilibrium to be necessary precondition for studying all economic processes. Mathematic functions relating people with the resources of demands were effective only under the equilibrium conditions. This model of equilibrium, according to Pareto, reflected dynamic processes as well, if they involved with the time factor. However, Pareto considered dynamic changes to be only consistent line of static methods of approaches. In fact, Pareto rejected all kinds of reviews of economic relations of society in the dynamics, determining time sections in the model within extremely short periods.

Thus, mathematic model was necessary for scientific processing of equilibrium problem. First it was necessary to develop required or respective theory, and then, factual calculation of economic balance should be provided and though, ground for Pareto's equilibrium theory is Walras' theory, it has several particular peculiarities. Namely, one of them is the fact that Pareto considered economic domain as Descartes' system, where coordinates reflected the amount of different wealth, and the dots – positions of consumers, desires of which were oriented towards single factors and prevented by the others. Encouraging factors are demands, preventing factors – size of resources and the factors of their provision. I.e. requirements and desires of people, on the one hand and restricted opportunities for their satisfaction – on the other hand, became balancing factors. Establishing equilibrium means the fact that changing of one type of circumstances gives rise to the balancing changes of conditions of other type. We mean the fact that the equilibrium theory shall give the analysis of how such balance is performed simultaneously. However, different from Walras, Pareto considered the problem in wide meaning, including the process of free competition under the conditions of permanent and varying prices, as well as different types of monopolized markets.

Walras considered economic equilibrium equations to be solved in close future. Pareto stated that for establishing relation between 100 individuals, changing 700 commodities, it is necessary to solve more than 70 thousand equations. Pareto considered the level of knowledge of those times to be insufficient for performing the issue. Moreover, millions of equations, required for entire economy, required rounding of the figures in the form devaluating final outcomes of calculations. However, notwithstanding the aforesaid, Pareto considered solution of this problem to exist; variable figures might be merged into the homogeneous groups, thus making it possible to build comprehensive system, which is subject to the calculation procedure. This is the technical method, the method of modern analysis "expenditures-issuance" is based on.

In 1900, in his work "Manual of Political Economy" (Manuale di Economia Politica) Pareto formed the thesis, according to which, economic equilibrium depends on the marginal profitableness. The concept of profitableness foresees conformity of profitableness to the different persons, which shall be rejected, as the theory shall be entirely neutral. Pareto considered profitableness to be ethic and psychological category, i.e. incompatible, subject to the scientific method of approach to the economy.

It shall be noted that Pareto's economic theory also covered the definition of monopolist market. Under the conditions of free competition, the firms deal with the prices set by the market and they conform to the market conditions. The monopolies, as private, so – governmental ones, set prices independently. Pareto's analysis shows movement of such firms over the line of maximum profit. It is based on the yield of return having same inclination, as that of entire expenditures. Marginal expenditure curve cross the yields of marginal return in different points. According to Pareto, this makes it possible to solve the problem of monopoly by using the curve of irreversibility, total curve of return shall touch the profits of the curve of irreversibility located above others. However, Pareto's analysis is extremely challenging and it is distinguished with the fact that it considers masses of the sellers and purchases as single person.

After Walras and Pareto, the general economic equilibrium theory was developed by other scientists. The theory of general economic equilibrium, the idea to try and to describe general mechanisms of functioning of economy, has always been the object of interests of scientific economists and it still maintain actuality. It represents the field of interest of multiple researchers even today.

During the history of Nobel Premium, it was twice awarded to the researchers of general economic equilibrium theory, making bid in its development. In 1972, John Foxx and Kenneth Arrow received the premium with the following formulation: "for their pioneering contributions to general economic equilibrium theory and welfare theory". However, it shall be noted that the general equilibrium theory of Walras in regards with time, has in fact been fundamentally changed. Currently, large share of the works is written with the so-called Arrow-Debreu style. Main distinguishing sign of the models of this style is that they appeal particular works and built on their basis. The initial works include several works by Lionela Merkezi (1919-2010), proving essential equilibrium with the assistance of the fixed independent variables. This also includes the works of the group Nicola Burbak, operating with Walras' General Equilibrium Model, as well as the article of Pol Samuelson "Colliding Generations", Edwin Cassa (1337-2008) and Carla Shell (1938), and Elmon Malingo's (1923) work regarding "Limitless Periods". These works are comprised of the firs formulation of the Sun Spots and confirmation of existence of equilibrium, in course of restricted participation at the market (Balasko Y., Geanakoplos J., 2013).

