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Вісник містить результати наукових досліджень провідних фахівців, науковців, здобувачів наукових ступенів та звань з питань сучасного розвитку світового господарства та міжнародних економічних відносин, місця та перспектив держав на світових ринках товарів, послуг, факторів виробництва, впливу та наслідків глобалізації для їх розвитку, шляхів і прогнозів розвитку міжнародної економічної системи. Матеріали можуть бути корисні для науково-педагогічних працівників, науковців, аспірантів та студентів, широкого загалу читачів, які цікавляться питаннями світогосподарського розвитку.

Вестник включает результаты научных исследований ведущих специалистов, ученых, соискателей научных степеней и званий в вопросах современного развития мирового хозяйства и международных экономических отношений, места и перспектив стран на мировых рынках товаров, услуг и факторов производства, влияния и последствий глобализации на их развитие, путей и прогнозов развития международной экономической системы. Материалы могут быть полезны научно-педагогическим работникам, ученым, аспирантам и студентам, широкому кругу читателей, которые интересуются вопросами мирохозяйственного развития.

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WORLDVIEW-BASED APPROACH TO ADRESSING ECONOMIC AND BUSINESS DEVELOPMENT WHILE INFORMATION-CENTRIC SOCIETY IS TAKING SHAPE

Доведено, що світоглядний підхід до вирішення проблем розвитку економіки та бізнесу в умовах формування інформаційного суспільства можливий тільки при використанні авторської розробки – нової методології пізнання закономірностей розвитку людського суспільства. Вона дозволила визначити, що протягом багатьох століть існує дві парадигми розвитку людського суспільства. Цикли, кризи, хаос та всі негативні явища – природний продукт другої, опосередкованої парадигми. Нова модель життєустрою на кожному місцевому рівні – це одночасно попередня, перша, парадигма розвитку, заснована на взаємодії між виробництвом та споживанням кожної людини, але на новому, високотехнологічному рівні. Практична реалізація цієї моделі – єдина можлива умова переходу до стійкого безкризового розвитку.

Ключові слова: системна криза, стійкий розвиток, нова методологія пізнання, мета, конкретна людина, критерій ефективності, парадигми розвитку, поєднання інтересів, нова модель життєустрою.

Обосновано, что мировоззренческий подход к решению проблем развития экономики и бизнеса в условиях формирования информационного общества работает только при использовании авторской разработки – новой методологии познания закономерностей в развитии человеческого сообщества. Она позволила определить, что на всем многовековом протяжении развития человеческого сообщества существуют только две парадигмы развития человеческой системы. Циклы, кризисы, хаос и все негативные явления – естественный продукт второй, опосредованной парадигмы развития. Новая модель жизнеустройства на каждом местном уровне – это в то же время прежняя, первая, парадигма развития, основанная на непосредственной взаимосвязи между производством и потреблением конкретного человека, но на новом, высокотехнологическом уровне. Практическая реализация этой модели – это единственно возможное условие перехода к устойчивому бескризисному развитию.

Ключевые слова: системный кризис, устойчивое развитие, новая методология познания, цель, конкретный человек, время, критерий эффективности, две парадигмы развития, согласование интересов, новая модель жизнеустройства.

In article that worldview-based approach to addressing economic and business development while information-centric society is taking shape is active only for authoring - that is, the new methodology for cognition of regularities in the human community development. This methodology made it possible to define that there have been and are only two paradigms of the human system development in the entire multi-century course of the human community development. Cycles, crises, chaos and all negative phenomena are nothing else but natural products of the second, indirect paradigm of development. The new model of life organization at each local level is at the same time the former, first development paradigm, based on the direct interconnection between production and consumption of specific human beings, but raised onto the new high-tech level. Practical realization of this model is the only feasible precondition for the transition to sustainable and crisis-free development.

Key words: systemic crisis, sustainable development, new methodology of cognition, objective, specific human being, time, efficiency criteria, two development paradigms, coordination of interests, new model of life organization.

The information society that is now taking shape, a wide selection of different applications for information technologies in economics and business have not auto-

matically ensure their efficiency or a fast pace of development. This has to do with the fact that building an information-centric society is not only a problem of technology, economics, and institutions, nor is it a technical problem, but rather a systemic problem that belongs within the purview of social science. The path to understanding the issues of shaping the information-centric society lies in the realm of deep understanding of the principles and cause-and-effect connections in the development of human community in the context of the prevailing world outlook.

