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## SOCIAL PARADIGM IN THE CONTEXT OF ECONOMICAL BIFURCATION<sup>1</sup>

**Abstract:** The necessity of neutralizing the negative consequences of the transition from globalization to isolationism for the national economy and social sphere, the realization of opportunities for national industrial business against the background of existing threats and sanctions restrictions are discussed. The features of the development of the production structure and the role of labor collectives in the life of current Russian society are considered. The importance of broad public coverage of Russian achievements and engineering potential, the importance of the national scientific and industrial complex, as well as ensuring national technological independence based on the formation of cognitive sovereignty is noted.

**Keywords:** economic development, labor relations, social state, national intelligentsia, social inequality, technological independence, cognitive sovereignty.

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## 经济分化背景下的社会范式

**摘要:** 本文讨论了消除从全球化向孤立主义过渡这一过程对俄罗斯经济和社会领域的负面作用的必要性, 以及如何发挥俄罗斯国内工业企业应对现有威胁和制裁的潜能。分析了产业结构发展的特点和劳动集体在现代俄罗斯社会生活中的作用。文章指出了向公众广泛宣传俄罗斯成就和工程能力的重要性, 国内科学和工业综合体的重要性, 以及在形成认知主权的基础上确保国家技术独立的重要性。

**关键词:** 经济发展、劳动关系、福利国家、民族知识分子、社会不平等、技术独立、认知主权。

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A severe political crisis in relations with the leading capitalist states after February 2022 has significantly changed the face of the world and deformed the structure of already complex inter-

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national economic relations. The practise of sanctions, the introduction of financial, trade, transport and other restrictive measures, discrimination in the information sphere – a clear sign of the bifurcation point, a reason to reshape the global balance of power and restructure the national social space [Timofeev, 2021].

Until recently, Russia lived in a completely different world, where globalisation and the rules of the free market were fundamental. By following these rules, the largest companies in the world lived, and Russian companies built their work becoming part of global cooperation and partners of foreign companies. It is worth noting that this cooperation provided our country, which had significantly lost its industrial potential in the 1990s, with rapid access to advanced technologies, the world's best experience and international markets. Thanks to this cooperation, technical retooling was carried out, new products were developed quickly and good results were achieved [Chemezov, 2022].

Isolation, including technological isolation, and trying to do everything alone are doomed to failure, so Russia must remain part of the global world with international partners. Exports and imports must not be abandoned, because only if we have access to the best solutions, at least in the part of the world that is available today, can we expect to remain competitive and keep opportunities for the development of the national economy. At the same time, the current situation stimulates the process of domestic development and the search for new growth points in the national economy, and most importantly, what is happening will strengthen the positive attitude of consumers towards Russia.

In addition to compensatory measures – to neutralise the negative consequences of the transition from globalisation to isolationism and to realise opportunities for domestic industry against the backdrop of existing threats – the role of the state as a reasonable problem-solver, responsible problem-solver and reliable consumer is increasing, while preserving the freedom for initiative and entrepreneurship.

And finally, it is about learning and respecting one's own history, which is the cornerstone of stability and successful development of society. Unfortunately, in the course of objective processes and a decline in the quality of education, negligence of one's own history has occurred in our country over the last three decades, and failures have been prioritised over achievements [Glukhov, Gorin, Raskovalov, 2022]. In the increasingly complicating globalised world, ignorance of national history and loss of moral guidelines, loss of a healthy social climate have very negative consequences.

Let us emphasise the importance of industrial production as the basis of the real economic sector, the most important component of the social structure and the key area of human activity, as well as its basic structural element, which has always been and remains the labour collective. The current political environment and crisis phenomena in the world economy confirm the harmfulness of ideology and practise aimed at ignoring balanced state industrial policy with reasonable protectionist instruments that are contrary to violated market relations and the norms of world law.

### **Development in a spiral: from community...**

The role of labour collectives is determined not only by the current production tasks and the modern socio-economic structure, but also by the deep social traditions that have been the communal way of life and work for the Russian people since ancient times, that is, "communality is an expression of Russian spirituality and the unity of the people." [Artamonova, 2018].

