

## Economic Systems in Global Dimension of Information Society

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**Abstract.** The article considers long-term social and economic consequences of the upcoming technological revolution that will result in the foundation of the new industrial society of the second generation. It will have the following features: increased expertise, production intensity, considerable reduction of the relative share of material costs in the manufactured products, human removal from direct production and considerable expansion of opportunities to satisfy human needs. At the same time, technological changes involve the threat of the civilization crisis — pursuit of deceptive benefits, intolerable growth of impact on the natural environment, unruly trends in the evolution of the technical area, opportunity for unjustified intrusion into the human own nature, etc. These threats pose the issue on the transfer from a beast-like desire to gobble up more material resources to the reasonable self-constraint of both human needs and applications of new technology. Thus, the concept of the noosphere by V.I. Vernadsky acquires the new meaning. Now it means the imperative of the reasonable regulation of economic activity based upon internal cultural criteria.

**Relevance of the subject** is based on the new transdisciplinary view of economic system determined by the integration of methods for solving global issues, taking into account interdisciplinary directions. Technological changes result into the meaningful, significant “dimension” of different systems including the economic ones. The information society is the society that complies with requirements. First of all, information is the subject of sale and purchase. Secondly, it is the method to acquire information due to development of communications, at any time and any space. The meanings which are prone to transformation find its place in all spheres of the society: from economy to politics.

**Purpose of the research** is determined by the fact that the starting point is the issue of understanding “the economic space” in information structures of the modern society.

The leading approach to the study is determined by the concept of globalization of economic structures *oriented to the “global economy”*. The meaningful dimension of economic systems in the information society is represented by behavioral theories and approaches (intuitive structure, behavioral theory, rational concept, pragmatic theory).

The main research results are represented by globalization or massing of economic relations. It means that the capital, manufacture and market circulation processes are evolved on the global market as well as the local private entrepreneurship, but they have the significant effect on them. The global analytical level is used more frequently together with the economic and entrepreneurial levels. As for the political aspect, the impact of supranational economic organizations together with governmental, macro- and micro-regional as well as local organization has become more pronounced for last decades. The economic globalization range is differentiated by levels: personal, interpersonal, local and national, international and global levels. The levels are interpreted not as concentric circles from close to distant but as the unity

of the thematic economic dimension. The single facet indicates the past, the present and the future - "time dimension"; the other facet belongs to the economic dimension that may be called "contextual" as viewpoints, from the individual up to the global level, are different.

The article materials may be useful for structuring economic processes and phenomena. They are considered from the viewpoint of globalization planning. The model of economic processes is represented by their globalization in the context of ideas by D.Salby and P. Weinbrenner oriented to the future. The model of economic systems within the context of information society is considered via elements of the K. Hessig's concept, with the built-in structure of political, cultural, social and economic spheres.

### **1. Introduction**

The leading approach to the study is defined by the economic structures globalization concept oriented to the "global economy". The meaningful dimension of economic systems in the information society is represented by behavioral theories and approaches (intuitive structure, behavioral theory, rational concept, pragmatic theory). P. Weinbrenner embraces the time dimension as the past, the present and the future within the context of economic systems. D. Salby points out that economic goals in economic systems should be initially directed to the future. The dimension called as "internal" by D.Salby is aimed at the subject of economic processes as the part of the holistically conceivable global whole. The model of economic systems within the context of the information society is considered through elements of the K. Hessig's concept, with the built-in structure of political, cultural, social and economic spheres.

### **2. Methodological framework**

The leading approach to the study is defined by the concept of economic structures globalization *aimed to the "global economy"*. The meaningful dimension of economic systems in the information society is represented by behavioral theories and approaches (intuitive structure, behavioral theory, rational concept, pragmatic theory).

