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PEARLESCENT TRANSFORMATION OF ENTERPRISES AS A MICROECONOMIC STAGE OF TRANSITION TO NOONOMY

Abstract: a new “pearlescent” concept of enterprise management is examined in this paper. This concept ensures its sustainable development due to the flexibility of the internal structure, the combination of hierarchical and democratic models for taking and implementing decisions, expanding the planning horizon and focusing on the future as well as increasing the intellectual and creative intensity of labor. The “pearlescent” enterprises are the most relevant form of organizing the functioning of production at the stage of establishment of a new industrial society of the second generation (NIS.2). The nooindustrial society is characterized by a high level of knowledge-extensiveness and knowledge-intensity of industrial production. This stage initiates the transition to a qualitatively new form of social relations – noonomy (S.D. Bodrunov), where material needs are met mainly through the creation of automated, intelligent industries using information and computer technologies with minimal participation of people in the process of social production, and a creative, cultural, non-economic individual develops. The expansion of the corps of the pearlescent enterprises and the development of the pearlescent sector of the economy, which includes pearlescent industrial, educational, research and development organizations, can become a reliable foundation for the further formation of NIS.2 and the transformation of the Russian economy into noonomy. Justification of the expediency of developing the pearlescent sector of the economy as a necessary stage on the way to creation of NIS.2 should be considered a new step in the theory of building a society of the future.

Keywords: new industrial society of the second generation (NIS.2), noonomy, creative economy, pearlescent economy, pearlescent enterprises, creative activity.

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在企业向“珠色”企业转变过程中微观经济向智慧经济过度

摘要: 本文研究了新的企业管理“珠色”观点。这一观点提出, 依靠内部组织的灵活性、决策和执行的层级制和民主制模式的结合、强化远景规划和未来目标以及提高劳动的智慧和成分含量来保证企业的稳定发展。“珠色”企业是第二代新型工业社会 (NIS.2) 形成时期最重要的生产组织形式。智慧

工业社会的特点是工业生产中高度的知识密集性和高度的知识复杂性。在这一阶段,经济向具有新质的社会关系形态过度,即向智慧型经济(博德鲁诺夫S. D.)过度,物质需求的满足主要依靠采用计算机和信息技术的自动化智能生产,社会生产中人的劳动占比最小,有创造性的文明的“非经济人”得到发展。“珠色”企业数量的扩大和经济的“珠色”领域(包括“珠色”的工业、教育、研究和研发组织)的发展,可以成为进一步形成NIS.2的可靠基础。对作为建设NIS.2必经阶段的“珠色”领域发展的合理性的论证,应当被视为关于建设未来社会的理论的新内容。

关键词:第二代新型工业社会(NIS.2)、智慧经济、创新经济、珠色经济、珠色企业、创新劳动。

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Introduction

The transition to the nooindustrial society of the second generation sets a number of serious tasks for economics referring to economic theory, economic policies and management of the economy. These challenges refer to the worldview basics of social dynamics, and in recent decades they stayed on the sidelines of socioeconomic research, giving way to certain pragmatic topics of production management and organization of production, distribution, exchange and consumption. NIS.2 as a stage of progressive evolution of the society originating based on intensification of the processes of creation of new knowledge and deepening its application in social production, predictably leads to gradual withdrawal of humans beyond material production, narrowing the sector of economic relations between people, formation of a new self-acting sphere of production – the noosphere, and development of a non-economic system in future – noonomy [Bodrunov, 2019].

At the current stage of the NIS.2 establishment, all levels of economy should be subjected to transformation: macroeconomy (the processes of economic growth, investing, employment, pricing); mesoeconomy (regional and sectoral development); microeconomy (operation and interaction of enterprises); nanoeconomy (human activities as a participant in social production and consumption).

