

THE INNOVATIVE NATURE OF CIVILIZATION

Alexander G. Melnyk

Researcher of Innovation Policy and High Technology, Economics Department

Institute for economics and forecasting National Academy of Sciences of Ukraine, Ukraine

melnyk-alex@ukr.net

Abstract

Globalization's influence as a former factor of the world economy is acknowledged, where innovations take an important role. The changing attitude from society and public opinion leads to intensification of their influence to business philosophy. So, it became the decisive innovation. Alterations of attitude to business systematic-creation action for society together revelation of information made the mechanism of development of democracy and liberalization for way to the whole society. Growth of the "new economy" or "economy of knowledge" and HI-Tech branches is a start stage of potency labor resources market realization into the global economic turnover. At the same time potential of capital resources market realization approaches to complete stage. The "new economy" makes the pressure of capital to market through intensification money movement for accumulation of innovation. In this way, Process of structuring income in economics innovative types leads to accumulation two forms separated profit ("profit" and "innovation profit"). It causes dual specialization: commodity specialization based on prime cost, competitiveness, and technology-innovation-informational specialization. It leads to creation of markets hierarchy with base on prospect of total rise of "innovation profit" in future with new condition of economical growth and the "traditional markets" grounded on "profit" based on cost and competitiveness. The transparency scheme of organization of enterprises is objective condition of information society development as ability to answer the rate of economic growth.

Keywords: *globalizations, innovation profit, restructuring of the capital, labor market, technology, knowledge.*

INTRODUCTION

Studies of innovative development face a number of methodological problems in creating conceptual approaches. Current methods are largely traditional, adapted to the requirements of an innovative nature of production. At the same time, it is necessary to consider the nature of civilization innovative changes. You need to see innovation in a slightly larger scale than just manufacturing. General problems should consider that view innovation as the economic activity does not explain the bifurcation effects of innovation. Classical investment analysis is not effective in calculating estimates about your innovative projects. Important in terms of strategic management corporations, tools of economic analysis are largely ineffective in the innovation field.

It should be noted that most studies of innovation related effects of global innovation development. Also influence the formation and dynamics of capital markets, labor, resources. In connection with the latter need to add information and explore together their interaction. Such interaction will certainly stir responses in social groups of the formation and distribution of income. And, although the study of structural changes is a separate line of research, though it is important to capture the role of profit as the most important structural element distribution.

Dynamics of passage profit impact on the economy as a whole, and the involvement of social groups in the innovation process. It socialization economic relations contributed to the asymmetrical economic growth in the countries of advanced democracies. The explanation of this phenomenon should be sought through mutual implementation features elements reproduction at restructuring and growth markets.

PAST STUDIES

Globalizations influence as a former factor of the world economy is acknowledges, where innovations take an important role. In this contest, H. I. Ansoff considered the lost time from 1950 to 1980 years like a same civilization society changes. The Post-industrial epoch is an innovation break. The Keynes's Basic innovation which meaning is not in the changing of the methods of production or great innovations arising. The changing attitude from society and public opinion leads to intensification of their influence to business philosophy. So, it became the decisive innovation. Alterations of attitude to business systematic-creation action for society together revelation of information made the mechanism of development of democracy and liberalization for way to the whole society. All of them came to create most of full-realized innovation of information – Internet. In this sense, the innovation growth is the demand transformation through the growth of supply. So, demand was formed out of economics, but inside the social-political sphere, that was turned to raise demands to human

and worker IQ, also to humanization and socialization economy as science and sphere of activity. In this sense development is formed, replete, and realization demand on all of manifestation forms. Order to Keynesian was dictated according to interests of US leading corporations in contest of “realization way to industrial growth” (Ansoff, 2007). Branches stagnation led to Kondrat’ev’s “capital pressure” which created the basic innovation as theory of multiplier and accelerator (Keyneys J.M., 1964).

On which once came true M. Tugan-Baranovsky philosophy of development and Kondrat’ev’s theory, whose distinguished process of concentration of progress potential in money conversations, capital, public-policy, dynamic of rich, and economical diversification processes.

Besides that emphasized on the authenticity of growth mechanisms like an impulses outside of environment, that “reproduce by economy inside”, Scientific Progress found them as endogenous factor. So “Keynes’s management innovation” is according with theory of business activity cycle (K-wave) also “Schumpeter’s economy development theory”, another modern theory of innovation, so long as it reproduce the method of raise of economical environment as technology of mobilization recourses on the priority way of development and entry to economical relations new “player”, where in contest with so-call “Kondrat’ev empire rights” every next big cycle to accompany by increase the world market or entry new states in the world circular turn. This is State. It is new method determination cross the values and the system mechanism of society development. Thus, the characters of Scientific Progress has acquired socially accented to result in humanization all public life. Using Keynes theory created important competitive superiorities for states to win the leader position in the World. State competitiveness formed innovational human development potency, also secure the part for state in the world work share, dynamic, direction, intensiveness of SP.