I always use the following examples to illustrate my point. In the early 1980s, computers started to be introduced in the USSR's state-controlled economy as the core of various automated control systems. Academician V. Glushkov was a pioneer in this field. These efforts failed to bring the desired positive impact, and V. Glushkov concluded that using computers in the contemporary paradigm of life organization, in the extant system of relationships between individuals and organizations that existed in the USSR was akin to putting a jet engine on a horse-drawn cart. The existing system was not receptive to the accomplishments of scientific and technological progress and could not benefit from them [1].

We are at the opposite extreme now. Proliferation of information technology, gene technology, cognitive and nano technologies, virtual reality, DNA molecule-based biological computers have created the conditions when we can link human brain to a computer and create an amalgamation of man and machine – a cybernetic organism, or a cyborg. The emergence of self-learning robots has created the threat of replacing humans by and their inferiority to machines even in intellectual, thought-intensive pursuits. Threat of human enslavement by machine is now real. There is no guarantee today – a time when the world faces a "virtual arms race," when online transactions and other operations – that these new achievements would be used for the benefit of humanity, rather than for the purposes of destruction, and would serve the purpose of economic and business success.

That's all on the one hand. On the other hand, the systemic global crisis which has spread into all aspects of life of the human community continues to deepen, a fact fully confirmed by all G20 and G8 summit meetings, the most recent World Economic Forum in Davos, the 2012 Economic Forum in St. Petersburg, by the Euro crisis, as well as by a sharp slowdown of economic growth in the US, China, India and other countries around the world. Under these conditions, a cyber-war is a very real threat for the whole world, as systemic crises have been resolved by war at all times. Reports are already multiplying of targeted attacks against multinationals, banks, government organizations; viruses have emerged that serve the purpose of industrial espionage. As information security experts are warning correctly, all of this is just a "rehearsal" before all-out cyber-wars begin. In other words, the űber-new technologies of the 21st century are once again failing to fit the prevailing model of relations and interactions between people on earth. The threat they carry is greater than any benefit they can bring for prosperity of people on earth as a whole and to individuals wherever they may live.

Under these conditions, it would be impossible to achieve any success in economic or business growth and development, while not only ensuring information security for them, but also maintaining peace and security for different countries, regions, municipalities, as well as for different individuals within the multiethnic society under the current development model.

In the meantime, the progress of science and technology continues, and not only the issue of building an information-centric society, but also that of creating Electronic Governments for the 21st century are high on the agenda. The current social, economic, political, organizational, scientific and technological disparities do not allow different countries, regions, municipalities, and different individuals to derive equal benefits from opportunities provided by digital technologies. In other words, now, just like in the Soviet era, the existing development model of the human community worldwide

and Russia in particular (even after accounting for all the changes that have taken place since the breakup of the Soviet Union) is quickly coming into conflict with the benefits of science and technology. The humanity now stands on the brink of self-destruction at the hand of its own intellect-inspired inventions, while still failing to gain an understanding of principles of its own development to prevent a systemic crisis and ensure peace and prosperity worldwide.

In the words of Russian Foreign Ministry official Andrei Krutskikh, "the international community clearly intends to take precautions against the cyber-genie, to prevent it from wreaking havoc by exacerbating confrontation on the international arena, lending it new formats, by destabilizing social development." But how can this be done? To complicate matters even further, the "cyber-genie" has in fact already been released. In one of the examples demonstrating the "genie"'s activities, hackers have stolen more than USD 1 billion from bank accounts to date. Consequences of loss of data are an even bigger threat. Various business organizations store huge amounts of data on their networks, ranging from confidential customer information to intellectual property and information about financial transactions. Private-sector business organizations worldwide spend USD 1.1 trillion per annum on information assets. Therefore, data loss can have catastrophic consequences.

I have provided these examples to illustrate the magnitude of responsibility for the consequences of decisions made to use various information technologies, to build an information-centric society, especially if they do not take into consideration the underlying objective universal laws that apply worldwide and form the foundation for development of the human system.

Consequently, the main condition for building an information society and addressing problems facing the economy and the private sector, and also for ensuring information security at the same time is the Knowledge of objective root causes of the global systemic crisis, the search for a crises-free way of development, and the creation of an appropriate development model for the human community that would not be at odds with scientific and technological advances of the 21st century.

