

THE CONCEPT OF INNOVATIVE SOCIETY: SOCIAL AND PHILOSOPHICAL DISCOURSE

The article reveals the contents of the main theoretical and methodological approaches to understanding the essence of innovation. Differences in the understanding of innovation in the context of different spheres of society are identified. The history of the innovative theory is considered. The author analyzed the essence of innovation and social conditions of its formation. The peculiarities of innovative type of social development are considered.

Key words: innovation, innovative development, innovative society, innovation policy, national innovation system, innovative personality.

Problem setting. Formulation of the problem. One of the global characteristics of our time is the adoption of innovative development as the dominant mode of social renewal, especially visible in reemphasizing of wealth create sources from natural resources, physical, low accumulative work and financial capital at the maximum inclusion of high technologies and intellectual potential of society. In this regard, Ukraine faces extremely complicated task – to ensure the establishment of the innovative society, to form an effective national innovation system, powerful high-tech complex, to diversify the economy, to create conditions for realization a creative potential. Innovativeness should be a feature of Ukrainian transforming society. Its level and direction determine the nature of social development. Only in this case Ukraine will join the developed countries in terms of social and economic development and take a leading position in the globalizing world conditions.

The purpose of this work is the theoretical and methodological analysis of the innovative society. We should solve the interrelated problems to achieve abovementioned task: to analyze the different interpretations of the concept of «innovation», to present the history of the theory of innovation, to give the definition of innovative society and consider the socio-cultural conditioning of this phenomenon.

The object of the research is the innovative society as new historical stage of civilization development. **The subject** of this research is a socio-philosophical analysis of the essence of the innovation society and conditions of its formation.

Analysis of recent research. Innovation, innovative development, innovative society are among the most important and actively discussed in modern scientific literature (A. P. Hetman, S. Y. Glazyev, S. M. Ivanov, I. F. Koval, V. V. Komarov, L. A. Musina, A. P. Orlik, A. V. Petrishin, M. S. Prylypko, N. E. Rogoza, V. J. Tatsiy,

L. S. Shevchenko, et. all.). At the same time, they remain one of the most controversial, because the scientific approaches to their review, undertaken by different researchers, deviate significantly from each other. Thus the scientific conceptualization of issues related to the search for sources and perspectives of innovation and social and philosophical analysis of the essence of innovative society actualized.

Article's main body. Long-term, centuries-old civilizational periods can be distinguished in the cyclical dynamics of society that reflect the rhythm of change of world civilizations and representing indigenous social transformation [1, pp. 12–13; 2, pp. 40–43].

The first period started 8–9 thousand years ago. It was founded by the Neolithic revolution that gave rise to pre-industrial civilization that existed before the XVIII century. Second period – industrial civilization began with the industrial revolution and completed in the first half of the twentieth century. The third period is associated with the emergence in the second half of the last century post-industrial civilization with a clear transition from the economy with the rapid scientific and technological revolution to a new type of development – innovation that laid the foundations of an innovative society.

The development of post-industrial civilization, particularly in its modern phase, occurs under the auspices of knowledge, intelligence and creativity. It is carried out by introducing a large number of innovations covering different levels of the social hierarchy. It necessarily requires the analysis of innovation theory as the methodological basis of discussing the specifics of the innovation society that represents a new historical stage in the world civilization development.

The concept of «innovation» (lat. Innovation – «change», «update», «introduction of novelty») has a long history. This word was spread in French speaking

from the end of the thirteenth century and was used to describe person's ability to create something new.

This term was used in the nineteenth century in scientific literature and originally meant the process of introducing elements of one culture into another. In the early XX cen. the works of G. Tard, J. Schumpeter, N. Kondratieff discovered a link between the phenomenon of innovation and economic dynamics of society, this concept poses a serious semantic transformation that resulted in losing its original cultural value and filled in primarily technological and economic essence [2, p. 10]. Thus, R. Tard «Social logic» noted that inventions and innovations differ in that the invention is something new (a product, an artifact), while innovation is the process of development of the invention. And they are both the indicators of social progress. Innovation appears in the works of Austrian economist Schumpeter as any possible alterations caused by production of new goods, implementation of new production methods, new market development; a new source of raw materials, conduction of appropriate reorganization. According to Schumpeter, the entrepreneurial spirit of a special type of entrepreneur – «the innovator» motivates innovation.