Trajectory of development of capital market determined the economic relations and productive forces evolution. The capital growth on the innovation base creates better possibilities to using labor as factor of productivity. In this time, capital duals form realization (productive capital and finance capital) reproduced the values by economical circulation, which rest to the capital recourses market limits, not involving labor and Natural recourses market into the sterling economical circulation. This was happening because no adequate of these ones capitals market.

Historically forming the mechanism of reproduction as values circulation was realizing into two forms of manifestation: realized scientific progress potency into the economical relations and production powers, and finance as a distributional mechanism. In these conditions,

the price was common unique factor of development. It has objective sense to priority fulfillment of reproduction, distributional and control functions for created original economic environment. In such sense of the price identifies economical circulation, those is providing by market, production and finances. Own price structure is capable to create and to direct the intensiveness of reproduction process.

Labor market couldn't been involved, because the elements haven't sterling product form, economic meaning and reproduction communications their structure components, so long as production and realization of the value was providing outside of labor market. Second important remark: the mechanism of labor reproduction was realizing in the social government policy, out of economical (commodity) circulation. Another important remark: labor as economical factor was lacking of characters of commodity market, thus for economical circulation involved individual elements, that was restricted the possibility of sterling interaction capital and labor environment.

Thus, volume of Labor market ($V(L)$) was unknown, it should consider like a going to бесконечности ($L \rightarrow \infty$), therefore, $V(L) = 0$, so long as labor hasn't product form.

What happened in the so-called "new economy"? Innovation as a new labor's characteristic acquires product form as embodied knowledge in technology. In this case should be understanding labor like goods as technologies, which form a double communication inside the resource market. They ensure economic values turnover reproduction directly in the market by making full and economically homogeneous elements of capital and labor market. Labor in their product form as technology creates the dual interconnection in the resources market for providing the economical reproduction circulation:

Intellectual work \leftrightarrow technology (knowledge) \leftrightarrow Intellectual work 1,

$\updownarrow \quad \updownarrow$

Capital \rightarrow technology (product) \rightarrow Capital 1

Unification of labor provides playback by the market, making possible to synchronize activeness from capital and labor market. Exactly the transformation the labor productivity into technologies as element for the capital market together with being labor as goods for industrial consumption bares synergy from capital resources market together labor resources market capital and labor factor markets interactions.

Impossible became really from innovational growth of economy. Information becomes general characteristic of labor in economic sense as materialized form of transfer new knowledge through by transfer of technologies. It is adapted and unified substance of labor in economic circulation of interconnection both of resources market: capital and labor, that it has

their cost, can transformed to product form, mobile, has an economical sense, integral part of labor factor of production.

Growth of the “new economy” or “economy of knowledge” and HI-Tech branches is a start stage of potency labor resources market realization into the global economic turnover. At the same time potential of capital resources market realization approaches to complete stage. It does not mean decline, on the contrary, this is perfectly formed, higher development level to create a new forms of activity. Capital market potential utilized for creating the new global environment, which is able reproducing such elements as: productive powers, finance and knowledge (information, innovation).

Do not wait for scientific and technological improvements and breakthroughs from researches only. All great inventions is only situational implementation of labor market potential into economic turnover, all that we can name the scientific progress. Let's see Kondrat'yev circles. Innovation boom was survive only from finance as values distribution universal mechanism and reproduction level cost from price trend. In this way margin arises in an area where all the components are completely formed to implement of reproduction processes. It be right for capital market. The success of high-tech is that the reproduction of labor market lost impact of the time factor, so hence risks and cyclical fluctuations in periods of recession, depression, growth, process substitution inherent capital market too. Before, Keynes's innovation (see Keyneys J.M. The General Theory of Employment, Interest and Money) launched new characteristics of social progress, as the transition from economic to social and economic development. Historically, the development of the capital market was completely worked his way up to the post-industrial civilization development. It does not mean that he has exhausted the potential and prospects. Development continues, it does not end there.

The process of recycling potential of the capital market and the formation of a new quality of the global market is happened. So, an element of the process of reproduction, distribution and redistribution of market values becomes capital and labor, where factors (components) will production facilities, finance and knowledge (information, innovation). The potential of capital market through the objective elements of development - "recycling and reproduction" are embodied in the labor market in a new form and qualities. The margin will arise mainly in the production of knowledge, directing the action of mechanisms of distribution and redistribution of value (finance and price) to the most effective fields replaying with the highest efficiency of social production. That acceptably calls the past-industrial formation, nothing else as the start involved the mostly virile market of factor production – labor market - into the sterling economical circulation.