We have developed a new methodology for understanding of the principles of human community development, making it possible to analyze, compare and measure global trends reflecting deeper processes which are still hidden from researchers' view, provide a conclusive comprehensive, integrative evaluation and identify the desired model of organization of life. The essence of the new methodology, in a nutshell, is as follows:

- The objective goal of the human system development has been identified: to satisfy the supreme need of a human being to become perfect in spiritual, intellectual and physical terms, achieving a higher level of cognition at the same time;

- The need for using a holistic, comprehensive, systematic, interdisciplinary approach to exploring all aspects of development of the human system has been confirmed;

- A common metric for measuring and comparing all processes and phenomena - time - has been identified;

- A common criterion for measuring the efficiency of human system development has been identified - the time elapsed between the emergence of the need to realize a common development objective and the reality the society - or every individual - is living in at any point in time, in any sense, in respect of this objective. If the time between the emergence of a need of a specific individual and its gratification is asymptotic, tends to become shorter over time, and to evolve, the human system is developing efficiently with regard to its goal.

In theoretical terms, according to the new methodology, the time between the emergence of a need and its gratification (achieving the objective) represents the time vector (or the time axis) from infinity in zero. Development and humanity and its various structures at all levels and cross-sections, down to a single individual, is mapped out on this

vector at different points, and at any point the time between the emergence of a need and its gratification can shrink or decrease, getting closer to or farther away from the desired goal. The time vector is a linear perception of an issue, and it can be used if a human community's life is seen statically, at a given point in time. In effect, things get much more complicated in real life, when everything changes over time. The time between the emergence of a need and its gratification is currently different for different communities, different both for a given point in time and for a dynamic process. Furthermore, the processes of change in time can be positive or negative, cyclical or wave-like, direct or reversed. If one were to consider these processes as they apply to an individual rather than communities or countries, the possible values of this multiplicity would probably vary across a range of several orders of magnitude. Thus, every individual lives in a sort of a personal space and is affected by his or her own centrifugal and centripetal forces, amidst a constant Brownian movement, in his or her own microcosm distinct and different from that of the others.

If follows from this that if civilizations, peoples, countries, small or large communities and individuals exist in different linear and spherical temporal space, they have different level of cognition and would never be able to reconcile their interests, they would never be capable of understanding each other. The greater the distance that separates them, the more difficult or even impossible would it be to establish a dialog between them and ensure lasting peace. This is the fundamental reason for conflicts, wars, displacing entire communities and forcing them to migrate across the planet on their quest for a better life, which, in turn, causes political, economic, inter-ethnic and inter-religious tensions and exacerbates the "crisis of multiculturalism." This is the reason why all the humanity's troubles arise and get worse. It follows from this that economic crises in the course of development of the global civilization, wars, terrorism, natural and techno logy-triggered disasters, intercultural, interethnic and inter-religious contradictions are the result of universal laws that apply to both nature and society. Moreover, as long as individuals find themselves in disparate linear and spherical temporal space, it would still appear that many different localized civilizations coexist, which are dissimilar and based on different mentalities. That was the approach taken by O. Spengler and S. Huntington.

But most importantly, a new methodological toolset described in great detail in the book Forecasting the Future: A new Paradigm and in numerous articles published in Russia and overseas [2-8; 10], has made it possible to:

- Step outside the entire human system and see it as a coherent unity of the past, the present, and the future in the context of an objective developmental goal;
- Not rely on empirical and subjective date from the past and the present and develop an objective understanding of the picture of the human system development depending on whether it is positively or negatively targeting a common goal;
- Get an understanding of the human system development depending on whether it is positively or negatively targeting the common goal.

Figure 1 shows a schematic of development of the human community.

The schematic shows how, when and which development paradigm *takes shape along or around the temporal axis between emergence of a need and its gratification. when the time is zero._*

Because of limited space afforded by article format, a condensed description follows. The whole history of humanity can be divided into three stages.

Stage One is characterized by domination of the *First Paradigm of Development.* Its key characteristic is a *direct, immediate link between production and consumption.* The time between the emergence of an individual's need and its gratification was minimal. As humanity began to develop manual labour skills, it consumed everything that was produced at that level. Consequently, the time between the emergence of an individual's need and its gratification was minimal. This was a pre-industrial production

mode for one's one needs and at the request of specific consumers within one's household (artisan production).

