


SECTION 1.

ECONOMIC THEORY, MACRO- AND REGIONAL ECONOMY

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HYPER-INDUSTRIALIZATION AND PARTICIPATION IN THE INTERNATIONAL DIVISION OF LABOUR

Obviously, the realization of hyper-industrialization presupposes purposeful efforts both in domestic policy and in foreign policy. Strategic thinking on a national scale means the articulation in the state approach of attention to the deep interests of the people using the features of the political, economic and socio-cultural environment. In particular, in addition to a fundamental change in the business environment, wide manoeuvres of resource and methodological bases in favour of the identified priorities, etc. actions are required to protect the concentration of knowledge-intensive high-tech industries and reject environmentally harmful toxic backward industrial cycles with corresponding changes in the structure of the national economy, first of all, moving away from the predominance of extractive agricultural raw materials industries [1-5]. Hyper-competition in the presence of the current level and structure of the international division of labour for industrialized countries in the tier of a high-tech economy implies an emphasis on strengthening the foundations of endogenous technological progress, in particular, the formation and development of scientific, educational and industrial complexes with a wide involvement of complex and unique labour, which implies and transition to universal higher education, and constant involvement in improving the level of their qualifications and competence. Today, ensuring an adequate response to the formation of the knowledge economy is the need to preserve one's sociocultural identity, the independence of one's cultural and civilizational world. Meanwhile, during the formation of a multi-tiered economy, the processes of competition that unfold inside each of the floors of management become the most severe. The mechanism for strengthening cooperative ties is the strengthening of the strategic partnership of economic structures. This implies active consolidation at the level: both legal and substantive-economic – orientation in the turn of management towards high environmentally friendly technologies of advanced technical and technological structures, which changes its place in the hierarchy of the international division of labour. At the same time, if niches can be chosen in the most random way to ensure short-term prospects (for example, in the service of leading industries), then long-term trends require an unconditional focus on the leading trends in the international division of labour, in particular, on the growth of knowledge society enclaves structuring the global economy.

The emergence of new forms of labour cooperation (no longer simple, but complex and multidisciplinary), focusing on the competence and diversity of the worker's qualifications (a certain "redundancy" of knowledge, primarily due to the movement towards high-quality general higher education) raise questions about the feasibility of maintaining a number of intermediate management links. Personality development and personalization of work instead of levelling people and averaging functions become the leading factor of effective social technologies. The ethical basis of labour relations covers not only past (including religious and hierarchical) values,

but also new ones, associated with an extremely critical view of "technological slavery" and the economic imperative of life, with an orientation to the harmony of work and the independence of the choice of activity, its place and time. Significantly changing the labour functions of workers, the transformation of social relations does not cancel the requirements of activity structuring, granting of powers, which significantly affects the worker's status, social roles, and self-esteem. Thanks to this, social management goes from rigidity to softness, from massiveness to compactness, from determinism by technology to the choice of technologies, from the certainty of organizational boundaries to their flexibility, blurring and mobility [6-10]].

Maintaining a high level of integration into a single process of material or spiritual production ensures control in all key issues and critical phases. All this acts in the direction of pulling up to the requirements of the advanced enclaves, making life more difficult for those who have chosen a survival strategy by saving on variable capital and additional costs. The increasing fragmentation of most industries, the rise of the role of international exchange, the increase in the level of interconnection and interdependence of the links of the general cycle that retain formal independence increase the range of opportunities for the removal of environmentally dirty and low-tech nodes and stages to the world periphery. The migration of gifted, active, highly qualified personnel in the context of globalization can be supplemented by the use of the intellectual activity of those who live according to their taste and choice in any (including the most remote) corners of the world. Additional investments "in people" are by no means a burdensome social burden, but an indispensable condition for high-quality participation in competition at the upper levels of the economy, where the basic condition for obtaining a strategic gain is the use of complex labour, which requires careful preparation and support, incl. through qualitative transformations in stimulation and management. The so-called "glocalization" (global and localization of industrial cycles) means deepened regionalization and regional separation of development paths while preserving the global nature of information and connections, reflecting, in particular, the international division of labour.

