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**PROCESS OF SOCIAL REPRODUCTION: NEW LOOK**

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***Research methodology.*** *Theoretical and methodological basis of the study are works of representatives of classical, neoclassical, Keynesian, evolutionary and institutional economics directions, as well as works of domestic and foreign economists devoted to the study of social reproduction, its structure, cyclical dynamics of the reproduction process, the transformation of the technological basis of society. To achieve the objectives the method of scientific abstraction, dialectical method, system analysis of the process of reproduction, economic-statistical method have been used.*

***Results.*** *The institutional mechanisms of reallocation of resources in high-tech segments of the economy have been investigated. Based on evaluation factors of institutional transformation of the economy in the context of sustainable economic growth the role and the features of the institutional component in social reproduction have been determined. The potential of institutional maneuver for transition to the good economic growth, and institutional prerequisites for the formation of a competitive national economy have been identified.*

***Novelty.*** *Based on the provisions of institutional economics, it was proved in the article, that the structural balance of social reproduction is a dynamically evolving process that makes the achievement of the proportions of social development, which allow to implement a generalized interest of all economic entities in the process of constant adaptation to changing external conditions.*

***The practical significance.*** *Main results and provisions of the article can be used in the study of different economic courses.*