

DOI: 10.37930/2782-6465-2024-3-1-68-73

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ECOSYSTEM AS A KEY FORM OF INTEGRATION IN NOONOMY

Abstract: The article reveals the essence of business models and their transition to more flexible and innovative ones. To achieve maximum efficiency of these processes, it is necessary to integrate several market participants at once. Therefore, currently one of the key trends is the transformation of the traditional business model towards an ecosystem. Ecosystems enable companies to create value for customers through shared efforts and resources, and to respond more quickly to rapidly changing market conditions. At the same time, speaking about the importance of intellectual capital, the concept of noonomy is increasingly being discussed. Noonomy is a new economic system based on the principles of trust, fairness and sustainability. Comparing the conceptual foundations of the ecosystem and noonomy, close relationships between their principles can be traced, allowing us to conclude that the ecosystem is the key form of the future social order.

Keywords: noonomy, ecosystem, integration, consumer, client-centricity, human-centricity.

For citation: Kalenov O.E., Romanovskaya K.D. (2024). Ecosystem as a Key Form of Integration in Noonomy. *Noonomy and Noosociety. Almanac of Scientific Works of the S.Y. Witte INID*, Vol. 3, No. 1, pp. 68–73. DOI: 10.37930/ 2782-6465-2024-3-1-68-73

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生态系统是智慧经济的主要一体化形式

摘要: 文章揭示了商业模式及其向更加灵活和创新模式转变的本质。为了实现转变过程的最大效率, 必须同时使多个市场参与者一体化。因此, 当前的主要趋势之一是传统商业模式向生态系统转型。生态系统使企业能够通过共同努力和资源利用为客户创造价值, 并对快速变化的市场环境做出更迅速的反应。在谈论智力资本重要性的同时, 智慧经济的概念也越来越多地被讨论。智慧经济是一种基于信任、公平和可持续原则的新经济体系。通过比较生态系统和智慧经济的基本概念, 可以发现两者的原则之间的密切联系, 从而得出结论: 生态系统是未来社会结构的主要形式。

关键词: 智慧经济、生态系统、一体化、消费者、以客户为中心、以人为本。

引用注释:卡列诺夫 O. E., 罗曼诺夫斯卡娅 K. D. (2024) 生态系统是智慧经济的主要一体化形式//智慧经济与智慧社会. 维捷新兴工业发展研究所论文选, Vol. 3, No. 1, pp. 68–73. DOI: 10.37930/2782-6465-2024-3-1-68-73

Recently, with the development of digitalization and innovation and due to their intense implementation in our daily lives, they also extend to the economic sphere and give rise to ever new ways and mechanisms of business management. There is an increasing tendency for the emergence of integrated structures among organizations, which also results in the blurring of distinctions between industries and markets and their transformation. Increasingly, companies need to identify new ways to interact with customers in order to meet consumer expectations, while joining efforts with other market players.

In the course of such changes and the active digitalization of society, knowledge, human resources, information and so on, which we call intangible resources, become a critical factor in the economy. As one of the factors in determining the cost of goods and services, digital transformation has a key impact on the organization's position in the market, including its competitive growth.

Thus, as the economic environment changes, the market has increasingly moved away from traditional business models, and ecosystems are taking their place. Ecosystems imply changes in the relationship between the seller and the buyer, the development of technology and the increasing importance of an innovative approach in order to minimize effort and improve client-centricity.

You could say, at the moment the world is striving to achieve a qualitatively new economic system. This is the highest level of economic development, where intellectual and information resources predominate, with focus on human capital.

Speaking about the knowledge-based economy, it is obvious that in the near future the most competitive and investment-attractive countries and companies will be those whose economies are based not on the extraction of useful and rare natural resources, but on human capital and the capabilities for its effective use.