As basic technologies were introduced, leading to division of labour, to the appearance of markets, a class of intermediaries (merchants) and a commonly accepted medium of exchange for the trade in the products of this labour - money, accompanied by gradual geographic expansion and development of international trade led to the shaping of the *second development paradigm.*

Development of this paradigm, with *mediated connection between production and consumption at its core* (mediated in time and space) sped up as the human sociality moved up to industrial production.

The Industrial Revolution, with its eras of steam, railroads, steel, electricity and heavy industry, petroleum, the automobile, and mass production of goods led to creation of an infrastructure to connect with the consumer. It included a network of roads, ports, retail outlets (from small mom-and-pop stores to some of the largest shopping malls and highly mechanized warehouses and such) were the key milestones in this progress.

Mass assembly-line industrial production emerged, combined with development of domestic and international trade and geographic expansion up to the worldwide, global level, and mass consumption.

This production mode targets satisfying the demand and needs of an abstract end-consumer via a spontaneous, archaic, market-based, mediated format of connection with a specific individual which is characterized by extended time and space of this connection.

In these conditions, the uncertainty of consumption has led to an increasing global mismatch between the time of production and the time delivery and exchange of goods for money, until they grew completely out of synch. This time of delivery and exchange is now many times greater than the time required for production of goods. The gap between the movement of material production factors and monetary compensation, both in the physical and especially in the online world has become colossal.

The great achievement of scientists like Kitchin, Jugliar, Schumpeter, Kondratiev, Perez and others was to see, on the basis of processing data about past events, that this mass method of production was developing through overcoming barriers, through non-linearity and chaos. Furthermore, some authors have seen reason to claim that cycles and crises are an inevitable condition of development. And this is, indeed, correct! Unless we realize that all these phenomena are a natural product of the second development paradigm!

Diogenes was correct when he said that whoever had invented the plough had done humanity a disservice because it enabled people to produce more than they needed for subsistence.

Thus, the crisis of the current life organization model with its connection between production and consumption that is mediated in time and space began early on, just when this model was first taking shape.

The emergence, starting from the 1970s, of information technologies and flexible production systems did nothing to change this development paradigm, or establish a nascent opportunity to establish a direct link between production and consumption and match the interests of these two sides [of economic activity].

The essence of the second development paradigm is a mediated, removed (in both time and space) connection between the various production technologies and the consumption of goods produced by a specific individuals. All the crises under this development paradigm took place at the peak of growing mismatch between the time of emergence of a need and the time of its gratification. The ongoing systemic crisis is a pinnacle of this development paradigm. Globalization as a product of the second development paradigm has begun to undermine itself almost as soon as it became a fact of life.