Thus, the transition to NIS.2 requires a new model for regulating economy as a whole; a new model of federalism and sectoral management; a new model of enterprise's activity; a new image of a human as a member of the NIS.2 society. At the same time, the priority task is creation of a new model of the enterprises' operation as the main unit of not only economic space but social space as well. The new principles of organization of production when transiting to NIS.2 should take into account the rapid growth of creativity of labor, the necessity to create the environment for the full use of workers' intellectual energy and deepening the socioeconomic symbiosis at the level of “worker – enterprise”. In our opinion, the multi-sided and multi-level pearlescent transformation of Russian enterprises should become the content of the microeconomic stage of transition to noonomy.

In this paper, we focus our attention on the structure and functions of enterprises in the nooindustrial society of the second generation. We show that the “pearlescent” enterprises originating based on the experience of the most developed forms of contemporary domestic and foreign organizations, including “green” and “turquoise” ones [Beck et al, 2019; Lalu, 2020], should

comprise a considerable number of the enterprises. A new “pearlescent” model of enterprise management was offered to preserve the integrity and sustainable development of enterprises at the expense of achieving the necessary level of adaptability to changes of the external environment of activities and inner situation in the organization [Kleiner, 2020].

The humanistic worldview principles implemented in the environment of digital technologies development and expanding the borders of their application are in the basis of the “pearlescent” concept. The general purpose is activating the creative potential of workers and other stakeholders of the enterprise. A whole number of intra-company institutions of discrete and continuous target coordination of the participants’ creative activity is employed at the pearlescent enterprises. This concept is aimed at the maximum long-term efficiency of labor activities of each employee, mutual interest and loyalty in the “worker – enterprise” relations [Kleiner, 2021; Kuropatkina, 2023]. With the development of the process of pearlescent enterprises establishment, the volume of pearlescent economy will expand, rivalry between economic agents sometimes leading to unproductive costs of economic resources and human efforts, will come down to rational proportions with cooperation or collaboration [Polterovich, 2022]. In our opinion, pearlescent economy should be viewed as one of the most desired forms of a microeconomic organization of the NIS.2 operation. However, pearlescent economy on the whole will grow from below – from the level of enterprises.

1. Creative labor is the basis of the society of the future

Currently, serious changes are taking place in the social production and composition of labor in economy that is being more and more based on innovations and knowledge: the creative component of labor activities is striving for dominating and wide spreading. The extensive and intensive development of the creative component of labor creates prerequisites for accelerating the scientific and technological progress, qualitative socioeconomic and institutional transformations. The creative revolution is on, the importance of the creatosphere in economy and creators in the society increases [Buzgalin, 2021].

In this paper, under “creativity” we’ll understand the aggregate of such characteristics of an individual like *intelligence*, *imagination* and *originality of thought* allowing a human to go beyond the frames of the established standards, stereotypes, traditional ideas and clichés, and generate new unique and unexpected ways for dealing with problems and solution of tasks. Personal creativity helps humans to engage in creative labor (creativity) in any field of activities and create innovative products. The following characteristics can be mentioned as special features of creative labor: labor stops being an obligation for the worker and transfers into the list of needs; self-motivation becomes the main incentive factor for such labor; creative labor is not regulated by any work schedule; the product of creative labor is richness that is “not restricted, not competitive, and limitless” [Buzgalin, 2022]. In contrast to reproductive labor, creative labor may create an outside positive effect, the so-called “creative multiplier”, i.e., many times multiply human opportunities in production, distribution, exchange and consumption of material goods. This shapes the environment for inclusion of previously not engaged resources into the economic turnover, replacement of material resources by intellectual resources and thus turning science in the actual productive force [Pavlov, 2022].

The importance of the creative segment of economy as a sustainable growth factor and its role in transition to the innovative type of development has been paid deliberate attention by

the global academic community for several decades. The United Nations declared 2021 the International Year of the Creative Economy and Creative Industries. Nevertheless, there is still no unified understanding of the “creative economy” till now, and no certain criteria according to which it is possible to unambiguously refer this or that enterprise, sector or industry to creative ones.

