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## THEORY OF NOONOMY IN THE SYSTEM OF REGIONAL DEVELOPMENT

**Annotation:** at present, society is faced with the choice of the vector of the direction of socio-economic development and methods of technological modernization of the foundations of the economy. The existing problems and contradictions of the modern social structure have become impossible to solve within the framework of the existing formational system.

On one hand, the need to choose new approaches is due to the fact that the current system, which is imputed to permanent crises, slows down progressive socio-economic shifts, and on the other hand, there is an aggravation of urgent problems that need to be addressed in the short term. Numerous publications offer various paradigms for solving these and other problems. Among them the most promising is the theory of noonomy, which contains the necessary prognostic potential for comprehending and understanding trends in both the near and distant future. These publications touch on the global or country level, leaving the regional aspect unaddressed. This study examines how elements of the theory of noonomy can be implemented at the regional level and whether it can act as a methodological and theoretical tool that allows the implementation of strategic projects for the development of the region. The possibility of using project management methods to implement aspects of the theory of noonomy is substantiated.

**Keywords:** region, noonomy theory, knowledge, technological paradigm, project management

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### 区域发展体系中的智慧经济学

**摘要:** 现阶段, 社会面临着对社会经济发展方向和经济基础技术现代化方式的选择问题, 现代社会制度现存的问题和矛盾在现有社会结构条件下是无法解决的。这种选择的必要性表现在: 一方面, 无法避免经济危机的现代社会结构正在阻碍社会经济的发展; 另一方面, 原有的需要短期内解决的矛盾正在加剧。在大量文章中提出了许多种解决这些问题的范式, 其中智慧经济学最具前景, 智慧经济学能够帮助我们认识和把握近期未来和远期未来发展方向。在这些文章中, 讨论了全球层面和国家层面的这方面问题, 而区域层面的问题未被涉及。本课题研究了如何在区域层面应用智慧经济学要素,

是否可以把智慧经济学作为区域发展项目管理的方法和理论工具,论证了将智慧经济学观点运用到项目管理上的可能性。

**关键词:**区域、智慧经济学、知识、技术体制、项目管理

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## Introduction

The issues of choosing a paradigm for the development of society and the economy have always been difficult and controversial. In numerous publications by various experts – sociologists, futurists, economists, historians, there is a constant debate that modern development models have exhausted their possibilities or have reached the limit of their effectiveness [Buzgalin, Kologanov, 2009; Kondratyev, Krasnov, 2014]. The post-industrial model, which has been a guideline since the mid-19th century, has recently shown its futility [Shakhverdov, 2018]. Many countries are faced with the choice of how to ensure further development, how to create the sixth technological paradigm in the economy, what form of statehood to choose? These questions remain unanswered, but the scientific and expert community is in search and so far there is no clearly developed theory or concept that could become mainstream. In this regard, the theory of noonomy proposed by S.D. Bodrunov looks very promising [Bodrunov, 2021]. After introduction into the theory of noonomy, researchers interpret it differently. Some consider it a “new economy” or a “knowledge economy”, others – a “new society”, etc. It can be mentioned that even in the wording used by different researchers to present the theory of noonomy, they expand and interpret the essence of the theory one-sidedly and in a narrow sense. It seems that the basis of the theory of S.D. Bodrunov consists of three fundamental elements: noonomy; NIS.2; noosociety.

As S.D. Bodrunov notes, “noonomy is an orderly way of life, a way of satisfying wants in a society where there is the “light of reason” and there is no relation to production and production relations; there is no relation to property and ownership relations; there is no economy and economy is impossible. This is a non-economic way of satisfying noowants” [Bodrunov, 2019, p. 5]. The key categories in this definition, in our opinion, are “an orderly way of life”, “the light of reason” and “a non-economic way of satisfying noowants”. Regarding the noowants, S.D. Bodrunov clarifies, “noowants are not the equivalent of those needs that are mentioned in well-known Maslow’s hierarchy, “basic values”, etc. On the one hand, these are the wants that are formed in a person in the process of his development. But, on the other hand, while developing, expanding and growing, they must always be limited by those “noo”-principles of the formation of wants that culture dictates to a person as an internal sense of self. These wants act as self-limitation of simulative wants” [Bodrunov, 2019, p. 6].

Implementation of the principles laid down in the theory of noonomy will make it possible to create a new industrial society of the second generation (NIS.2), where physical and institutional conditions will be created for the transition to a noosociety.