According to famous Russian economist S.D. Bodrunov, a fundamentally new type of material production is being developed on this basis - knowledge-intensive production [Bodrunov, 2019]. The progress of technology leads to the possibility of satisfying many human wants, previously satisfied through different and/or several industrial products, with one knowledge-intensive industrial product in the era of noonomy [Bodrunov, 2018, p. 97].

Noonomy is an economic system with the priority given to the relationships between people, not related to material production". That is, this is a non-economic way of managing the economy to meet wants, which is carried out by a human who has withdrawn beyond the boundaries of material production.

This concept began its development in the first half of the 20th century [Bodrunov, 2018, p. 14; Vernadsky, 1965, p. 328]. The difficulty of systematizing the periods of noonomy development is that it is not possible to specify any specific time period for the establishment of the concept of noonomy [Bodrunov, 2018, p. 4]. However, the following general stages can be distinguished:

1. 1936 – development of the concept of “Noosphere”;
2. 1950-1960 – the need to use human production resources to regulate natural processes;
3. Transition from a consumer society to a completely new attitude towards things and material objects in general;

4. Transition to noospheric development presupposes a qualitative transformation of the collective mind.

Also, an analysis of literature devoted to this concept allows us to highlight the following list of principles of the concept of noonomy:

1. Self-limitation of consumption (only to reasonable wants based on cultural criteria);
2. Satisfaction of specific and reasonable wants;
3. Reasonable criteria for interference with activities;
4. Rationalization of relations with nature and reduction of production waste;
5. Reasonableness of technical application of knowledge;
6. Reliability and performance of goods and services;
7. Abandonment of the institution of ownership. With the abandonment of ownership, the economy as such will vanish, because the relations of appropriation and alienation constitute the basis of the economy;
8. Knowledge as the basis of the economy;
9. Integration of science and education;
10. Priority in achieving non-economic goals based on integration, cooperation, mutual benefit, on the combination of knowledge and technology with cultural, spiritual, moral and ethical norms and principles.

At the beginning of this work, the authors mentioned the traditional business model as the dominant concept in the economy since the second half of the last century. The emerging role of knowledge and the digital transformation of individual enterprises and entire industries have led to the popularization of the concept of noonomy [Khabibullina, 2022, p. 80].

In order not to find themselves in unfavorable position, organizations are forced to monitor the operations of their competitors. There is a transformation from the traditional business model towards an ecosystem. Based on existing studies, we can conclude that traditional business models are based on a rigid value chain, while ecosystem business models are based on flexible, adaptive value networks [Kalenov, 2020, pp. 124-131].

Thus, organizations with an ecosystem approach are able to follow modern trends and not neglect the introduction of innovations and new technologies, including recruitment of young and creative professionals. And through this, they can develop the vision of business in the economic environment and transform its integrated structures in such a way that these organizations can meet modern trends.

The ecosystem currently appears to be one of the most promising and advanced forms of integration in the economy. There is a large number of different definitions of the ecosystem in the economic plane, considering this phenomenon from entrepreneurial, innovation, venture, digital and other perspectives. After summarizing them, the business ecosystem will refer to the integration of various interrelated market actors, united, as a rule, around one leading organization and characterized by mutually beneficial interaction for the most complete and convenient satisfaction of the wants of a wide range of consumers, which is ensured through the wide use of digital technologies. This integration is also manifested through the development of an integrated product/service [Kalenov, 2021, pp. 37-46].

In addition, an ecosystem is an organization that uses innovative approaches to management and views the enterprise as an independently developing “living” organism that actively interacts with the external environment. The prerequisites for these transformations in economic rela-

tions, as already stated earlier, are the processes of development of new technologies and changes in the relationships of market actors.

The next step is to identify the properties and characteristics of the ecosystem:

1. Modular structure;
2. Creating value through collaboration and integration;
3. Knowledge-intensive production and/or service sector;
4. Client-centricity (with a perspective on human-centricity);
5. Qualitatively new satisfaction of wants (optimization and maximization) [Pavlov, 2021];
6. Transformation of ownership relations based on the development of institutions of co-ownership, sharing, etc.