The Richard Florida’s *theory of the creative class* is the basis of the “creative economy” concept. Under “creativity” Florida understood a human ability “to generate unusual ideas, deviate from traditional thinking patterns and quickly and efficiently achieve an intellectual breakthrough in eliminating problem situations” [Florida, 2016]. In the opinion of R. Florida, creativity is an ability to synthesize, select and analyze data to create something new and useful. Creativity is the main source of economic growth, and creative people have such a power, talent and there are so many of them that they are capable of changing the world.

R. Florida united educated, independently thinking, generating new knowledge, ideas and technologies people from various fields of activities into the new creative class: from science, arts, education, literature, architecture, design, music, entertainment industry, jurisprudence, finance and business. He thought that their main difference from representatives of other social groups is the creative class having such personal qualities as creative activity, individuality, talent, openness and tolerance. The priorities for the creative class representatives are not their career, prestige and high wages but the value of the environment for working and living, disclosure of their creative potential, including tolerant atmosphere and creative incentives [Florida, 2016]. It is exactly the people who creatively make new knowledge, ideas, technologies and economic values that refer to the economy of the future [Iskakov, 2023].

Summarizing numerous academic papers present today (see, e.g.: [Abankina, 2022; Kuznetsova, 2022; Khlyshcheva, 2022]), dedicated to the issues of development of the creative economy concept, one can say that the *creative economy* is the system in which the central place is taken by creative resources, knowledge, ideas, technologies and cultural values. The development of the creative economy together with the development of technologies and establishment of new social institutions comprise the united process of humanitarian, technological and social process.

The *creative economy* is officially defined in Russia as “the type of economy based on capitalization of intellectual property in all fields of human activities – academic, scientific and technical, culture and creative activities on the whole. The nucleus of the creative economy is the creative industries” to which those fields of activity refer where “goods and services having economic value are produced in the course of creative and cultural activities, managing the intellectual property, including those providing formation of a harmoniously developed person and improving the quality of life of the Russian society.”¹

As a result of the extensive and intensive growth of the creative component of labor, increase of the numbers of creative workers, transformation of technologies, there is a need for changes in economy, origination of new socioeconomic relations and institutions, in which development of the “creative man” (homo creator) and transition to a qualitatively new social structure will become the main leading idea [Buzgalin, 2022].

¹ Russian Federation Government Directive of September 20, 2021 No. 2613-p “On the Approval of the Concept of Developing Creative Industries and Mechanisms of their State Support in Big and the Biggest Urban Agglomerations up to 2030”. URL: <https://www.garant.ru/products/ipo/prime/doc/402745784/> (Access date: 11.08.2023).

In recent years, there are talks in the academic community that the contemporary world is on the eve of a new technological revolution and rapidly moves to a new, 6th technological pattern, in case of which knowledge becomes the main production resource [Tereshkina, 2020; Kuzmina, 2021]. The importance of spent material resources in social production reduces and the importance of expenditures for new knowledge, innovative developments, creative solutions increase. From the industrial point of view, the 6th technological pattern includes such technologies as creation of “smart factories”, expansion of the use of industrial Internet of Things, industrial robots, systems for processing Big Data, self-learning systems of artificial intelligence; arrangement of people-free technological processes and other cognitive-orientated technologies. This entails big reduction of humans’ direct participation in the production process. The most qualitative part of labor resources is concentrated in the creatosphere where they can’t be replaced by less qualitative personnel.

The technological revolution changes all the technologies of material production: technologies of organization of production, labor, management, in view of which we can speak about the complex industrial revolution. The very essence of the established idea of “economy” changes: relations between people in the process of creation, distribution, exchange of consumption of goods are replaced by relations between cognitive models of economic processes and objects. Knowledge becomes the connecting link in the relations between the participants of production activities as well as between the participants of activities and processes implementing the said activities. As knowledge is fairly dynamic elements of social production, the adaptation of agents to a new cognitive environment requires rapid increase of susceptibility to new knowledge, readiness to take non-standard solutions, intellectual mobility and, finally, principally new socioeconomic relations.