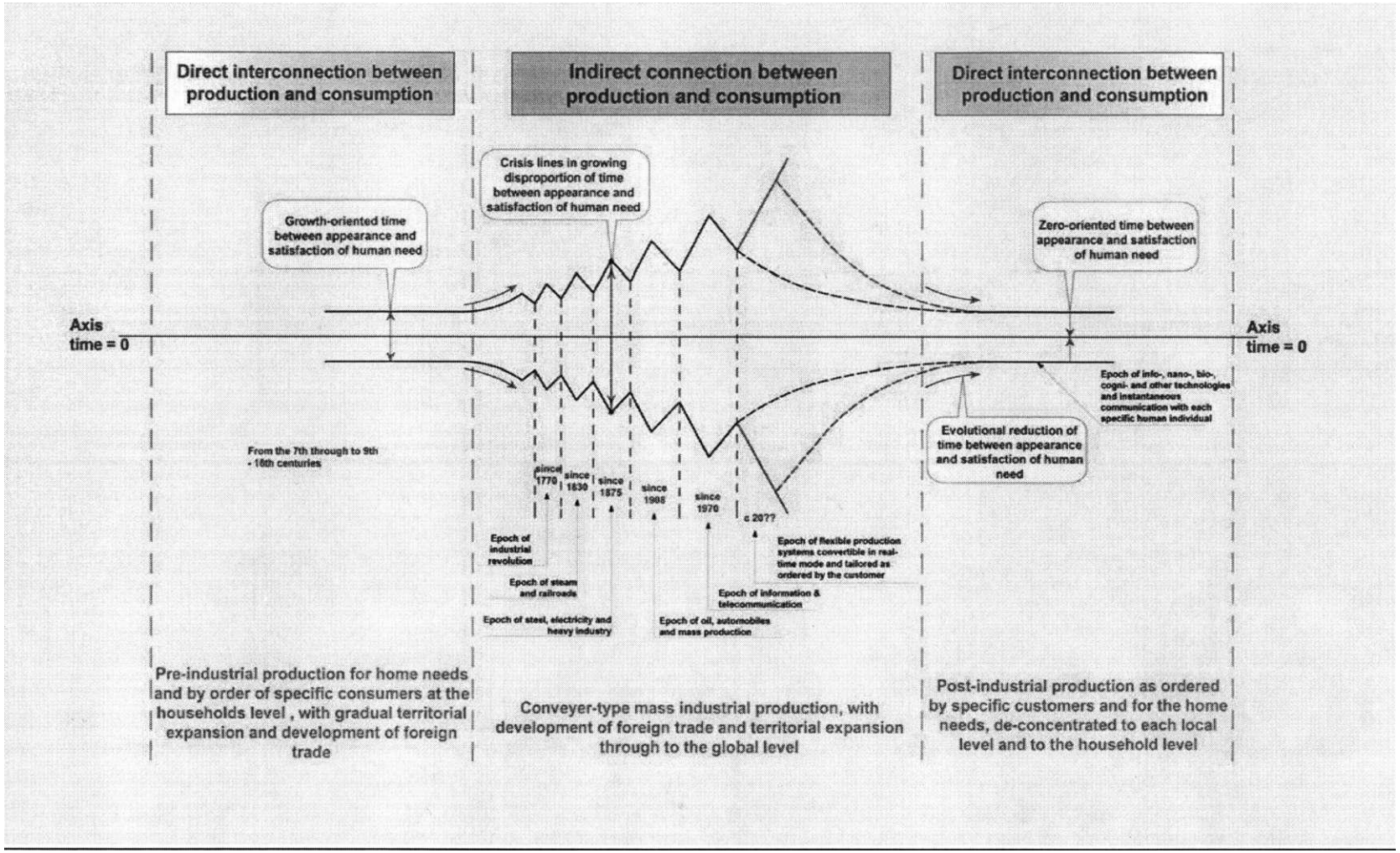

Fig. 1. Schematic outlay of the human community development

Why did this happen? Globalization of all processes and free movement of ideas, goods, money, and information is saddled with the remaining assembly-line method of production targeted at an abstract mass consumer, with supply lines now spanning a global scale. The time between the emergence of a need of a specific individual and its gratification has become even longer. The various interests of the state, the private sector, society and a specific individual now appear impossible to reconcile. These long lead times create objective conditions for absolutely all the negative phenomena. Poverty and inequality, a primitive economy, growing prices and inflation, underdeveloped production and trade, terrorism and corruption, rampant crime and exacerbation of international, interethnic and inter-confessional strife, natural anomalies and disasters, cyber attacks and growing threats to information security and other dangers are all links of the same chain and a product of the current development model. And the time factor is playing the most negative role in this mix. It is now quite impossible to reconcile the interests of the state, society, private sector (businesses) and a specific individual. Information technologies have become an end in itself for various players (banks, business corporations, government agencies and others), a means of creating global markets and, especially, a means for manipulating individuals' perception, attitudes and ideas.

Inasmuch as this development model lacks the mechanisms for ensuring timely feedback from the individual, it makes it impossible to resolve the vital problems of creation and development of an information-centric society. Here is an example to demonstrate this. As Russia lacks domestic production of most goods and as e-commerce and online banking are getting wider acceptance at the same time, this would create an even greater disparity in the time and place connecting the goods production technologies and consumption of the goods by a specific individual, and an even greater time gap between production and circulation (sale) of goods for money. For example, the Russian online retail shopping market is becoming increasingly more appealing for international companies. Russia is widely believed to be the third most attractive European, Asian, or African market for expansion by international online retailers. Practical recommendations for international companies have even been published on how better to enter the Russian online retail market. And as Russian consumers can see clearly that they can get better deals from international online stores than at Russian retailers, the huge amount of money paid for goods at these stores is leaving the country, instead of being invested in domestic production and bolstering the government budget. Additionally, Russia has risen in the annual information technology development rating calculated by World Economic Forum experts, rising 21 positions in 2012 compared to the previous year - from the 56th to the 77th spot; 58 % of Russians use the Internet, and online retail is growing 50 % faster than in Europe. This trend is expected to accelerate even further in 2012E. This would cause the gap between the time of manufacturing and circulation (sale) of goods for money to widen sharply, further exacerbating the systemic crisis. Consequently, it would be impossible to ensure information security at any companies, industrial facilities, in cities, regions and the whole country.