### **3. Results**

Main results of the study are represented by globalization or massing of economic relations. It means that the capital, manufacture and market circulation processes are evolved on the global market as well as the local private entrepreneurship, but they have a significant effect on them. The global analytical level is used more frequently together with the economic and entrepreneurial levels. As for the political aspect, the influence of supranational economic organizations alongside with governmental, macro- and micro-regional as well as local organization has become more pronounced for last decades. The economic globalization range is differentiated by levels: personal, interpersonal, local and national, international and global levels. The levels are interpreted not as concentric circles from close to distant but as the unity of the thematic economic dimension. The single facet indicates the past, the present and the future - "time dimension"; the other facet belongs to the economic dimension that may be called "contextual" as viewpoints, from the individual up to the global level, are different.

### **4. Discussion**

The human history itself starts from the human need to survive and the struggle with the nature. The reasonable activity has become more variable and complex in the course of time. The modern world enters into a new era, and it is happening in many areas of the social life [1. P. 37–38]. The concept of "globalization" of the economic space in information structures of the society reflects increasing real interdependence of the world, each one and everyone. At the end of the last century the inter-social relations of various social systems has significantly grown. The globalization of economic relations is defined as the historically objective process for internationalization of production, trade and consumption, labour and capital markets, scientific and technical progress, the process for integration into the unified system of sociocultural and sociopolitical, governmental and ethnical and regional

subjects of the global community. Formation of the World Wide Web and the information society as a whole leads to the prospect of formation of a general planetary civilization in the future. It will be the result of the economic processes globalization. The systemizing principle of the civilization with specific economic relations is the factor of the information society [12. P. 67–69].

The globalization, or massing of economic relations, means that processes of capital, production and market circulation evolve on the global market as well as regulation and local private entrepreneurship but they have a significant effect on them. The global analytical level is used more and more alongside with the national economic and entrepreneurial levels. As for the political aspect, the impact of supranational economic organizations has been established more together with governmental, macro- and micro-regional as well as local ones [5. P. 167–168]. It seems to be the issue in regard to relations of economic social systems: could one speak, much as one would like to, “about the international cultural globalization of economic systems”? So, demassing or fragmentation of economic relations has been recently observed as the reverse side of globalization, for instance, formation of new national states, with specific economic relations and search for their own national roots and identity. On the other hand, it is the consumptive behavior where young people show instances of the economic behavior that are common for the whole world [6. P. 113].

The postindustrial stage of economic structures development is characterized by the growth of understanding the role of economy in its global dimension. Economic relations start experiencing the effect of historical, ethnical, ethnical and regional cultural processes. Integration of economic processes allows the different view on various economic issues in these structures and helps to fill these categories with shades of meaning. The phrase “economic space” in the structure of economic phenomena and processes has many meanings. It is difficult to give a complete and comprehensive definition to it as a scientific term. The need in such study was pointed out as early as in the last century by L. Potebnya who wrote that “the way of the science is prepared by the word”. For many centuries of its existence the category of “economic space” has acquired various historical senses and meanings, sometimes leading from general interpretations to private ones [15. P. 89–92].

P. Weinbrenner embraces the time dimension as the past, the present and the future and D. Salby points out that economic goals should be primarily directed to the future. The dimension called by D. Salby as “internal” one is aimed at the subject of economic processes as a part of a holistically conceivable global whole. Our inner world is just the same object of the global economy as the external world. According to the R.S. Gilyarevsky's concept, the analysis of the economic information flow in the economic structure can be represented as the storage of such information determining the chaotic, excessive and accidental information. The integral global view on the chaotic economic information is related to commitment to stereotypes of the linear, stable development in temporality and in the need to grasp issues of the rules of self-organizing, self-determining systems.

Structuring economic patterns is considered from the viewpoint of the globalization process planning. Furthermore, the model will be suggested in the form of the grounds in concepts of economic processes globalization and phenomena by D. Salby and P. Weinbrenner. Before this model will be disclosed, the sense of both concepts should be considered. Understanding the unity of the carriers of global economic processes and, accordingly, the task of the economic assistance to detect its dynamics, conditions (“global village”) and through this better understanding – realizing and using human beings, one's own potential (“one's own global essence”). Economic dimensions are considered as being closely connected to each other. They give the following dimensions: the spatial dimension addresses all levels from the individual to the globe. The range of economic globalization is ranked by levels: personal, interpersonal, local and national, international and global. The levels are interpreted not as concentric circles from the close to the distant but as the unity of the thematic economic dimension. One facet is the indication to the past, the present and the future - “time dimension”; the other facet belongs to the economic dimension that can be called “contextual” as there are different viewpoints from the individual up to the global one.