S.D. Bodrunov claims that the only efficient strategy of development in the environment of the developing scientific and technological revolution is transition to a new stage of public development providing for an opportunity of the harmonious development of the society, economy and man – to NIS.2. The basis of NIS.2 is the knowledge-intensive, knowledge-extensive, “uncrowded” production: as a rule, humans perform intellectual and creative functions there, which the system of machines is incapable of [Bodrunov, 2022].

The development of the creative economy being embodied in NIS.2 has both its merits and hidden threats. In our opinion, the most dangerous social threat among the noted by S.Y. Glaziev challenges of the technological revolution defying the society, is the probability of the society’s split into “the creative class of people engaged in creative self-realization and the precariat satisfied with the role of the service personnel and consumers” [Glaziev, 2022]. The more the share of the creative class, the higher the probability of split according to worldviews. Such a split in Russia may become a generator of self-growing social contradictions up to a revolution. Such splits may be viewed as a kind of a delayed-action mine capable not only to undermine the unity of the society but also create a whole number of additional threats of new splits according to industry affiliation, official level, place in the innovative system of economy (investing – scientific research – research and development – production – distribution – consumption of innovative products). The institutions of the society should not only provide differentiation of the conditions and payment for labor of representatives of the creative class and the precariat but also the mechanisms for aligning the living conditions of the said representatives taking into account the differences in their interests, preferences, ideals. Creation of such institutions for NIS.2 is a required condition for the survivability of this kind of the society.

2. Pearlescent enterprises as the outpost for the development of noonomy

Noonomy can and should meet the challenges presented to the society by the new creative revolution at the macro-level. S.D. Bodrunov proves in his theory of noonomy that movement of economy to the new 6th technological pattern based on the accelerated innovative, scientific and technological development and increase of the knowledge-intensity of production, expectedly entails establishment of a new industrial society of the second generation, in which humans are gradually withdrawn from the sphere of material production and stand above it. Economy is inevitably transformed into a new economic system – noonomy combining technological progress, diffusion of property, socialization of economy and society, progress of solidarity [Bodrunov, 2023].

The process of transition to noonomy is long-term but changes leading to a new economic system both in economic relations and the society on the whole, will take place in the near future. Establishment of new pearlescent enterprises, pearlescent sectors, pearlescent economy should be one of the important characteristics of the transition.

The structure of the pearlescent enterprises is aimed at prevention of professional and institutional burnout of workers that is manifested in the loss of interest in one's job, loss of sensitivity for innovative solutions, tiredness from the traditional and not changing worker's environment, including information and emotional impressions.

Special culture is established in the pearlescent enterprises – culture of “pearlescence” of the worker's impressions, capable to save the worker from emotional tiredness and provide elements of a new interest. In the environment of digitalization's expanding and deepening, pearlescent culture may be created including at the expense of active application of the virtual and augmented reality capable to unrecognizably change and individualize the conditions of working life.

The following should be presented as the basic special features of the pearlescent enterprises:

- the enterprise's striving for acquisition of the proper corporate (inter-organization) citizenship status and harmonization of relations with counteragents in the economic and management fields;

- active application of the inclusiveness principles, when the maximum number of internal and external interested parties having the necessary level of intelligence and strategic thinking competence are invited to take part in development of suggestions, discussion and taking managerial decisions;

- systemic continuous inter-penetration of official and informal organizational structures and institutions at the enterprise;

- employment of the personalized management principles, i.e., personnel management with obligatory taking the individual features of every employee into account, their intelligent, cognitive, creative and emotional special features;

- implementation of the full-featured intellectual management, i.e., regular management of the enterprise's and its divisions' intelligence: accumulation, storage, reproduction, augmentation of the enterprise's intellectual resources [Kuropatkina, 2023].