The task of destroying the communal structure of the Russian rural population was set and implemented by the Bolshevik leadership in the 1930s, leading to the displacement of independent labour by wage labour [Sirotkin, 2019]. In this transformation, the voluntary subordination of the wage worker to the employer was defined as the basic principle, along with his minimal responsibility for the level of capital accumulation. Incidentally, we cannot but recall here that capital accumulation, as the main content of capitalism, is by no means synonymous with a market economy [Boltyanski, Chiapello, 2011].

As mentioned earlier, “the democratic welfare state is closer to the corporatist political system <...> and inherent in this system itself is a close collaboration between the state and functional interest groups, making the latter ‘mobilising agents’ for the implementation of state policy.” [Stroev, 2001, p. 104].

It is important to note that this formulation contradicts the core thesis of the capitalist doctrine that has emerged in our country over the last three decades, namely the validity of the rights of the owner at the expense of invested capital and possible risks on the labour results of workers, which conflicts not only with traditional Russian principles and the social consciousness of social justice that has emerged over seventy years, but also with the lack of material motives in modern reality for the real interest of hired workers in the results of production activity.

The increasing social disproportions contribute to the tension in labour relations. Suffice it to point out that the ratio of monetary inequality in today’s Russia reaches 15, while at the beginning of the twentieth century it was no more than 10 and much lower than in the United States or England, and in USSR no more than 4.5 [Mironov, 2014].

As mentioned in the paper [Kotz, 2018], the extent of inequality can be reduced by a social democratic reform of capitalism. However, in this case, an important nuance in the socio-economic structure arises from “the presence of an obvious contradiction: since the dominant capitalist in the country is the state, it must simultaneously perform two multidirectional functions – intensifying capital accumulation and suppressing it by syphoning off funds for social needs.” [Sirotkin, 2019, p. 101].

In the Russian reality, there is a need to move from the stated goals of innovative development to a real change in the profit vector from capital concentration to the promotion of innovation, which requires the abolition of the prevailing monetary policy, the removal of restrictions on the injection of resources into the development of infrastructure and real production, and the transfer of the proactive practical worker to the status of the main state asset. S.D. Bodrunov [Bodrunov, 2018] points to this transformation to a de facto welfare state, confirming the ideas of T. Piketty [Piketty, 2015].

The only way to counter the negative trends and threats outlined below is to strengthen collectivist principles at a new level of knowledge and opportunity. This is where the integrated value of labour collectives united by a common rational goal of communities of knowledge workers emerges [Gorin, Imzalieva, Raskovalov, 2021].

### **Accelerating development and society: opportunities and risks**

A feature of the current state of social communities is the increasing dissociation driven by the expansion of digital opportunities and distant forms of communication, as well as by the ideas of isolationism actively supported by Western propaganda. The personal restrictions of the last two years, reinforced by the vicious practise of various political and economic sanctions, have become additional catalysts of such processes.

However, the foundation of a welfare state does not consist of a well-developed economy and a perfect system of social guarantees, but of a high cultural level and social harmony. When the spiritual, moral, ethical and religious forces that hold people together, complemented by the rejection of history, are dissolved, society also loses its ability to make policy. As this process unfolds and the integrating forces disintegrate, the collective political will is lost, the genuine commonality necessary for it disappears. At the same time, modern Western democracy cultivates its fundamental myth that it is ultimately the people themselves who govern and are the sovereign. But only the national idea and voluntary mutual understanding make modern society capable of implementing balanced politics and decent democracy, and the foundation of national identity is historical memory based on shared experiences and common traditions [Rormoser, 1996].

In defense of common goals and means, one cannot but point out that from a liberal perspective, including the Hegelian reference, the state has always been presented as repressive, restricting human and social freedoms, as the object of constant confrontation and unrestrained criticism. Although the rational state constructed by Hegel in terms of legal philosophy represents law in its systemically developed integrity, i.e. the rule of law [Hegel, 1970]. Perhaps in this context it was offered as a way of saving modern freedom, since capitalist economics had almost openly declared war on all humanity, limiting not only the possibilities of life but also the prospects of survival. In the same context, Russia actively shifts responsibility to Russia for the alleged importation of “a useful innovation used in governance – disinformation.” [Debord, 2022].