The critics of mathematization extended since the times of Walras and Pareto, denote that modern models of Arrow-Debreu style mostly is particular Mental Game of the mathematicians, which is hard to perceiving with the constructions, i.e. (today the problem of allocation of factors is faced, influencing upon these models, i.e. it is often hard for

the authors to explain outcomes of the models, as in the huge construction it is hard to establish cause-and-effect relation and emphasising it. Of course, Walras and Pareto were one of the distinguishing scientists, who set such global issue, as existence of general equilibrium and the opportunity for its achievement. Their bid in economic theory is extremely large. It is originated from the general economic equilibrium theory and they were first to create the first model of general economic equilibrium. However, according to the previously mentioned, for example, Kains, generally ignored Walras' work and this has particular logical explanation. Walras created abstract model, in which he stipulated multiple assumptions and these assumptions in fact "removed" this model from the real life. In case of perfect competition, considered by Walras, the provision about absolute flexibility of prices. All these, of course cannot declare claim for general cases. This is only private, special phenomenon, which is untypical and mostly special for the economy. Walras set global issue, which should be responded through synthesis of particular concepts of general economic equilibrium theory, by approximation of general economic theory to the real economy, by transferring more clear and transparent kind of the mechanism of functioning of economy from the huge mathematic models. In the article below, see details of Pareto's concept of efficiency and main assumptions and parameters of Walras' classical model of general economic equilibrium, as well as increasing general equilibrium and welfare in the economy.

National economy is comprised of the totality of separate family economies, generally determining the level of national welfare. When considering welfare of national economy in this regards, it is necessary to foresee efficiency of interaction between family economies it is comprised of. We mean effective distribution of industrial resources and end wealth between family economies and firms, making it possible to achieve growth of welfare in the economy without manageable, held industrial resources. In other words, we mean economic efficiency and public welfare in statistics.

Understanding efficiency in distribution of industrial resources and final wealth greatly depends on accessibility of using the scale of profitability results in course of valuation of industrial activities of different family economies.

If we prevent the opportunity for using the scale of conformity of profitableness, separate family economies are using, standard understanding of efficiency will be based on Pareto's concept of efficiency (Boardway R., Bruce N., 1984). Effective distribution of industrial resources and end wealth in the economy according to Pareto foresees the fact that, first, it is impossible to extend manufacturing of particular product in the economy without restriction of manufacturing of some other products and, on the other hand, it is impossible to rise welfare of one particular subject participating in the process of exchange without restriction of the welfare of another (Schumann J., 1988). Principally, existence of multiple cases of Pareto's effective state is allowable in the economy.

Subject to the first fundamental theorem of the economic theory of welfare, under the conditions of particular assumptions, general economic equilibrium, achieved under the conditions of comprehensive competition, is effective according to Pareto (Varian H. R., 1978). In other words, under the condition, when demand at all markets in the economy equals to the distribution, when main assumptions are made regarding purposeful functions of firms and family economies, as well as regarding priority of family economies, and technological assumptions, it is impossible to distribute industrial resources and end wealth in the form improving welfare of particular economic subject without worsening of the welfare of another subject.

Under the conditions of Pareto's efficiency of general equilibrium of economy, multiple private criteria of efficiency are performed, which are separately used in the field of production and exchange. See below the details regarding these criteria in course of solution of classic model of general economic equilibrium by Walras (Jaffe W., Walras L., 1968. Balasko Y., Geanakoplo J., 2012).

## CONCLUSION

Surveying effects of the welfare obtained from direct foreign investments is aimed at their valuation as from positive, so – negative point of view. Positive effects of welfare takes place in two cases:

First, existence of direct foreign investments may give rise to transfer from ineffective state of the economy receiving it according to Pareto to the new state, which will be effective according to Pareto. As we consider only the situations of equilibrium, ineffectiveness of the initial state of economy system according to Pareto, may be caused by violation of main assumptions of classic model of general economic equilibrium, the first fundamental theorem of the economic theory of welfare is performed for. Such "violations" may include using of technologies in the industrial sector of the economy, which are characterized with the increasing returns received from the scales, use of imperfect competitions at the markets and use of such instruments of state economic policy distorting market prices.