This would be impossible to achieve even after introduction of all-purpose electronic cards, systems to enable electronic interaction between different agencies, to provide electronic services in various spheres and to organize city-wide information security systems, creation of electronic democracy procedures and developing a culture of information security.

Thus, we see that in this age of orbital and escape velocities, which sees a heavy-use of digital, cognitive, nano and other technologies, we face extremely rapid changes in economic and other realities, which are at odds with this model of production and consumption, especially given this kind of connection with a specific individual, which makes it impossible to bring the various conflicting interests into line with each other.

However, there is a different way that can eliminate the very root cause of a wide-ranging systemic crisis. At the current level of development of information, digital and

other high technologies typical of the 21st century, there is now an opportunity to make the transition to a direct link between production and consumption of goods. This means that elimination of mismatches and bringing all processes into line in terms of time and space would only be possible if the relations are synchronized and interests are brought into line for every individual across the entire range of his or her spiritual and material needs, with production of [goods or services satisfying] these needs would take place at the individual's request precisely where this individual lives, and if nothing is produced in excess of what has been actually ordered. After all, it is the individual him- or herself who is the engine of development, the motivation the individual has to support this development, proper respect for his or her interests and reconciling them in real time.

Shaping this new model for organization of life at every local level can provide a solution for two interrelated strategic objectives:

Objective One is to change the contents of the state's economic and social policies to accommodate a shift to a regeneration trajectory of domestic development in a way that would orient the whole regeneration process towards the ultimate goal of an evolutionary reduction in the time elapsed between the emergence of needs (demand) of every individual and their gratification. This would be achievable if new goods and services were only produced upon request (order) from a specific individual. Achieving this would require developing and implementing a new industrial policy program in Russia and elsewhere - a program of re-industrialization of the whole production chain from mining and resource production all the way to manufacturing of end-consumer products. This would take a rapid transaction of production to top-of-the-line technical solutions and technology associated with most recent and futuristic advances in science and technology. Besides, the ultimate link in the chain of logistically connected production facilities should be small high-tech production outlets with distributed systems that can be reassigned or re-adjusted in real time to match an incoming request from a specific individual across the whole range of his or her needs, without producing any excess. This is a new role for the private sector that would be most efficient in economic and social terms. It is important for realization of this to come as soon as possible.

Objective Two has to do with creating everywhere at the local level a mechanism for reconciling, in real time, the interests of all stakeholders - the government, the private sector, society and the end consumer - a specific individual. This would ensure that a progressively smaller amount of issues to be resolved and information to be processed, which cannot be handled at the local level, would be delegated up to regional, national, or international level for reconciliation of various interests. This mechanism of matching the various interests alone would ensure a maximum level of information security. The various interests should be matched (reconciled) using a common communication infrastructure that is universal for all types of production and all consumers and which would be based on digital information and communication technologies, broadband TV and other innovations that are so widely talked about nowadays at all domestic and international levels.

Figure 2 shows *a new model of life organization at every local level, which in fact also represents an earlier, the first, development paradigm, based on a direct link between production and consumption, albeit at a new level of technology.*

Back in the end of the 20th century, when information technologies first emerged, E. Toffier wrote that the day was near when every individual, sitting in from of a computer, would control the technological process of making products for one's personal consumption, without producing anything in excess of what is needed. C. Perez wrote in her book Technological Revolutions and Financial Capital that "technological revolutions that take place approximately every 50 years bear fruit with a delay. It takes two or three decades of active adaptation and assimilation for new technologies, products, sectors and infrastructure begin to contribute towards establishing a Golden Age, (une belle epoque), an era of prosperity [11].