The global domination of information resources and the emergence of a “digital world” in succession to the industrial age thus contain distinct crisis components and serious uncertainties, raising deep doubts about the imminent transition to a more consciously prosperous state of society. Undoubtedly, there is no other path of development than the one based on the rapid development of knowledge-intensive technologies and the corresponding transformation of the main spheres of human activity, but society must also transform itself according to the needs of the time, while maintaining traditional ethical norms [Moskalev, 2009].

### **Knowledge and collectivism: community governance**

The role of knowledge as a phenomenon of social self-organisation cannot be overlooked, as the expansion of the information space plays a constitutive role for modern society and defines development priorities, goals and values. At the same time, it is very problematic to end up becoming a more perfect form of social structure compared to past paradigms; rather, one can expect not only new opportunities but also threats [Debord, 2022].

Certain opportunities for the world, the society, the subject, as a result of acquiring a new status in the space of expanding knowledge, are obvious. At the same time, “modern societies are formations characterised above all by the fact that they “produce” their own structures, determine their own future – and therefore have the capacity to destroy themselves” [Shter, 2002, p. 34]. Here the dialectical law of unity and the struggle of opposites is revealed – the potential for self-destruction increases with each step on the way to the summit of absolute knowledge and freedom.

Thus, mechanisms of self-organisation and spontaneous processes are set in motion in the global world, which on the one hand dramatically strengthen society, but on the other hand make it increasingly vulnerable and fragile. Transformations and restructurings are taking place in various elements of society, in power structures, in labour relations, in everyday communication and

in individual consciousness. The emerging possibilities for innovative change in social reality as an expression of technological acceleration [Gorin, 2022] can present both a range of potential threats and opportunities for positive change. Let us emphasise again the importance of labour collectives united by a common rational goal of professional communities, because knowledge does not exist on its own, outside the mechanisms of its creation, outside the space of its reproduction and transmission.

The knowledge economy is first and foremost a new level of interdisciplinary communication, and individual knowledge, understood scientifically and philosophically in the works of M. Polanyi, is not only subjective but also intersubjective knowledge, because every specialist is the product and result of complex communication interactions that take place in the process of a specialist's education, both at university and in the practical work of his profession [Polanyi, 1985].

In addition, the social contradictions caused by the nature of the capitalist form of social and economic order are increasing. At the same time, most of the so-called top managers in the Russian economy, including those in the ministries and companies that form the legal background, have been trained in the spirit of American "economics", which dominates the teaching of economics and management in reformed Russian universities, even though the principles it preaches do not correspond to current state and national goals [Voeykov, 2017].

Moreover, the definition of public strategy and management of public finances is still entrusted to graduates of these same Russian or touted foreign universities, who lack adequate practical experience and do not understand the principles of education and the functioning of intersectoral balances [Nigmatullin, 2017]. As mentioned earlier [Gorin, Imzalieva, 2019], such an important resource as human capital now receives additional opportunities for development. However, the relevance of the thought formulated by the American philosopher R. Emerson in the middle of the XIX century remains: "The true indicator of civilisation is not the level of wealth and education, not the size of cities, not the richness of crops, but the image of the human being that the country produces". Let us emphasise that the most important social qualities of an individual – responsibility and professionalism, which are undoubtedly important for every member of society because they are passionate, i.e. they are active or allowed to make decisions – have always been and increasingly are crucial for the effective functioning of society.

We cannot but recall that one of the main causes of economic imbalances – unbalanced consumer demand due to imbalances in the distribution of income in the capitalist economy, as K. Marx pointed out – is simultaneously excluded from the discussion. The crucial importance of such imbalance is painfully evident in contemporary Russia [Shevyakov, Kiruta, 2009], because improving the quality of people's lives is the goal of the economy and an indicator of social equilibrium.

### **On the collectivist principles of production organization**

Finally, let us briefly turn to the collectivist principles of the organisation of production, which were already mentioned at the beginning of the article. Much attention has now been paid to this topic, discussing the fundamental difference between the terms "team" and "collective" in the production process [Goryunov, 2004]. If a team is an association of employees to perform specific work tasks, then a collective is an association of employees to solve a specific and important task, also for themselves. Unlike a team, the collective is above the task, and the solution to the task becomes a moral issue, sometimes more than a material issue.