According to S.D. Bodrunov, the following is required to implement the main provisions of NIS.2:

– formation and rapid development of knowledge-intensive production based on the integration of NBICS technologies; in particular, priority solution to the problems of reindustrialization on this basis and the reintegration of production, science and education;

- evolutionary transformation of ownership relations based on the development of institutions of co-ownership, sharing, etc.;
- solidarity and socialization aimed at the development of a society where equal starting socio-economic conditions are created for the development of each member of society and the unlocking of person's creative potential.

This system of objectives determines the system of tools for implementing the provisions of NIS.2, including:

- strategic planning and active industrial policy aimed at creating a new technological basis;
- support for economic forms of activity aimed at transforming ownership relations that go beyond the traditional relations and institutions of property appropriation, disposal and use;
- development of universal healthcare, education, culture in unity using mechanisms close to “universal basic income”, etc. [Bodrunov, 2022a, pp. 40-41].

The main objective of NIS.2 is to produce a creative person. And as stated by S.D. Bodrunov, “if a creative person is formed, a cultural person who is aware of his true interests in conjunction with the actual interests of other individuals and society as a whole, a person acting within the possibilities of progress realized by him and the necessary restrictions – the path to noosociety and active formation of noonomy as its material basis will open” [Bodrunov, 2019, p. 8].

### Factors required for the implementation of the theory of noonomy in the region

Russia includes regions that differ in both natural resource and socio-economic factors. To implement the provisions of the theory of noonomy, each of them must develop their own approach. It is hardly possible to consider all aspects of the theory of noonomy and the possibilities of implanting its elements into the regional system in one article, so we will consider several of them. The object of our study will be the North Caucasian Federal District (NCFD).

The theory of noonomy is characterized by comprehensiveness and consistency, and includes many factors and elements. In this case, we will consider several of the most significant factors that can have a significant impact on the formation of NIS.2 aspects in the region. They include: knowledge production and scientific potential of the district; technological paradigm and the formation of a common economic space; project management as a method of organizing the creation of NIS.2.

Implementation of the provisions of the theory of noonomy and the principles of NIS.2 largely depends on how new **knowledge** will be produced and used. In the new society, knowledge becomes the main productive force and is given a leading role in managing socio-economic development at the national and regional levels. Under the existing circumstances, knowledge is created by research institutes, universities, research units of large companies, and various research foundations. Production of knowledge is directly dependent on the efficiency of scientific activity and the speed of transformation of new knowledge into new products and technologies.

Whatever development model the society adheres to, knowledge will be the basis of progress in all areas of economic and social activity, which will be characteristic of noosociety as well. An important aspect that provides scientific activity is the number of personnel engaged in research and development. To compare this indicator by region or country, as a rule, the number of personnel engaged in research and development per 10 thousand persons employed in the economy is calculated.

In 2021, in the Russian Federation (RF), there were 93 researchers per 10 thousand people employed in the economy, which is 41 people more than in 2010. In the North Caucasian Federal District there were 17 researchers per 10 thousand employees. The difference in indicators is 5.5 times. From 2010 to 2021, the number of personnel engaged in research and development in the Russian Federation decreased by 73,838 people.

During the same period, there was a decrease in the number of graduate students, their number almost halved. This is an adverse trend and a clear-cut message that scientific potential is declining and will have negative consequences in the long term.

The development of science is hampered by organizational and financial factors. Consequences of the reorganization of the Russian Academy of Sciences are waiting in the wings and are not yet very noticeable, but the negative aspects regarding financing are clearly visible.

In 2021 in the Russian Federation, the funding was 10.7 rubles per 1000 rubles of GDP, which is 3.3 rubles less than in 2010, which is 76.4% of the baseline period. In 2021, in the gross regional product of the North Caucasian Federal District, internal costs for research and development amounted to 2.4 rubles per 1000 rubles of GRP, which is 25% less than the baseline indicator. Compared to the Russian average, they (costs) are 4.4 times less. It can be stated that science is funded residually in the North Caucasian Federal District.

It should be mentioned that the District has a certain potential, which is expressed by the number of issued patent applications for inventions and utility models per 100 people engaged in research and development. In terms of the number of patents issued for inventions and utility models, the North Caucasian Federal District is ahead of the Russian average, i. e. regional inventions and developments can contribute to development.

It is hard to escape a conclusion that in order to move on to the path of creating a noosociety, it is necessary to make major adjustments to the organization of scientific activity in the country.