Economic relations are defined by the structure of relations and interactions in the society as it is, i.e. the condition of social spheres. The modern society is the information society, i.e. the one where

information is marked and it becomes the subject of purchase and sale. All information spheres are transformed within the context of the information flow, activity and technology. The information activity is the liaison between the information flow and the information technology. Economic relations experience the double impact: on one side, the cultural impact, on the other side, the impact of international relations. The model of economic systems within the context of the information society is considered through the elements of Hessig's concepts, with a built-in structure of political, cultural and economic spheres (see Table)

**Table 1.** Information characteristics of economic systems in the information society.

<b>Information flow</b>	<b>Information activity</b>	<b>Information technology</b>
<i>Specific features of positive consequences of socialization</i>		<i>Specific features of negative consequences of socialization</i>
<b>CULTURE</b>		
Free development of the individual Information society	Socialization of information (1) Dehumanization of life	“Automation” of the human  Technocratic thinking Decreased cultural level (3) Avalanche of information
Communicative society		Elite knowledge (polarization) (4) Isolation of the individual (5)
Overcoming the civilization crisis (2)		
<b>POLITICS</b>		
Expansion of freedoms Aligning of power hierarchy (6) Extended participation in the social life	Decentralization Centralization	Decreased freedoms State as the “overseer” (7) Expansion of the governmental bureaucracy Strengthening of power due to knowledge
		Increased manipulation of people
<b>ECONOMY: PROPERTY AND LABOUR</b>		
Increased productivity	Rationalization of life	Ever-increasing complexity
Increased competence (8) Increased wealth Overcoming crisis Saving resources Protection of the environment	Focus	Aggravation of the industrial crisis  Prone to crises Standardization
	Decentralized industry	Mass unemployment New requirements to

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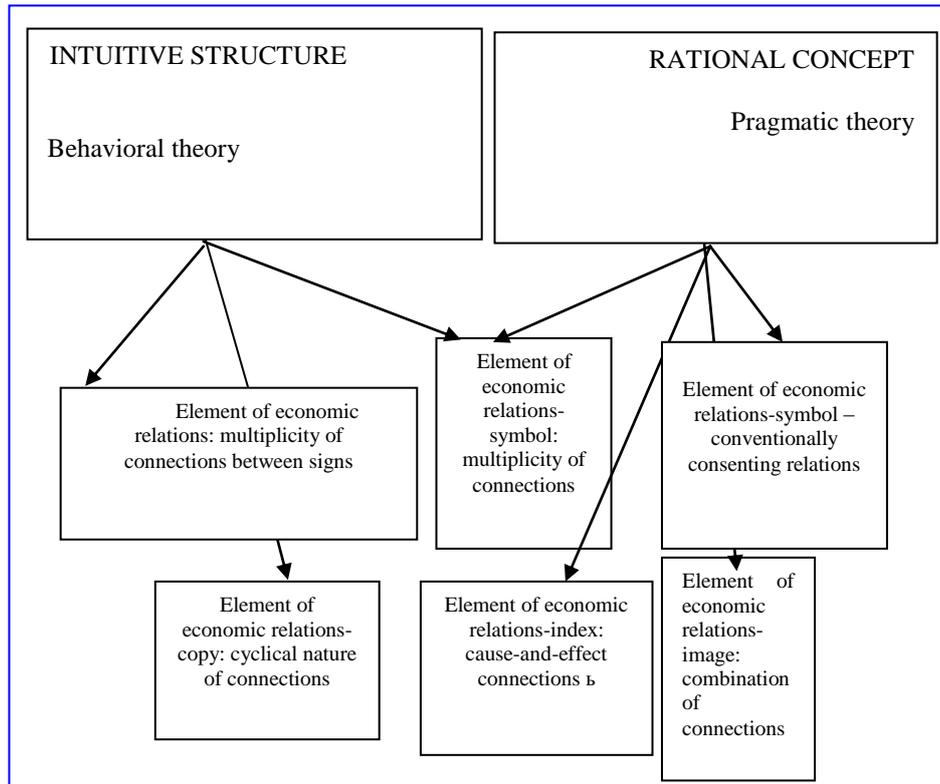
		mobility of workers
New products		
Improved quality	Dehumanization of the labor	
Diversification of products		Stresses
New occupations and professional skills (9)	Loss of professional skills	
		Disappearance of numerous occupations
<b>INTERNATIONAL RELATIONS</b>		
National sovereignty		Increased interdependence
Change for development for third world countries		Technological dependence
		Aggravation of South Western relations
Increased national defense capability		Vulnerability
		Increased danger of a new war due to update of military systems

