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## **THE FORMATION OF A NEW NORMATIVE ECONOMIC POLICY MODELS**

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**Abstract.** In the paper one of the topical scientific and practical problems is discusses – the formation of a new normative model of economic policy. A review of theoretical approaches to this problem allows the author to identify the theoretical, methodological and applied bases of analysis of behavioral Economics and new paternalism in Economics. The conceptualization of state intervention types is given in the process of making individuals decisions to improve their welfare. Normative principles and forms of «behavioral» policies are considered. Criteria for the evaluation of public policies are selected from the point of view of the effectiveness of paternalistic care.

**Keywords:** rational choice theory; the «new» paternalism; normative turn; shape behavioral policy rational choice theory; the «new» paternalism; normative turn; shape behavioral policy.

**JEL codes:** B50; D03.

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