In case of technological and market violations, aspiration of the firms for maximization of profit is not mandatory to cause equality of the cap norms of transformation between the wealth existed in production and the prices of such wealth. This, in its turn, does not give rise to the performance of the fifth term of Pareto's optimization under the conditions of the general equilibrium of economy – protection of equality between transformation norms in production and those of the substances in production. Under the conditions of distorting prices, distinction between the prices, the firms are focused at in course of taking decisions and the prices, actually paid by the consumers at the market. Existed distinction between the consumers' and producers' prices gives rise to the distinction between the norms of transformation in production and the norm of substance in consumption, which gives rise to the violation of performance of Pareto's fifth term of optimization, under the conditions of general equilibrium of economy.

On the other hand, import of industrial resources from abroad may give rise to the transfer from one kind of Pareto's efficiency to another, which is characterized with the higher level of national goodwill. These two states are compared in order to understand which of them provides higher level of national goodwill.

The first version comes from the existence of the system of public preferences. Two effective conformity of economy in such case may be realized with the assistance of public

function of consumptions. If using this function, equilibrium at the higher level of national goodwill conforms with the higher value of the public function of profitableness. However, as we have mentioned above, use of the apparatus of public function of profitableness is extremely disputed and we will not use it further.

Second version of comparison foresees the fact that when transferring from one effective equilibrium to another, according to Pareto, improvement takes place with the narrow sense of this word. The concept "improvement according to Pareto" in narrow sense foresees the fact that if each family economy before and after import of capital manage one and the same value of economic wealth (or remains at the existed level of profitableness according to the less strict version), in the extreme case, under the conditions of foreign investments of family economy, there is higher amount of wealth (positive cap profitability), as it had the situation before inflow of foreign capital (or according to the less strict option, it will reach higher level of profitableness than earlier). Such state of the economy after inflow of foreign investments, may be considered to be much simpler from the point of national goodwill. The level of profitableness plays the role of criteria for evaluation of effects of goodwill made through capital migration, which is achieved by the representative family economies. These criteria will be of special interest for our further surveys.

The third option of comparison will be based on the Pareto's category of improvement in its wide meaning. If transfer of the economy from one state of equilibrium to another is performed together with the "winning" family economies, by forming "loosing" family economies i.e. the value of the wealth existed in at least one family economy is less than it had in its initial state, comparative values of general values of "winning" and "loss" will be of principle importance. If common values of "winning" and "loss" in the economy gives rise to the distribution of economic wealth from "winning" economy to the "loosing" one through the system of "pauschale transfer", making it possible to enclose wealth of the "loosing" family economies and providing wealth of at least one family economies. In such case, we may speak about Pareto's improvements in its wide sense.

As in previous case, criteria of evaluation of the effects of wealth made through the use of foreign investments may be the goodwill level, achieved by the representative family economies reviewed above.

Thus, study of effects of goodwill in national economy may be significantly simplified and conform to the analysis of the growth of goodwill of separate representative family economies. Such method of approach allows concentration on the problems of increasing public wealth in the economy and its abstraction between separate family economies from the problems of distribution of national income among separate fields of national economies. We mean economic effectiveness and public goodwill analysis in the dynamics.

Study of approximation of the dynamics of goodwill of representative family economies, as the dynamics of public goodwill, is correct only in case of particular assumptions. The structure of priorities of family economies comprising national economy in relation with particular assumptions. The economic theory of goodwill proves the fact that sufficient term of existence of single function of aggregated demand, which does not depend on the distribution of income among family economies, is the identity and competitiveness.

The feature of identity of preferences guarantees absence of distinction between the demands of family industries under the conditions of one and the same level of revenues, and react similarly on the changes of market comparative prices, determining the function of aggregated demand, as unequivocal nature of the function of comparative prices. The feature of competitiveness of preferences guarantees absence of distinction between family economies on the wealth of the comparative demands under the conditions of one and the same comparative prices, independent of the level of incomes managed by them, determining the function of aggregated demand, as unequivocal nature of the function of absolute value of national revenue, but it is not independent of its distribution between family economies.

The method of approach towards evaluation of the effects of goodwill, from the point of the representative family economies, allows using of different instruments of evaluation acceptable for separate family economies.

Here, in the first place, we mean using of the effects of the goodwill of profitableness level of family economy as main criteria. On the other hand, as the methods of evaluation of changes in the level of national goodwill, we may use main methods of valuation in the achieved level of profitableness of family economy, particularly, the method of compensation changes of expenses and the method of equivalent change of expenses.

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