Now, having listed the principles of noonomy and ecosystems, we can make a diagram showing the intersection of these principles. Thus, we can identify the principles that unite the concepts of “noonomy” and “ecosystem” (Fig. 1).

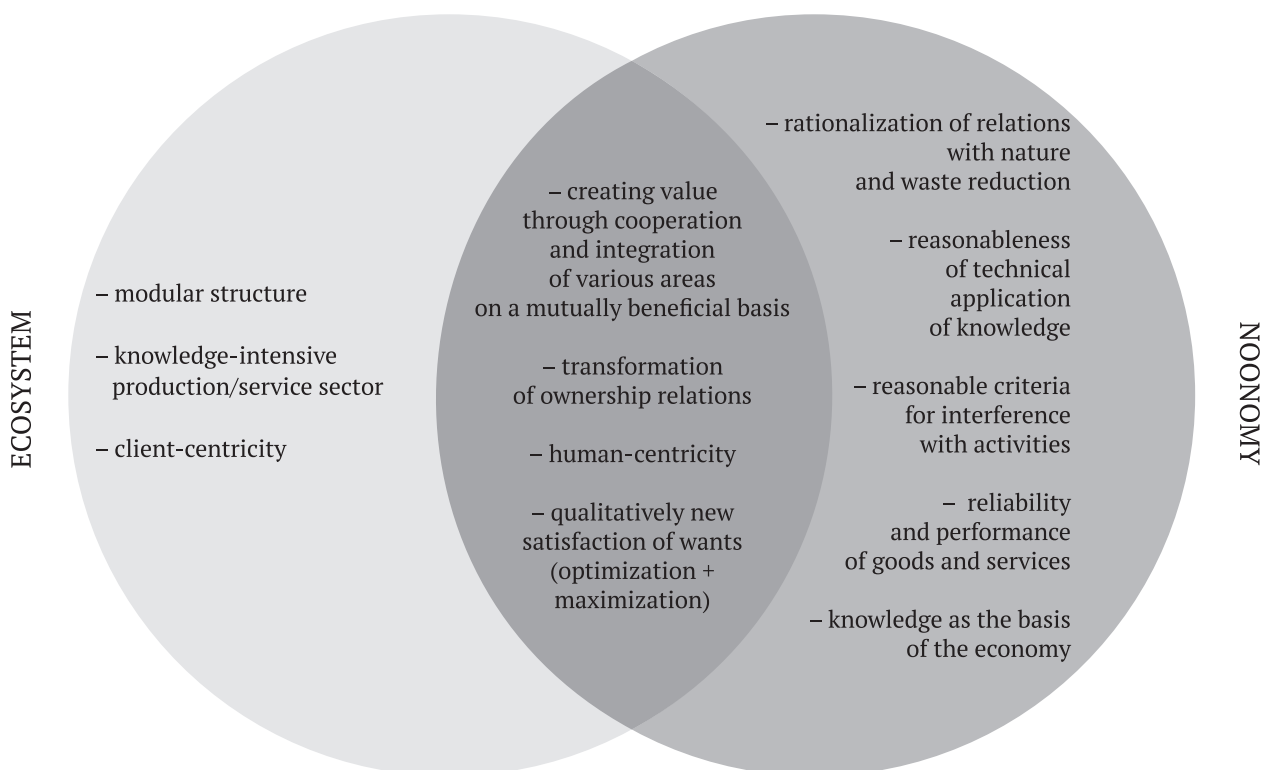


Figure 1. Intersection of Ecosystem and Noonomy Principles (prepared by the authors)

Using this diagram, we can clearly see that principles such as a) human-centricity, b) mutually beneficial cooperation and integration as a value, c) changing attitudes towards ownership, d) optimal and maximized satisfaction of wants are common to both noonomy and for the ecosystem, which allows us to conclude that the ecosystem may be one of the fundamental integration factors in noonomy.

