

Innovative personality at the borderline of the global and the local

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Abstract—The article analyzes processes of globalization and glocalization. It is the regional response to global processes that actualizes localization and innovation. In these conditions the personality of a particular mentality and activity — the innovative personality - becomes much-needed. Key qualities of such innovative personality have been recreated in the course of the research. The portraits of an innovator-organizer and innovator-performer have been created basing on the results of field sociological studies. Through the example of the Kursk region we have indicated the conditions which are necessary for the development of innovation activity and have shown the facts preventing it from its realization.

Keywords—globalization, region, innovative personality, challenge, socio-cultural transformations.

I. INTRODUCTION

The process of globalization, which manifests the dynamics of economical and socio-political transformations on a planetary scale and involves various spheres of social life in its field, is ambiguously interpreted in modern socio-cultural knowledge. The authorship of this term is attributed to K. Marx, who, in a letter to F. Engels in the late 1850s wrote that with “the entry of California and Japan into the world market, globalization came into being” [1, p. 192]. The original meaning of globalization was associated with economic processes. At present, this concept has acquired new semantic connotations, described by the world famous economist Grzegorz V. Kolodko as follows: «A historian, anthropologist, sociologist or economist - everyone imports his own understanding into this difficult category». At the same time, Kolodko himself insists on the priority of the economic component of globalization: “... the decisive factor is the economic content of globalization, which has specific consequences for such areas as culture, ideology and politics” [2, p. 29]. N.N. Kozhevnikov, reflecting on the same subject, writes: “At present, the economic and financial spheres have too far advanced in globalization, forming its ugly model. If there is no equally rapid development of the spiritual, cultural and political spheres in the nearest future, a harmonious, complementary planetary system will not arise ...” [3, p. 111].

Russian researchers I.V. Ilyin, V.A. Los’ and A.D. Ursul distinguish a number of areas in the study of globalization. Thus, within the economic direction, globalization is

associated with the spread of market relations throughout the world economy; the information direction reveals the dependence of civilization development on the planetary scale of information processes, the political science “branch” sees the essence of global processes in a change in the “geopolitical configuration”. The culturological direction explores the unification of cultures as affected by globalization and, at the same time, intensification of the processes of cultural identification; philosophical - as the dialectic of the individual and the common [4].

The multidimensionality, the ambiguity of globalization manifests itself in the course time in a paradox: the intensification of globalization actualizes regional specificity. It brings into light such concepts as “regional scenario of globalization”, “regionalization” and “glocalization”. It seems to be appropriate to enlarge on the last term. The term «glocalization», formed by combining the letters G – global, and the word localization, is now actively used by experts in the field of economics and sociology. Its appearance goes back to Japan in the 80s of the twentieth century (authored by the head of the Japanese Sony Corporation, Akio Morita). Conducting marketing research, Japanese economists concluded that the promotion of goods and services on a global scale should take into account geographical, social and cultural differences between individual regions [5]. A weighty part in the study of the phenomenon of glocalization belongs to the English sociologist Roland Robertson, who believes that global and local trends coexist and complement each other, although in some situations they may come into collision [6]. Thus, the negative side of globalization, manifested in the fact that it unifies world cultures and deprives them of its “face”, turns out to be balanced by the processes of development of local cultures. In many regions, they seemed to have found a “second wind”, but no longer within the framework of strictly regional isolation, but on the scale of a global world. “Local structures initiate modernization processes in line with the achievements of global civilization”, writes N.A. Balakin. “Globalization and glocalization are two processes associated with the increasing influence of the international factor ... their fundamental difference is that globalization processes are based on unification and standardization according to a chosen (often Western) standard, and glocalization phenomena are based on creative

naturalization of introduced models” [7, p. 71].

In the regional response to the processes of global scale, two significant aspects can be distinguished:

- firstly, it is practical, active. “Think globally, act locally” - this principle, formulated by D. Brauer, lies at the core of regional processes.

- secondly, it has a creative, innovative character, thus making it possible to converge the local principle with the global one, thus bringing tradition into modernity.

Obviously, in these conditions, in which the global flows into the local and the local has the ability to transform into the global, the personality of a particular mentality and activity — the innovative personality — comes to the fore.

II. MATERIALS AND METHODS (MODEL)

We believe that in modern sociocultural conditions when the major global powers advance their economies from the fifth to the sixth technological order, there is a sharp increase in the need for the acquiring innovative personality traits. This need is particularly acute in Russia, for which globalization and the increased global competition associated with it represent a significant challenge to the long-term socio-economic development of the country.

The purpose of this work is to show the complex of personal qualities that characterize an innovative person, to uncover the factors contributing to or preventing formation of these qualities, to recreate the conditions for innovative development in different regions of Russia.

The hypothesis of our study is the assumption that in the context of modern globalization challenges, there is a need for intensive development of innovative personal qualities and for a personality who is able to link global and local contexts in the development of the territorial community to which it belongs.