This is conflicting process. In the result of development of productive powers, both of labor market as the reproduction of innovation and mineral resources market could be ready taking the active part into the reproduction economical circulation. In the public life, conflicting comes out in sever global competitive activity between innovation leader states and states the owner mineral recourses. We can see humanity shaking in anticipation of an unprecedented scale wealth generated from unified realizing the potential of factor markets.

That Kondrat'ev's periodicity was breaking evidences utility given hypothesis as beginning of synergy interaction the potency of production factor into the general economical circulation. That needs some sense of new function of reproduction. Innovation, intellectual work, knowledge are the factor of labor market. Just this factor reproduced the high-technology market in the economical circulation, where economic profit rate (EPR) exceeded all of thinkable means of capital profit rates. (Economic profit rates on the capital market). Such illusion gave the reason imprudently say about speculative "new economy", that uncovered factual (real) value. That is not quite correctly.

The "new economy" makes the pressure of capital to market thought intensification money movement for accumulation of innovation. It led to create the organizing infrastructure of innovation sphere, which provided by growth of stock-market activity. The pressure of capital partly realized in newly grows value, but it was value of "fictious capital", that increases by absorption of capitals of productive economy and resources market.

It does not create the real value in use, so the process of capital concentration gains own dynamic at the expense of loss of potential growth of resources market. The profit rates of finance markets involved itself the potential of resources market with it paralyzing of business activity. Stock-market crisis do not lead to economic recovery through hypothetic moving capital to sphere of productive economy. The new reproductive buying power of "fictious capital" was conserving by gold and the same physical assets (real wealth). So far, the economy did not realize the potential complete of past-industrial development ("market orientation") for do steps to next development degree as the "information economy". In this, consist noted before conflict of civilization. Still did not create innovation infrastructure of information economy it is necessary to build strategy alliance of university and international corporations, where scientific institutions will be predominate. That global process can be able to provide the global structure changes in economy. Moreover, the value in use will be really reproducing. It will absorb the world finance for producing the new buying powers as not the credit like advance in the consumption, but new formatted value in use. It leads to not only reorientation of world financial flows for innovations but also the elements of production will become sociality-necessary within the confines of consumption, not to the economical industry profit rate.

General processes of priority growth will determine the necessary profit rate for effectively expended reproduction of capital, labor and land. Simultaneously, acceleration the processes of allocation and reallocation (finance and price) were realizing of creating the innovation growth conditions where factor of development is embodying in the profit of enterprises.

This stipulates the conventional separation of profit on the expended reproduction rate and innovation profit rate that not foresee really separation the profit nevertheless. This is realization of synergy of interaction the potential of factor markets into the economical circulation that creates the excess profit of corporation.

In economic sense, the value of minimum necessary part of profit in a new producing value as realizing the potential of capital market reproduction united to reproduction part of growth as realizing potential of reproduction of labor market.

Economical profit rate will arise on that market where prevalence of profit is appropriate own reproductive part. Profitability of new economy will determine by economical rate of innovation profit as the monopoly profit of growth. Two forms separated profit ("profit" and "innovation profit") causes dual specialization: commodity specialization based on prime cost, competitiveness, and technology-innovational-informational specialization. It leads to creation of markets hierarchy with base on prospect of total rise of "innovation profit" in future with new condition of economical growth and the "traditional markets" grounded on "profit" based on cost and grounded on "profit" competitiveness.

The transparency scheme of organization of enterprises is objective condition of informational society development as ability to answer the rate of economic growth. In this contest, so-called "dissolution of enterprises" is the system changes of business that answer the logic of innovation development where potential of firms realizes in development of productive power of society. The mineral resources market will be ready to sterling economic circulation after it will provide expanse reproduction of his factor elements like as being of technical progress on the capital market is realizing by innovation of labor market.

Economy so make itself already another accenting.

CONCLUSIONS

Innovation is the most powerful factor of structural changes in the economic environment in terms of civilization, and designs of economic systems. This effect becomes the largest force in the development cycles inherent factor markets and resources. Today, this effect is inherent in global markets. Pressure innovative development directed not evenly greatest effect occurs in the labor market. Accordingly, most performance innovation is the implementation of the labor

market, which form channels broadcast the performance on the capital markets, information markets. Also, they put pressure by effects of restructuring markets natural resources.

Income plays a key role in the process of restructuring of global markets. Economical profit rate will arise on that market where prevalence of profit is appropriate own reproductive part. Profitability of new economy will determine by economical rate of innovation profit as the monopoly profit of growth. Two forms separated profit (“profit” and “innovation profit”) causes dual specialization: commodity specialization based on prime cost, competitiveness, and technology-innovational-informational specialization. It leads to creation of markets hierarchy with base on prospect of total rise of “innovation profit” in future with new condition of economical growth and the “traditional markets” grounded on “profit” based on cost and grounded on “profit” competitiveness.

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