The theory of cyclical development associated with the name of N. Kondratiev. The dynamics of innovation occupies a special place in mentioned theory. It is an intensive use of discoveries and inventions that change both economic and social life. Arguably, thanks to works N. Kondratyev and second wave of scientific and technological revolution, it was demanded only that part of innovation that is most closely related to the technical and technological changes and then the social innovativeness became progressively.

S. Kuznets Nobel lecture was devoted to the problem of the relationship of innovation with economic growth (1971). He introduced into scientific use the term «epochal innovations» to refer the upheavals that occur every few centuries and radically change the face of society.

Two basic approaches to the analysis of the concept of «innovation» stand out in the current economic innovations [3, pp. 32–38]:

Innovation considers as a process of novelty implementation, bringing ideas of scientific or technical invention to the stage of practical use that makes a profit.

Innovation considers as the result of the creative process, the implementation of new ideas and knowledge for their practical usage to satisfy specific consumer needs.

However, the problem of interpretation innovation is not confined only to the economic context. This phenomenon abolished traditional boundaries of economic theory and gained general social nature.

Since the end of the XX cen. researchers made numerous and very productive attempts to overcome the technical and economic paradigm, that has developed in the study of this phenomenon, expanding the domain of innovation.

Thereby, there are two approaches to the definition of innovation in modern scientific literature: narrow (economic and social) and wide (social and philosophical). Supporters of a narrow approach divide traditional views on the essence of innovation and particularly focus on its market value, profitability, commercial effect. Supporters of wide approach are not just limited by technical and economic aspects of theoretical analysis of innovation. They directly connect this phenomenon with the development of other spheres of social life.

According to the socio-philosophical approach innovation covers the full social space. Its nature is universal. It manifests itself in each functional subsystem of society: economic, political, social, spiritual and cultural. Innovation as a socio-philosophical category reflects the dynamics of modern life in all its diversity relationships, penetrates all aspects of society, helps to reveal the logic of its development, and promotes the release and synthesis of philosophical and methodological points. And also it's an integral part of the understanding of human's life and experience thus acquires the ontological meaning.

All existing types of innovation in society (technical technological, economic, political, legal, actually social, educational, scientific and cultural, etc.) are social innovations, because they are social phenomena and related to one or another public life field.

One of the most important characteristics of society is its overall innovatization since 90s of XX century. Here is the emergence of a new term in the theoretical discourse – «innovative society». Already in 1991 British researchers A. Amin and C. Robbins noted that modern industrial system based on innovation, it's «a new expression of local and global dynamics» [4, p. 30].

Definition of innovative society was firstly given in the Declaration of St. Petersburg summit of G8. It states that an innovative society is a society that is permanently searches, develops, implements innovations and due to this always moving forward.

As a new stage of civilizational development the innovative society not just open to innovation. It continuously generates innovations of various kinds and levels. Its functioning is completely dependent on the speed of implementation of new knowledge in all aspects of life. Such a society is the most dynamic and stable, but only if it correctly assess the effects of every innovation and exclude those that pose a threat to human life.

According to V. L. Romanov's opinion, innovative society characterized by increasing dynamics of complex social transformations due to the intensity of the development and widespread progress. It is engaged in continuous practical implementation of new ideas, inventions as innovative labor products, or its creation technologies, organizational and management methods for improving the production quality and quantity of all economic and other social indicators both at micro and at macro level [5].

It should be noted that innovative development is a method of social systems functioning where the trend of introducing new ideas, technologies, norms and values in all society fields prevail over opposite tendencies preserving the existing state. The complexity of problem of innovative development of society primarily related to the fact that in this case laws of systems functioning act: for its existence the system requires a balance between two opposing tendencies that are preserving their status and development. The predominance of one of these tendencies leads to the system destruction and chaos in the social and existential sense, or stagnation leading sooner or later to the same destruction of open system that loses its ability to respond adequately to the challenges and impulses that inevitably penetrate into the system from the outside – from other social systems. As N. Plotnikov noted, the creative idea as precondition of innovation is one of its many components. Innovation is also the way to organize and obtain the result of creative activity in creating and consolidating something new. Nevertheless, creative beginning that generates innovative ideas is not always able to break the traditional stereotypes. There is a major problem in the development of innovative society – the problem of balance of innovation and tradition in social development [6, p. 52].

