

On October 29, 2021, another international scientific seminar was held by the S.Y.Witte Institute for New Industrial Development. The theme of the seminar was From «Homo Economicus» to «Homo Creator»: theory and practice of the 21st century

The main topics of the seminar concerned the change of the role of human potential in the modern economy, the socio-economic conditions and results of the development of creative labor, human personality as a subject and product of technology, the transformation of the economy and society, the development of social institutions in the conditions of knowledge-intensive production development, etc.

The plenary report The human dimension of technological and social change: from economic man to cultural man was delivered by **Sergey Bodrunov**, Doctor of Economics, Professor, Director of the S.Y. Witte Institute for New Industrial Development, President of the Free Economic Society of Russia, President of the International Union of Economists. The report states that nowadays a high level of simulative goods is consumed, while at the same time large amounts of real resources are needed. This is a clear manifestation of the behavior of “economic man”, whose utility maximization is mainly associated with the maximization of material consumption. The modern production system in this approach causes great harm to nature and hinders the development of authentic culture and human qualities. At the same time, in an objective way, the technological foundations are created for the transition to a new model: a new industrial society of the second generation, then Noonomy. In the new realities, new imperatives for human behavior and the formation of a “creative human being” are emerging.

The speakers of the seminar were scientists from leading academic institutions in Russia, Greece, China, the USA, Germany, France and Italy:

Lutz Brangsch, Research Associate, Institute for Social Analysis (Germany)

Ludmila Bulavka-Buzgalina, Doctor of Philosophy, Professor at the Center for Contemporary Marxist Studies, Faculty of Philosophy, Lomonosov Moscow State University (Russia)

Julien Vercueil, Vice President, Professor, National Institute for Oriental Languages and Civilizations (France)

Guglielmo Chiodi, Professor, La Sapienza University, Rome (Italy)

Andrey Kolganov, Doctor of Economics, Professor, Head of the Laboratory of Comparative Studies of Socioeconomic Systems, Department of Economics, Lomonosov Moscow State University, Chief Scientist, Institute of Economics, Russian Academy of Sciences (Russia)

Gennady Lobastov, Doctor of Philosophy, Professor, Moscow Aviation Institute (Russia)

Michael Matsas Savvas, Professor, Aristotle University, Thessaloniki (Greece)

Valentina Muzychuk, Doctor of Economics, Deputy Director of the Institute of Economic Sciences, Russian Academy of Sciences, Chief Scientist of the State Institute of Art Studies, Member of the Presidential Council for Culture and Art (Russia)

Irina Soboleva, Doctor of Economics, Head of the Center for Employment Policy and Social and Labor Relations, Institute of Economics, Russian Academy of Sciences (Russia)

David Fasenfest, Professor, Wayne State University, Editor-in-Chief of Critical Sociology (USA)

Kaysyn Khubiev, Doctor of Economics, Professor, Department of Political Economy, Faculty of Economics, Lomonosov Moscow State University (Russia)

Chen Hong, Deputy Director, Academic Advisor, Professor, Institute of Marxism, Hainan Pedagogical University (China).

The speakers emphasized the rapidity of technological and economic changes that are fundamentally changing the role of people in the production process. The creative component of work is increasing, as are the demands on education. These processes are changing many social institutions, changing the quality of the economic system as a whole. The behavioral model of “homo oeconomicus” corresponds less and less to the challenges of the time. The conditions for the transition to a model of “homo creator” will increase as human qualities take precedence over the maximization of material consumption.

The transcript of the seminar was published in the collection *New Industrial Society: Origins, Reality, Future. Noonomy. Volume VI Selected materials of seminars, publications and events of the S.Y. Witte Institute for New Industrial Development (INID) on the concept of the New industrial society of the second generation and neo-industrial development of society / Edited by S.D. Bodrunov Almanac of Scientific Works. – Spb.: S.Y. Witte INID, 2022. – 347 p.*

The video of the workshop is available on the website of the S.Y. Witte Institute for New Industrial Development (INID) <https://inir.ru/sankt-peterburgskij-mezhdunarodnyj-seminar//>

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