The implementation of the above said characteristics of the pearlescent enterprises is achieved at the expense of the special arrangement of management combining the administrative and managerial official hierarchy with informal hierarchy based on taking into account the professional level and respect by colleagues as well as the important role of such informal

social figures as the intellectual leader, cultural leader, spiritual leader and inspirational leader [Kleiner, 2022]. The dynamic synthesis of the inter-organization hierarchical subordination and flexible form of management based on social leadership allows to maximally intensify and consolidate creative abilities of the employees of the enterprise. The barriers between divisions are considerably reduced at the pearlescent enterprises, transfer of workers from one division to another is simplified, because of that the internal landscape of the organization changes. The enterprise appears before the worker not as a monolith capable to inevitably press the worker but as a complex multi-component “live” structure providing every participant with a maximally interesting creative labor activity and an opportunity for continuous development.

The inner humanistic culture of the pearlescent enterprises in NIS.2 should be supplemented by the special culture of the enterprises’ relations with the external environment, first of all, with counteragents – suppliers of raw materials, materials, component parts, technologies, information, knowledge, etc. and consumers of products or services as well as the worked out at the enterprises cultural patterns, knowledge, institutions and decisions taken in various situations. It is evident from the above list that the interactions of the enterprise and its counteragents are fairly various and are not limited to commercial inquiries. In order to use the potential of the pearlescent enterprises, it is required to establish pearlescent culture of the company’s external ties. This culture should meet the requirements for flexibility, humanitarianism, adaptability and strategic thinking.

We suggest to use the *Agile* principle [Venkatesh, Rakhra, 2020] to arrange the relations of the pearlescent enterprises with the external environment. The application of the *Agile* culture allows to reduce the “height” and increase the information penetrability of the barriers separating the enterprise from its counteragents. This communication technology provides for practically uninterrupted communications of the enterprise with the counteragent, including mutual participation in working out operation and development strategies; timely exchange of teams formed at the enterprises-clients and enterprises-executors for closer integration and interaction.

Currently, the *Agile* principles are actively used by numerous enterprises operating in the sector of information and communication technologies [Lozgacheva, Tabekina, Fedotova, 2019]. It is believed that the *Agile* technologies shortening the distance between counteragents allow to accelerate the creation of new products, prevent dissatisfaction of clients and suppliers’ grudges. Currently, the flexible *Agile* technologies are widely used in project management, marketing, logistics, HR management, state management, etc. [Brusov, 2022].

The flexibility of the internal technologies combined with the flexibility of the external company communications will help to create the new in essence environment for production activities. The pearlescent “coloring” of the inner climate in the company will spread with the help of the *Agile* interactions to a considerable number of subjects from the area of this enterprise’s economic activities.

The spreading of these technologies to a wide range of relations between economic agents as well as between economic agents and managing bodies will help to overcome the gaps in the inter-level, inter-sector and inter-regional structures of economy, prevent growing contradictions between the creative class and the precariat, increase the level of the Russian society’s consolidation.

Conclusions

The mainstream of the contemporary society's evolution, viewed from the point of view of the scientific and technological progress, intellectualization of the economy, implementation of information and computer technologies and artificial intelligence, leads to the establishment of the new industrial society of the second generation and noonomy as a new economic pattern. Naturally, the implementation of such a trajectory requires passing a number of consecutive stages, encompassing macro-, meso-, micro- and nano-levels of social organization. In this case, the microeconomic transformation acquires special importance as social ties, production relations, creative abilities, intellectual potential and finally hopes and ideals of the society are integrated exactly at enterprises. Actually, the enterprise is a whole economic system from the micro-level, in which labor, capital, natural resources and enterprising initiatives of people are combined. Freeing humans from the pressure of purely economic factors characteristic of developed noonomy also takes place at the enterprise.

The concept of "pearlescent enterprises" shows the goals and stages of the promising transformation of enterprises, required for building noonomy. The corps of pearlescent enterprises are capable not only to become a sphere but also a kind of a testing ground for dealing with complex socioeconomic issues in the establishment of noonomy in Russia.

The further research in this area will be focused on looking for institutions providing the expansion of the pearlescent enterprises sector, efficiency and sustainability of activities and interaction of enterprises, fully or partially referring to the pearlescent sector of economy.

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