At the same time, since complex labour under the conditions of structuring management by the knowledge economy has the potential to deploy from the former, socially random, to a concrete-universal position, the incentive structures immanent to it do not just come to the fore, but can also claim the level of concrete-universal, orienting for adequate changes in the material and technical base and socio-political relations. For a long time, science, culture and education were complementary to productive labour, but already its industrial stage has radically changed the attitude and requirements for their quality and role. Further transformations led to the transformation of both education (self-education) into a continuous process, and science into the first (leading) productive force of society through the position of a direct productive force. To release its creative potential, science acquires the characteristics of a post-non-classical one, integrating the methods and capabilities of different fields of knowledge. At the same time, on the one hand, the scientific and educational structures of the complex are obliged to provide high-quality services of their profile, educating (namely, forming, shaping) a person not only as a carrier of the commodity labour force, but also as a person, preparing to meet the challenges of the post-modern level. On the other hand, for this it is necessary to rely on the wide involvement of representatives of various groups interested in the results of training (incl. those in spiritual production).

Today, changes are being made not only in individual social institutions, but also in the very models of life and development, the cultural environment, relations and structures. In particular, the features that determine the range of both the emerging strategic transformations and the impact on them are the transition: - from the economy of simple labour to the economy of unique creativity, - from exogenous quantitative growth to endogenous qualitative development, - from the dominant material to the spiritual and moral and intellectual, - from formational to non-formational, - from exchange based on comparison of goods to exchange based on comparison of

abilities, - from the dichotomy of democracy / autocracy to meritocracy, - from conceptual openness to recognition of the right to intrinsic value and isolation of cultural and civilizational worlds, - from cosmopolitanism / nationalism to regionalism and strategic partnership - from imposing the unity of globalism patterns to post-global diversity. Of course, a significant part of the rich Soviet legacy is outdated. Among the consequences of the liquidation of the world camp of socialism is not only the strengthening of the role of China, but also the expansion of the distance between the objective need to form partnership organizational and managerial relations and the attack on the rights of workers, as well as an additional impetus to the degradation of the administrative elite of opponents, who have become more tempted to imagine for themselves permissiveness. Meanwhile, humanity is entering a period of much more radical changes than usual. A bifurcation of this level once led to the generation of socio-biological development. There is a complex movement that simultaneously combines completely different models, scenarios and processes, opportunities and risks. The radical nature and scope of the transformations are obvious. We are talking not only about the political conditions for the realization of freedom, but also about its much more global prospects associated with the dominance of tolerance and diversity. When there is no stable external support in the form of a common ideology, a single culture, a stereotyped science, then it is necessary to recognize the right to the existence of the unlike, special and unusual [11-16].

A fundamental change in production, in particular, by no means focusing on the "invisible hand of the market" in pricing, matching supply and demand, but a transition to marketing research and calculations; growth of interdependence in technological chains, etc. – all this requires adequate systemic transformations, first of all, decisive democratization and humanization of the system-forming relations of labour, property and management, fixing public ownership of natural resources, ensuring a developed system of social protection, raising the level of social guarantees. Establishing a comprehensive stimulation of complex and unique labour while strengthening the structuring, backbone value of the knowledge society on a global scale becomes a decisive success factor at the strategic level for the socio-economic development of society and scientific, educational and industrial complexes. At the same time, complex incentives for complex labour cannot fully inherit the usual pay systems. Its mission is to develop, release and activate the creative intellectual potential, relying on radically different resource bases and integrating not only immanent possibilities, but also effective moments of the social heritage of previous models that can be deployed in new conditions. Managerial technocracy with its "cold", "objectified" management and the priority requirement of executive loyalty is now completely insufficient: it does not release the entire creative potential. For societies (in particular – economic) success, the transition from the prevalence of habits and stereotypes of directive administration to the practices and technologies of stimulation: at the individual level - activities, at the public level – desirable transformations, becomes essential. Optimization of the strategy for further development, correction of the external and internal course follow, first of all, from the notions of the domestic choice of their business models and the competitive in the world tough "hyper-competition" of resource-methodological bases, niches and specialization approaches. In a corresponding way: the strategy and the tactics / operations of managing social phenomena, relations and processes should change within the range of the desirable and possible. Thus, ensuring the quality of life and the conditions for creativity comes to the forefront of management, appropriately transforming the current resource and methodological bases and redirecting them to increase the range of application of a deeply individual combination of the essential forces of each, in particular, thanks to the mechanisms of social partnership and industrial democracy. The importance of ecological culture (including human ecology, relationships in the team, and the system of social relations) is growing. At the same time, it is required to ensure the level and complexity of the provision of educational, scientific and industrial services, which requires and intensify quality management, the realization of public-private partnerships, the attraction of multi-sector investments and grants,