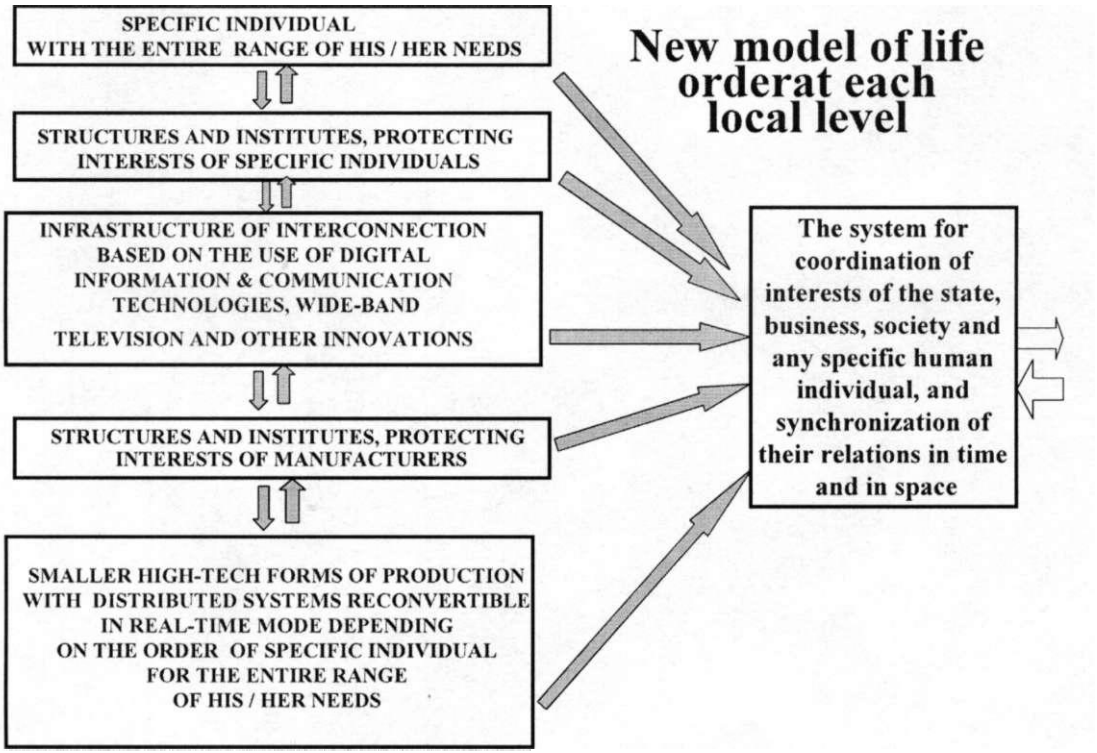

Fig. 2. A new model of life organization at every local level

The currently prevailing concept of building an information-centric society in Russia has room for the individual only as a number, an identification code as a controlled subject for the needs of government administration. Imposing on the individual electronic government services which may soon become as ineffective and unnecessary as the existence of state-controlled corporations and the government's involvement in the operations of the markets. This concept does not have room for the individual as the producer and consumer of all goods and benefits, and does not provide for reconciling the interests of all people in real time and space. However, the fact that the new Russian Minister of Telecommunications and Mass Media Nikolai Nikiforov named actions to eliminate digital inequality as the top priority for development of the industry is a great step forward.

Ensuring digital equality of individuals, equal access to the benefits of civilization based on specific requests, without producing any excess [goods or services] and reconciling their interests at the local level in the self-government format is the true democracy, and this should help eliminate all the systemic shortfalls of social and economic development in Russia, Europe, Asia and the rest of the world. In turn, this should ensure data and other kinds of security for the individual, his or her immediate surroundings, region, country, and the world at large. In other words, targeted production using the 21st-century technologies and e-commerce that first emerged in their nascent form 30 years ago, will once again return to the local level, to the household level, making it more comfortable and safer for living in every corner of the world.

Implementation of this project would become a breakthrough into the future for Russia as well as for the world at large, a future in which sustainable crisis-free development would finally become a tangible, logical reality rather than a pretty, abstract slogan or myth. This will be a future that can and should be created here and now with due regard for the interests of every individual, every country, and the whole world at large. The important thing is not to miss the right moment once again, and prevent yet another wave of a destructive crisis!

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