In addition, the analysis allows us to draw conclusions about the evolution of integration forms of organizations based on the periodization of types of society. Pre-industrial society was dominated by integrated structures such as communities and tribes. Their main goal was survival. Then, in industrial society, syndicates and trusts began to evolve, which concentrated on gaining

profit and independence. The next stage came the post-industrial economy, as it is also called the “service economy”. It is dominated by alliances and holdings whose goal is to make a profit. In the future, thinking about the development of noonomy and the implementation of its principles, where the goal of integrated structures is to maximize and harmonize the satisfaction of wants, the main integration form will be the ecosystem, since, as we have already found out, it meets all the essential principles. So far, our society is in a transitional stage of business ecosystems, since the main goal of organizations is still to make a profit. However, the orientation vector is gradually shifting towards human-centricity. At the same time, with the development of the above factors, the level of systematicity and self-organization of these integration structures also increases.

Noonomy is considered to be something unrealistic and beyond comprehension even in the modern world. It is quite difficult to imagine such a universal type of economy, where knowledge is the basis of all branches of production, and production itself does not have any negative impact on any area of human life. Without changing the views of human and society on the modern economy, the development and implementation of the concept of noonomy is impossible, since its basis is the individual, namely his or her logically structured and rational behavior.

However, the ecosystem is already striving to cover these demands. As we have already noted, the ecosystem approach is characterized by modular structure, rationality, knowledge-intensive products and services, etc. Ecosystems vigorously pick up innovations and introduce them into their practices. Also, such organizations strive for reasonable consumption and generally try to comply with the principles of sustainable development. Coincidentally, all these specific features correspond to the concept of noonomy. Thus, we can conclude that, in a global strategic vision, the ecosystem may become a key factor leading our society to a unique and so far difficult to imagine noonomy structure.

Many corporations that already use an ecosystem approach can contribute to achieving the development and implementation of noonomy in our society. The largest number of such companies are located in the USA (Google, Uber, Apple, etc.) and China (Alibaba Group, Baidu, etc.), however, in recent years, Russia has also begun to rapidly develop in this area. Companies such as Yandex, Sber, VK, MTS, Tinkoff and others began to establish their own business ecosystems.

The largest domestic and global business ecosystems listed above have emerged around companies with great technological potential, a wide client base, and the ability to operate big data. These companies process a huge number of requests every day in their various services, providing various services and goods, and such organizations with an ecosystem approach are able to satisfy a wide range of consumer wants. For example, Sber, in addition to financial services, also provides services of a different nature: trading, logistics, marketing and others. In addition, by changing the vector to personal development, Sber breaks away from purely material services and puts its efforts into such services as Ökko, SberUniversity, 2GIS and others.

As Herman Gref said at Investor Day, announcing Sber’s strategy 2026¹, the company’s business model should first of all focus on human-centricity, not client-centricity: “We must put artificial intelligence at the service of humans. The business model must change, the center of which must be the person and his long-term interests <...>, and not his wallet”.

As we have already found out in the course of our work, the principles of noonomy meet the same criteria; accordingly, the listed global conglomerates can help ensure that the noonomic

¹ Official website of BCS Express/“News and Analytics” Section URL: // <https://bcs-express.ru/novosti-i-analitika/sber-predstavil-strategiiu-2026-glavnoe> (access date: 02.03.2024)

way of life is not so unimaginable for humanity. The ecosystem is the main and priority form of integration of market actors, allowing steps to be taken towards achieving a completely new type of economic development.

Thus, the study conducted by the authors allows us to conclude that ecosystems as key forms of integration, currently actively being established by such domestic companies as Sber, Yandex, VK, MTS, etc., are gradually approaching the standards of noonomy and directing the vector of their development towards human-centricity and the most effective satisfaction of reasonable wants of society.

Based on the use of knowledge (about the product, consumers and their needs), which in turn serves as an effective way to manage production, ecosystems also act as a kind of booster for the emergence and development of a new economic system - noonomy.

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