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GENESIS OF APPROACHES TO THE CONCEPTS OF «MODEL» AND «ECONOMIC MODEL»

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Abstract. *The article examines and systematizes theoretical approaches to the concept of "model", defines the scope, trends in the popularization of this concept, substantiates the purpose of the model in accordance with its role. The synthesis of approaches to the concept of "economic model" is carried out, the main requirements for its construction are highlighted. The expediency of implementation and the essence of the concept of "economic model of the university" have been substantiated.*

Keywords: *model, economic model, university.*

The concept of "model" is multifaceted and is used in various fields of knowledge. According to the results of research on the public resource Lens.org, ten main areas of research have been identified, where the concept of the model is most common. In particular: computer science in more than 3 million publications, medicine - more than 2 million, biology - 1.5, physics - 1.5, engineering - 1.4, chemistry - 1.4, mathematical sciences - 1.2, philosophy - 0.9, economics - 0.7, business - 0.6, for other sciences, this term is not so common. The results of a search on the public resource Lens.org for 1980-2021 showed that more than 19 million publications are related to the study of models.

The article substantiates the approaches to the concept of "model": model as a

system; model as an imaginary or conditional image or object with inherent characteristics, properties and relationships; model as a tool for determining causation. The author defines the purpose of the model in accordance with its role as an explanation tool, analytical tool, forecasting tool, research, integration of interdisciplinary knowledge.

Approaches to the concept of "economic model" are investigated, features and requirements to its construction are defined, expediency of introduction of economic models in universities is proved. The author proposes to apply a value-based approach to building an economic model of the university, determined that it is a tool for management decisions by university management. The economic model of the university forms

the conceptual level of its perception, represents the theoretical construction of logically interconnected components, forms certain assumptions, hypotheses about the economic behavior of the subject due to causal relationships that affect the economic performance of the institution.

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