In the context of social philosophy, tradition is defined as «a way of being and reproduction of elements of cultural heritage that captures the stability and continuity of generations' experience, times and epochs» [7, p. 87]. On the one hand, tradition accumulates a system of norms and values that form the basis of society, culture or intellectual rule. On the other hand, it was a «form of interaction between the present and the past, the mechanism of preservation and transmitting of images, techniques and skills activities that have concrete historical realization». The innovation is impossible without a tradition [8, p. 106]. «Tradition is the historical pattern in subject, questions, answers, in manner of opinion, tasks and solutions, etc. Any sustainability serves as a support for possible innovations can be considered as «tradition», – V. P. Vizhin said [9, p. 187]. Thus, the innovation combined with tradition creates inextricable unity, where tradition presented as a kind of

«starting point» of innovation. It should be emphasized that innovation itself («stable» form) becomes a tradition later. There is a kind of dialectical development: tradition is replaced by innovation that subsequently becomes a tradition [10, p. 55].

Innovation orientation brightly pronounced in the innovative society for forward, non-cyclic social development. Innovations prevail over tradition in it. The resources are the source of competitiveness and advantages based on new knowledge and scientific ideas and information in such society. Its distinctive features is highly organized and well-funded science and education; infrastructure of knowledge dissemination; focus on the creative potential of the individual, groups of individuals and organizations. It ensures a dynamic and sustainable development, aspiration to innovation and novelty.

However, the innovative activity of society, the intensity of development and introduction of progressive innovations in practice depends on the state innovation policy, the state of the economy and the presence of a systematic innovation infrastructure that is a set of institutes that provide logistical, financial, organizational, methodological, informational, consulting and other support for innovation. The development of the innovative society based on the legislatively provided state innovation policy that covers not only the field of creation of innovations, but also the potential for commercialization of their practical application. In this regard, it fulfils an integrative function aimed at integration into a single complex of fundamental and applied science, infrastructure, commercialization of technology and making of innovative products.

The establishment of an effective national innovation system is an indispensable condition of formation of innovative society that implies not only the formation of system of innovative activity stimulation of economic entities within the country. But also the integration of the NIS into the global innovation system, as well as the integration of the national NIS's subsystems into the global technological chains. This allows to obtain the desired effect and accelerate the process of technological diversification of the economy and economic growth, ensure the implementation of scientific, intellectual and industrial potential and formulate economic mechanism of innovative entrepreneurship.

The transition of society to an innovative development scenario is objectively linked with the need for innovative reform of higher education that provides for the establishment of research universities, the formation of innovation climate in higher education, a comprehensive implementation of innovative educational programs and innovative teaching methods,

creating innovative informational and educational sphere. It allows to ensure the improving of the higher education quality, building human capacity in high-tech industries, initiating a broad range of basic and applied researches and transfer of its results in various areas of public life, forming individual innovation as the most important subject of becoming an innovative society.

The social system perceives innovation with great care, because innovative changes is not always possible to predict unambiguously. This phenomenon is called «social resistance». That is a selective mechanism supporting, on the one hand, the status of the system stability and the preservation of social stability, on the other hand, positive developments that require great

flexibility and the ability to recognize deviations from the social principles: dysfunctional, harmful to society, and necessary for his development that should be encouraged.

Conclusions. The innovative society marks the transition from a society based on industrial technologies to a society where the main content is innovation. Humanity binds their fate with the innovations, perceiving them as the main source of satisfaction of social needs and a vital means of solving practical and spiritual tasks. Innovations are becoming the main indicator of social progress. They are the main priorities of the state and drive the development of a new type of society.

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КОНЦЕПТ ІННОВАЦІЙНОГО СУСПІЛЬСТВА: СОЦІАЛЬНО-ФІЛОСОФСЬКИЙ ДИСКУРС

У статті розкривається зміст основних теоретико-методологічних підходів до розуміння сутності інновації. Виявляються відмінності в розумінні інновацій у контексті різних сфер життєдіяльності суспільства. Розглядається історія розвитку теорії інновацій. Аналізуються сутність інноваційного суспільства і умови його становлення. Розглядаються особливості інноваційного типу соціального розвитку.

Ключові слова: інновація, інноваційний розвиток, інноваційне суспільство, інноваційна політика, національна інноваційна система, інноваційна особистість.

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В статье раскрывается содержание основных теоретико-методологических подходов к пониманию сущности инновации. Выявляются различия в понимании инноваций в контексте различных сфер жизнедеятельности общества. Рассматривается история развития теории инноваций. Анализируются сущность инновационного общества и условия его становления. Рассматриваются особенности инновационного типа социального развития.

Ключевые слова: инновация, инновационное развитие, инновационное общество, инновационная политика, национальная инновационная система, инновационная личность.

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