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The contextuality of economic structures emphasizes the fact that the requirements of global economy are implemented enough if the mutual effect of various social factors in individual global communities is shown. Aspects listed in the model are thought to be only illustrations in the more differentiated theory that represents viewpoints from positions of the individual, then local, micro-regional, national and macro-regional. Economic structures determine the prospect that is engaged in declarations, the other is empirical that is aimed to study violations of human rights and the third one is aimed to the activity in the human life. They mark the last prospect. However, at this the economic causation and the mark. We speak about the goals but also about the structure of economic structures and the method to obtain it. In order to address the issue of economic structures, let's make a short comparison between D. Salby's and P. Weinbrenner's dimensions. These two dimensions seem to be almost identical: historical, or time, measured and contextual (from the individual up to the global level).

On a closer examination, the D. Salby's substantial dimension has the section that gives the economic contents as the idea of the goal as it appears in key words mostly as "interpersonal", local and global subjects of the contents that is later differentiated in the structure of knowledge. Thus, these criteria are finally thought to be "rich goals and poor contents" as it was paradoxically diagnosed by P. Weinbrenner in regard to the representation of humans in economic processes and phenomena.

The substantial dimension of economic systems in the information society is represented by behavioral theories and approaches. Due to this, one may find out the intuitive and behavioral concepts. The intuitive concept is determined by multiplicity of connections between elements and by the cyclical nature of connections. The rational concept is represented by conventionally consenting connections and cause-and-effect interactions (see Figure).



**Figure 1.** Substantial model of economic relations in the information society.

As for the conclusion of the general review, the authors may correlate well-known economic categories in the modern society with knowledge, skills, competence and principles. The model of economic relations is reflected in the sense of human rights that, according to the meaning of developers' statements, was made on the grounds of the analysis of documents on human rights. In regard to goals one mentions the division into economic knowledge, skills and principles. As for the level of the contents of economy in the cultural globalization, the search is concentrated on economic structures, criteria that follow from the human rights discourse. In its turn, it results in the stratification from individual through social and collective to global human rights as globalization of these rights. It is a paradox, as authors believe, that upbringing in the sense of human rights is “rich in goals and poor in the context” and is mostly the target design of economic phenomena and processes. [7. P. 46].

**5. Conclusions**

Thus, constructive representation of economic relations in globalization means the potential of new ideas through active discussion of issues and the idea of the structure in the system of state globalization that excludes the simple assertion of existing global conditions but suggests its critical review. It is aimed at such ways of thinking that help to perceive local phenomena within the global context and to adjust globalization of the local activity to global requirements. However, one should bear in mind that the globalization of economic relations cannot be reduced to “solving” existing issues in the history of emergence, development and establishment of the modern society. As the “response” to the globalization of economic relations, one may be directed to the level of economic goals in the potential of activities. Globalization is considered to be the subject of macro- and micro-solutions in economic structures. The concepts of economic structures globalization can never be confused with the process of integration and even in a lesser degree with the results of the economic structures building. The contents and goals of globalization in economic processes and phenomena are directed to the “global economy”. Due to that, one has to pay attention to persons who take target

decisions in the economic structures, opening ways to implement global issues in various economic situations.

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