### **The need to form a new technological paradigm**

As noted by S.D. Bodrunov, the development of modern technological paradigms resulting in a significant increase in knowledge-intensity, creates the prerequisites for the formation of a new industrial society of the second generation (NIS.2), “in turn, NIS.2 forms the starting point for the transition to noonomy – a non-economic method of production activities that ensures the satisfaction of human wants based not on economic (essentially, according to Aristotle, chrematistic) criteria of rationality, but on the criteria of knowledge and culture” [Bodrunov, 2022b, p. 19]. The material basis of the new paradigm is a set of digital, information, bioengineering, cognitive, additive and nano-technologies that form the core of the new paradigm. With these technologies, unmanned, fully automated production facilities are created that manage limitless databases of artificial intelligence systems, transgenic microorganisms, plants and animals are produced, living beings are cloned and human tissue is regenerated [Glaziev, 2020].

Currently, the regions of Russia are characterized by the fact that each has its own level of technological paradigm and this could be the third, fourth or fifth paradigm [Batov et al., 2019; Ioda, Suleymanova, 2015]. In practice, there is a combination of these paradigms with the dominance of one of them.

It seems to us that the theory of noonomy by S.D. Bodrunov **can be implemented** if the regions of Russia are at the same technological level or have technological paradigms close to each other. Of course, this refers to the fifth and sixth technological paradigms. This statement is

proved by the fact that the main tools for interactions and cooperation between regions and business entities will be digital technologies, and production processes will be carried out with the participation of robotic, additive and other technologies that will function under the “guidance” of artificial intelligence.

Regions or companies that will be at different technological levels will not be able to fit into the general development trend, which will ultimately be a loss for both the economy and society. Avoiding such losses (not only in the economy, but also in the social sector) will become possible when the economic bases of the regions are built on technologies that can interact with each other and create conditions for non-economic production and non-economic consumption.

The principles of NIS.2 involve the development of institutions of co-ownership and sharing, which is possible if the identical technological paradigm of the regions allows the creation of a common economic space. Establishment of a common economic space will help reduce the level of diversity of regional economies and their differentiation according to the parameters of social and infrastructural security.

Common economic space will allow actors to reduce the level of ineffective behavior and create conditions for the transition to noonomy, the activity of which will be based “not on rationality, but on reason” [Bodrunov, 2019]. In addition, noonomy will eliminate the fundamental negative feature of the existing (market) model, which is inequality in the broadest sense of this word. There are no internal mechanisms in this model that would help eliminate this shortcoming. With the transition to noonomy, these and other extremes are removed.

### **Project management as a method of implementing the principles of NIS.2**

Formation of NIS.2 requires its unique methods of management. Depending on the management problem that needs to be addressed, different approaches can be used. In our country, the most frequently used form of management is “Management by Objectives” approach which is used to address challenges of an economic, social, innovative, environmental nature and otherwise.

This study proposes the use of project management methods. The peculiarity of project management is that a goal is established that can be structured and have specific responsible persons, it describes how limited resources and time frames can be used. In most cases, project management is described as a tool that allows achieving the best results under conditions of limited resources and time.

The reference [Kotov, 2020] discusses various ways of using project management at various levels, regional and district. The range of methods for using project management is wide.

The use of project management should be preceded by an analysis of the project itself, its goals, means of achievement and what result will be obtained. As noted by N.I. Komkov, “the establishment of projects should be preceded by an analysis of the “bottlenecks” and problematic situations and challenges that impede development and were accumulated by managed objects by the time of consideration. We will consider a “bottleneck” to be something that can be eliminated through technological and/or organizational measures and that impedes the increase in the productivity of the potential of the managed object” [Komkov, 2020, p. 113].

The main benefits of using project management in the socio-economic development of regions include: less time to achieve the set goals; higher efficiency of using the limited resources available; development of public-private partnerships by strengthening interaction between regional authorities and the business community.

## Conclusions

The modern economic development model based on neoclassical theory in the attributes of rationality and optimal behavior of economic entities, has shown its invalidity. In addition, the existing architecture of the economy demonstrates that the use of essentially incorrect and ineffective fundamental provisions continues. The need to move away from this concept is proved by the fact that in this concept the priority of economic development is an economic unit which must “behave” rationally and optimally, and pursue one goal – making a profit. It is possible to eliminate these shortcomings and move to a new development model by implementing the concept of creating a noosociety developed by S.D. Bodrunov.

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