Collectivism was at the heart of village community life, and many of the principles were transferred to industrial relations of production, forming, according to K. Marx, “the Asiatic mode of production.” [Marx, Engels, 1959], which, however, is not to be understood negatively. In a comprehensive study by O.V. Samovarova, based on contemporary Russian experience and much practical material, a system is proposed for strengthening the management bases in Russian economic structures, taking into account Russian culture and the best features of the national mentality [Samovarova, 2022].

In this context, we recall that the founder of modern cybernetics N. Wiener argued that “...the new development of technology brings with it unlimited possibilities for good and for evil. <...> These new possibilities cannot be looked at from the point of view of the market, from the point of view of money saved. <...> The only way out is to build a society based on human values as distinct from buying and selling. [Wiener, 1968, pp. 78-80]. Here we should also take into account the dialectical law of the unity and struggle of opposites, from which follows the objective necessity that every economic unit (industrial enterprise, labour collective) must have internal incentives for self-movement, self-development, the solution of its own contradictions; otherwise no outside help, not even from the state, will help not only this enterprise, but the whole economic system, its collapse is inevitable [Lebedev, 2000].

The situation is logically described in the context of the global socio-cultural crisis with the dual nature of the educated type of individual: “technical man” has acquired the capacity for total destruction of the natural environment, and “economic man”, who has entered the post-industrial phase, is capable of completely destroying moral principles and civilisational pillars [Panarin, 2002]. Without going into detail on this subject, we simply note that new generations of young people are beginning to doubt the cost-effectiveness of education, the expediency of adhering to the norms of work, civic and family ethics.

The symptoms of the “great turn” appeared in the 1960s, the structure of needs shifted and the factors of social satisfaction changed. Indicators such as the “nature of work” and its “prestige” or “criteria of the general quality of life” began to play a greater role. And the generally recognised factors for the quality of human capital – qualification and education – only ensure high labour productivity if the usual rules and traditional ethics are observed. Otherwise, education is not able to create an entrepreneurial work environment, but the direct opposite.

As G. Rormoser stated, “...people who do not have a big idea are not able to fight”, and the cultivation of individualism leads “to the appearance of symptoms of internal erosion and even to the collapse of society due to the loss of the values of being” [Rormoser, 1996, p. 21].

### **Development in a spiral: ...towards an innovative workforce**

The workforce in aggregate plays an important role in modern society, and enterprises form the backbone of any economy. At the enterprise level, labour, material and financial resources are brought together to produce products. The enterprise is the source for meeting society’s needs for goods and services, and it is also the place where the creative and physical energies of a large part of a country’s employable population are put to work. Enterprises produce and use a wide range of new products and technologies, knowledge and skills. The workforce of the enterprise is the most important basic social unit and one of the most important points of contact between the individual and society. Through the work collective, the individual’s potentials in the social space, knowledge and skills are realised, here the individual becomes a real and useful member of society.

From a general philosophical point of view, human labour “forms the substance of nature and gives it a form that is expedient from the point of view of the use of this thing in human life”, and on the basis of the formed interrelation “the transformation of the substantial into the formal takes place.” [Mareev, 2017, p. 21]. The peculiarities of the modern world contribute to the spread of precarious labour relations, which negatively affects social well-being and the quality of labour potential and is associated with increasing social tension. Relevant studies have shown that only 8.2 % of respondents who use forms of temporary work express confidence in their future, while 24 % feel not only uncertainty but also fear of it, 22.3 % – a sense of injustice and 16.8 % – shame about the current state of their country [Toshchenko, 2021]. Within the framework of the above-mentioned study, the interpretation of precarity as a phenomenon referring not only to the sphere of work, but to all spheres of social life was proposed.

At the same time, the processes of precarisation are quite widespread – about 70 % of workers in the regions of the North-West Federal District are involved in precarious forms of employment [Leonidova, Chekmareva, 2018]. The manifestation of such trends has negative social consequences and imposes clear costs on the domestic economy, and the processes taking place are reflected in the youth environment. Figure 1 shows the results of surveys among St. Petersburg students of grades 9-11 on their attitudes towards labour professions. Given the observed shortage of skilled workers in the city’s industrial enterprises and organisations, almost  $\frac{3}{4}$  of the future workforce do not see themselves as part of industrial work teams<sup>1</sup>.