The empirical basis of this article is statistical data, as well as data from five waves of field sociological studies conducted on the basis of the typical toolkit “Socio-cultural portrait of the Russian region” in the Kursk region [8]. The studies were conducted in 2007 (N = 1128), 2009 (N = 1000), 2012 (N = 1000), 2016 (N = 500) and 2018 (N = 500) years. The sample set of each of these studies was formed as a stratified, multistage, random sampling at the stage of selection of respondents. These samples fully represent the population of the region (taking into account gender, age, level of education, as well as the respondent’s place of residence); in each of the polls, the sampling error by one attribute did not exceed 3%. The results of field studies clearly show the dynamics of innovation processes in the region, as well as the inhabitants’ attitude towards the innovations. For the secondary analysis of data, we used the results of field studies performed on the basis of similar typical tools in other regions of Russia.

III. RESULTS AND DISCUSSION

In assessing the prospects for innovative development, special attention should be paid to the personal determinants of the innovation process, because the success of this process depends largely on the psychological parameters of the subjects who interact with new ideas and technologies.

Let us turn to the origins of the concept of “innovative personality.” Everett Hagen introduced it into use in 1962, understanding it as a prerequisite for enhancing economic growth, the spread of entrepreneurship and the accumulation of capital [9, p. 23]. In the works of the French sociologist M. Crozier, we find a number of typological features of an innovative personality. So, he believes that the ability of people to take initiative becomes a more significant factor of development in modern conditions than the handling of material resources [10, p. 57].

At the same time, we should not forget that an innovative person is not just a “subject of activity”. Its distinctive features are maturity, the ability to solve the problems it faces independently, taking into account the situation of the global information environment. It is also necessary to pay special attention to such qualities of an innovative personality as the possession of a sufficient intellectual and creative level of development; the ability to both produce thinking and creative products, and to interact with them on a behavioral level; susceptibility to the new and focus on his search; the ability to understand and find solutions to existing problems; possessing the skills of a confident user of computer, information and communication technologies.

The analytical model of an innovative personality offered by Alex Inkeles is of particular interest, where its main components are openness to experiments and other qualitative changes; focus on the present and a clear aspiration for the future; recognition and approval of pluralism of opinions without fear of changing their own vision of the world; the ability to save their own and other people's time, accuracy, punctuality; strong self-confidence and ability to overcome any obstacles; legal confidence in the controllability and predictability of social life (including the laws of economics, government policy, trade rules); the ability to plan their own actions to achieve socially significant or career goals; recognition of the value of science, education and information; a sense of justice in the distribution of material and other benefits; respect for the feelings and dignity of others, including people with low status or with less power [11]. In the works of A. Inkeles and his followers we can find a postulate, according to which the unified quality of an innovative person is “not the ability of adaptive self-change, when a person is forced to adapt to the dynamism of social life, but the ability to create such meaning that is equally striving both to change the conditions of social life, and self-modification” [11, p. 144]. Thus, an innovative person is a communicatively competent person who is able to integrate different types of knowledge, prone to rethinking the current state of being and who can understand and foresee the consequences of innovation as a result of its innovation activity and bear moral responsibility for it. But it is important to understand that the external environment largely shapes the innovative personality itself, creating the necessary conditions for the manifestation of innovativeness.

Since the external environment plays a significant role in personal development, we consider it important to clarify what conditions are necessary for the formation of an innovative personality. In order to fully reveal the qualities of an innovative personality, certain external factors are needed to facilitate this. Together, these factors determine

the quality of life of such a person. Based on the analysis of the works of V.A. Gerasimova and S.V. Mokicheva, in which external factors that affect the activities of an innovative person are presented, we can identify the following: income and freedom of communication; level of education and self-education; economic freedom of the country, the presence of a competitive environment; level of development and demand for innovation in the territory [12, p. 258]. Knowledge of the factors influencing the formation of an innovative personality allows us to develop a strategy for the formation of an environment that is favorable for innovation. Such an environment should contribute to the approval in society of the innovative type of personality needed to build an innovative economy.

As G.L. Tulchinsky justly notices, the society, on the whole, cannot develop in an innovative way. At the same time, society can create conditions conducive to or hindering the implementation of innovations [13, p. 395]. Accordingly, each regional community creates a certain socio-cultural environment, favorable or unfavorable for innovation. What is the situation with the development of innovations in the Russian regions? To find the answer to this question, let us turn to the results of field sociological studies conducted in a monitoring mode in a single region of Russia - the Kursk Region. It should be noted that the Kursk region is the average region of Russia.

The dynamics of the results of field sociological studies indicates that there is a fixed trend for a decrease in the innovative activity of the inhabitants of the region (Table 1).