which, in turn, presupposes the presence and use of a new in-house climate (beneficial for creative activities), PR resources, marketing of specialized services, etc.

The competition between countries and cultural and civilizational worlds within the "corridor of freedom" of a certain world order, when going beyond its limits, is replaced by fierce competition for the formation of a new order of the world order out of chaos based on their institutional memory, resulting in a struggle for the opportunity to lead / use in their own interests the emerging political-economic opportunities. Spiritual (in particular, intellectual) creativity is the most productive, especially in the preparation and realization of the "fourth industrial revolution", which opens up prospects for combining the capabilities of man and artificial intelligence. But it is not the inclinations as such that become a factor in social life, but their identification, deployment and pro-social realization, not labour potential or natural resources, but the measure of their application. Thus, the total productivity of labour, and, hence, the efficiency of reproduction implies correlation not with directly working people, but with the entire labour potential. For example, in the case of a high level of unemployment, a backward reproductive structure, or the distraction of the population to the realization of unproductive / inefficient functions, no matter how high the productive power of labour of a part of the population, this poorly compensates for the general losses of society. The qualitative use of the triggers of the mechanisms for launching positive changes in the entire cultural-civilizational world requires priority attention to the management of changes in the field of scientific, educational and industrial complexes. The formation of educational, scientific and industrial complexes is a key link in ensuring the economic independence and well-being of the population in the context of the strengthening role of the knowledge economy. General prosperity today is associated, rather, with value-sense complexes not of idleness and consumerism, but of creation and creative search. And for the first time in history, the social pedagogical subsystem faced the practical task of mass formation of creators, and, therefore, the identification and greatest development of everyone's gifts. At the same time, the criticality of unfettering the creative energy of the broadest masses of the population obviously means the need for a way of life and social integration based on relations not of domination and subordination, but of trust and mutual cooperation, not material dependence, but pro-social development and deployment of a unique set of gifts for everyone. Accordingly, the post-global understanding of the welfare society does not involve the accumulation of various social dependents and their servants, but the active support of creativity (primarily intellectual and spiritual) with the realization of the priority of man, his rights and freedoms; social justice, that is, social equality of people in rights and opportunities; solidarity, understood as an expression of the commonality of humanity and sympathy for the victims of injustice. Meanwhile, not only the content of each of their elements of educational-scientific-industrial complexes, but also the quality of their relationship, ensuring consistency is undergoing transformations at the historical level. As you know, the traditional culture of the agrarian society realized the main function of managing intellectual activity within the framework of the formula "does it because it was done before you". In an industrial society with a modern culture, the generalizing direction of management was "does it because it is rational." The post-industrial society is characterized by the "does it because it works" approach. Moreover, a variety of paradigms for the implementation of managerial compositions can be effective. Moreover, due to the wider range of consequences, the use of social partnership today, the enrichment of activities, industrial democracy, group labour organization, flexible working hours, corporate culture, project-matrix management and the creation of managerial compositions on their basis are able to give a complex innovative-synergetic cumulative effect of societal level. The culture of the knowledge society is fundamentally open, de-ideologized, non-violent, based on the development of advantages, and not the elimination of shortcomings. This is its leading difference, because this feature permeates the successful organization and management of activities, especially intellectual activities immanent for this era.

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