The weak presentation of Russian achievements and the importance of the domestic scientific and industrial complex, the engineering achievements of our ancestors and the intellectual contribution of modern researchers became a “weak point” in the moral education of our youth, limited the formation of their pride in their homeland and the desire to continue the creative work of previous generations. The solution of the tasks of technological modernisation in the conditions of sanctions clearly requires a significant improvement in the quality of domestic engineers and workers on the basis of the formation of national self-awareness and self-respect of all categories of researchers and users of complex equipment, in fact the restoration of national cognitive independence.

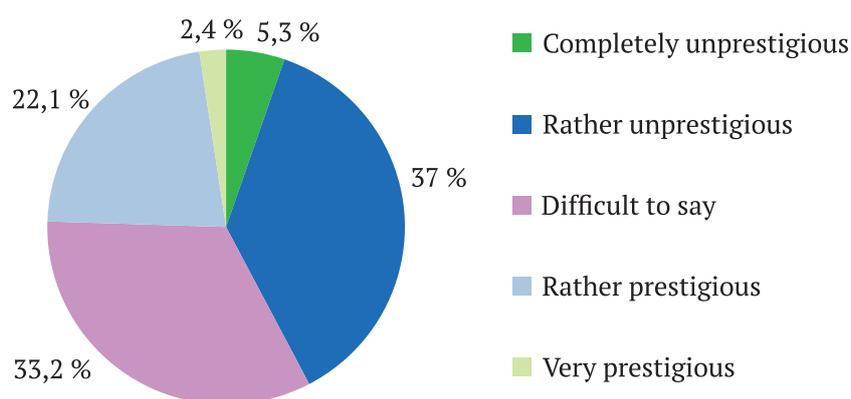


Figure 1. Attitudes towards working professions among St Petersburg schoolchildren in grades 9-11 as a percentage of those surveyed<sup>2</sup>

<sup>1</sup> The results of the survey are taken from: Vocational Education System in St. Petersburg: From Stability to Change (2022). The series ‘Expert Analytical Reports on Development of Modern City. St.-Petersburg’. Vol. 5. SPb. 72 p.

<sup>2</sup> According to: Vocational Education System in St Petersburg: From Stability to Change. (2022). Series “Expert Analytical Reports on Development of Modern City. St.-Petersburg”. Vol. 5. SPb. 72 p.

It is significant that, in contrast to market equilibrium models and production functions that assume the interchangeability of factors of production, in practical application knowledge is often inseparable from its carrier – an individual, a scientific or a production team. Moreover, it is the enterprise that also creates knowledge and determines the technological level of the economy, and the relevance of such a statement only increases in modern conditions [Gorin, 2021].

Figure 2 shows the structure of expenditure on innovation activities of Russian large and medium-sized enterprises, which in 2020 will amount to 2.1 trillion roubles. Significantly, more than half of these funds were spent on research and development, with 55% going to industrial enterprises<sup>1</sup>.

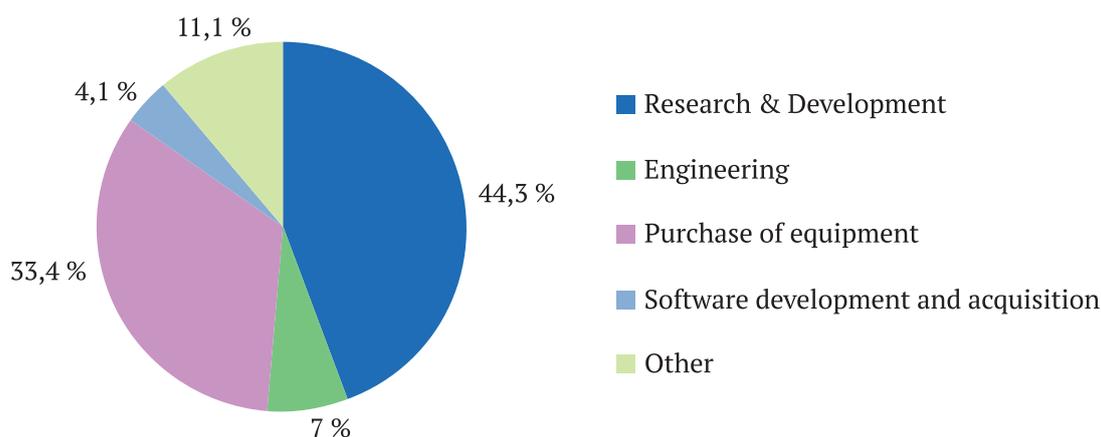


Figure 2. Structure of expenditures on innovation activities of Russian large and medium-sized businesses in 2020, as a percentage<sup>2</sup>

Despite the desire of individualism as an ideology to take the dominant place and displace collectivism and social justice, “the progression, the evolution towards an increasingly social character of the acquisition of knowledge will continue.” [Bodrunov, 2018, p. 179].