TABLE I. THE DEGREE OF PARTICIPATION OF RESIDENTS OF THE KURSK AREA IN CREATING AND / OR INTRODUCING ANYTHING NEW (NEW FIRM, PRODUCT, TECHNOLOGY, SERVICE), %

	2007	2009	2012	2016	2018
Participated as an organizer	5.6	3.0	3.8	0.8	2.2
Participated along with other	9.7	7.2	6.5	1.6	2.1
Did not participate	78.5	85.3	81.5	82	86.6
Difficult to answer	4.1	3.1	3.7	5.9	5.8
Refusal to answer	2.2	1.4	4.5	9.8	3.4

Analysis of a number of respondents' answers allowed us to compile a general portrait of a regional innovator-organizer. This is a person with higher education, with an average and above average income, over the age of 25, mostly male, engaged in entrepreneurship. The image of the innovator-performer turned out to be somewhat different. Here again, people with higher education are leading, with welfare of no lower than secondary, men and women are approximately equally represented, the age range is expanded due to the inclusion of young people from 18 years old, and the fields of activity are becoming more diverse. Innovators as executives turned out to be entrepreneurs and accountants, economists, doctors, teachers

and workers in the services and everyday services sector. Increased interest in innovation is shown by students.

The answers to the question «When participating in the creation and/or introduction of some innovation, did you meet support or opposition in their introduction? « showed the following: most innovators felt the support in the form of a credit, on the part of administration friends. A small number of innovators pointed out the resistance of their contradictors and officials. At the same time, quite a significant part of the respondents noted the indifference of others to innovative initiatives.

When conducting one of the field sociological studies (2012), questions were asked about what hinders the growth of innovative activity in the region and what steps should regional authorities take to increase this activity.

Let us turn to the division of answers to these questions. We found that among the factors hindering the growth of innovative activity in the region, the following were highlighted: the inaccessibility of financing for the creation of new firms and innovative projects (65.2%); excessive bureaucratization (59.9%); the lack of "brains" in the region (ideas and specialists capable of developing them) (56.6%); insufficient support of innovators by the regional authorities (56.3%); living and working conditions unattractive for entrepreneurs and creative people (55.8%).

At the same time, every third respondent (37.3%) noted the importance of such a factor as guidance of the economy by the state. It can be concluded that the necessary conditions for increasing innovation activity in the region are as follows: economic incentives, elimination of bureaucratic obstacles, an increase in the number of ideas and creative people.

What do residents of the Kursk region offer as measures promoting growth of innovative activity in the region, expected from the authorities? These measures include improving the quality of higher education (74.4%); an increase in government funding for research in the region (66.3%); improvement of legislation (62.7%); tax incentives (56.3%); protection of the domestic market, including regional, from foreign competitors (54.1%). It should be noted that only a minimal number of respondents emphasized the importance of such a position as investment in venture funds (28.6%). We believe that these results indicate a low economic culture of the population of the region. At the same time, on the basis of the analysis carried out, it is possible to isolate the leading factors capable of enhancing the innovative activity of residents: high-quality higher education, high funding for scientific research, and active legislative support.

Thus, it can be concluded that the basis for innovation policy in the region should be the creation of comfortable and favorable conditions for innovation. The leading element here is the efficiency of the regional production structure, and the key tool is the transferring of innovation and technology.

The conducted field sociological studies also showed that, against the background of low innovative activity in the professional activity in the region, there is a high demand for innovative means of communication used in the personal

use of the inhabitants of the region. This is evidenced by the data in table 2.

TABLE II. USE OF COMMUNICATION FACILITIES BY RESIDENTS OF THE REGION IN 2018

Communication media	Yes	No	Refusal to answer
1. Mobile phone	96.5	3.1	0.4
2. Computer	72.9	26.5	0.5
3. Internet	75.6	23.6	0.7
4. Social networks	61.1	38	0.9

The table shows that the residents of the region, irrespective of age, use mobile phones, computers and Internet services quite actively, and expand their presence in social networks. Thus, in their daily lives, they use innovative technologies quite often. It turns out that at the level of the use of modern innovative technologies, a resident of the average Russian region is positioned quite high, through these technologies he is embedded into dynamic global processes. But in the arrangement of their living environment, in changing their own environment through the creation of new firms, new enterprises, new goods and services, residents of the Kursk region are involved only on a very modest scale.

IV. CONCLUSION

Thus, we see that in regions of Russia an innovative personality is gradually being formed, embodying both global and local dimensions of the world. However, at the regional level, there is a lack of development of the vector of personal initiative, which is an essential condition for innovative activity, as well as legal guarantees that would ensure the effectiveness of the indicated activity.

At the same time, the sociocultural transformations of the global and regional levels put forward new demands on the innovative person. This is the ability to combine different types of scientific knowledge, the ability to rethink his view of lifetime and again and to take the responsibility for the results of his activities. An important requirement is the capability to understand and anticipate the consequences of the development and implementation of innovative products. The latter requirement is set by the very logic of global civilization development, which shows its leading trend in the transition of developed countries from the fifth (information) technological cycle to the sixth - ecobiotechnological.

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