The modern innovative industrial enterprise provides a wide space for creative collective work that stimulates the interest and activity of its employees. Moreover, “it is the companies that transform the economy into a single fabric that connects economic processes, projects and objects” [Kleiner, 2021].

Our research confirms, as shown in Figure 3, that the most important factors for the use of in-house developments in industrial companies are the complex processes of adapting the developments of others to the realities of their own production and, above all, the desire of the company’s employees to use their ideas and skills. Unsurprisingly, these factors are more pronounced in small and medium-sized industrial enterprises, initially on the basis of the identified product niches.

Strengthening communication between research institutions and university developers and potential users in industry will remove existing barriers and accelerate technology transfer, which will also be facilitated by including practitioners with knowledge of industrial issues in management structures. Improving the overall level of industrial production and all related infrastructures, including optimising the education-science-production system, is the basis for progressive social development.

<sup>1</sup> Indicators of innovation activity: 2022: statistical digest. Moscow: National Research University Higher School of Economics. 292 p.

<sup>2</sup> According to: Indicators of innovation activity: 2022: statistical digest. 292 p.

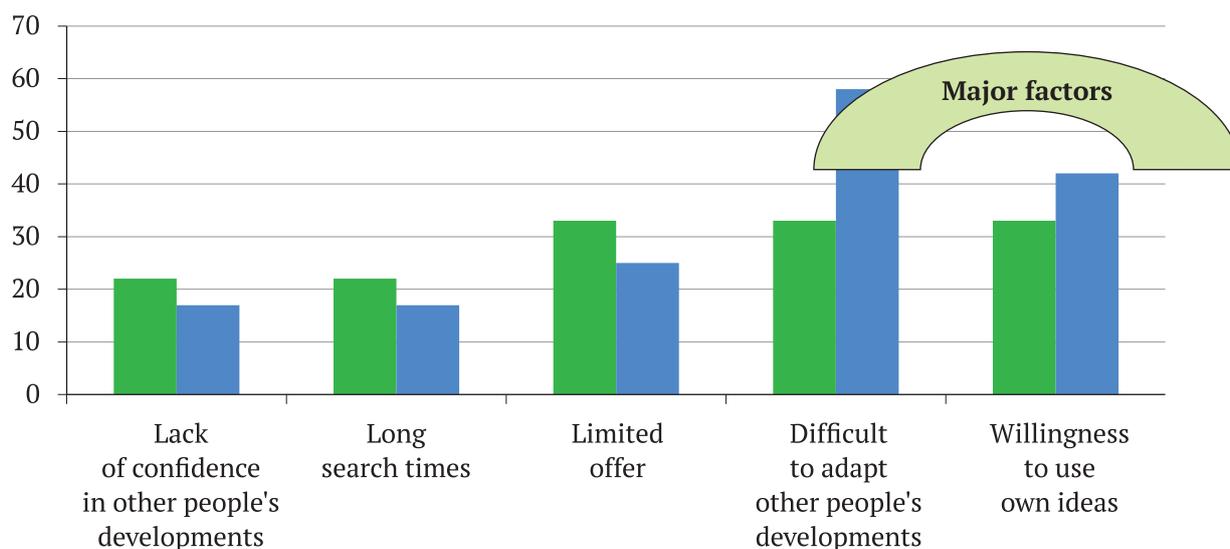


Fig. 3. Main factors for the use of in-house developments in St. Petersburg enterprises: first column – large industrial enterprises; second column – small and medium-sized industrial enterprises (%)

The desire for scientific progress, reinforced by the desire for recognition and respect, remains a strong human motive [Spence, 2013] and, in the case of innovation, forms the basis for the formation of creative teams, the successful functioning of high-tech enterprises, the active use of innovation in all sectors of the economy, social balance and confidence in a stable future.

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