Transformation of economic theory and economic activities in conditions of modern trends of civilization development

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Abstract. The article examines the role and place of socio-cultural factors in the development of national economies. A comparative analysis of the major features of "Western" and "non-Western" economies from the standpoint of the civilizational approach has been conducted by the authors. According to its results, the authors come to the conclusion that it is necessary to take into account the civilizational aspect in the economic arrangement of society. Moreover, the authors substantiate that it is essential to establish and develop the Eurasian political economy throughout the Eurasian economic space, providing its theoretical and methodological foundation. The article emphasizes the special importance of taking into account the unity of the "coenotic" action of the laws of information and nature in their interdependence and the laws of the development of society. From the practical point of view and taking into account new geopolitical realities, the article focuses on the development of the Eurasian economic integration and its significance for the national economies of the Eurasian countries from the standpoint of their national interests, their sustainable development, and the growth of the level and quality of life of their population.

1 Introduction

Throughout the history of human development, social relations have undergone constant changes [1]. Economic relations, being an integral part of social relations, have also changed [2]. The centuries-old history of the development of civilizations indicates that all countries of the world have a different civilizational code, according to which we conventionally identify them as "Western" and "non-Western" ones.

At the same time, global patterns of development of economic systems are manifested in all types of economy, taking into account the characteristics of a particular country [3]. Thus, for example, in Russia, the dominance of the influence of the fuel and energy sector on the development of the country and regions, especially resource-producing ones, has a long history. The forms of this dominance have changed over the centuries [4].

In reality, everything is much more complicated. Each country has its own characteristics that distinguish it from the others. Nevertheless, it is a generally accepted

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fact that there are Western and Eastern types of civilizations in the world [5], which should be taken into account in the formation and development of the model of the economic system in a particular country, while also considering the most successful world practices of socio-economic development [6].

2 Methods of research

Since ancient times a man has defined the basic values that are fundamental for the development of social systems, including economic systems. They are personal integrity, inner beauty, ethics, moral standards [7,8]. At those distant times, the economy was not recognized as the dominant of civilizational development.

From the standpoint of the civilizational approach, the economy became the determining factor of social development only in the 18th century in the countries of Western Europe, where there was a rapid development of capitalist production relations. It was then that the "invisible hand of the market", according to A. Smith, determined the formation of an economic person with the philosophy inherent to them, as well as values and worldviews based on well-known value attitudes, which are "morally appropriate is what is profitable (primarily economically profitable)" and "personal interest (and, above all, economic interest) is the main motivation for your behavior" [9]. Thus, in this historical period, traditional values such as traditional morality, ethics, etc. faced with the values of an emerging new type of person, i.e. an economic man. Put it tentatively, from that moment a dilemma "a social person versus an economic person" arose.

In the "Western world", the basic values of a person began to be replaced by their economic interests, which is also the case in modern reality. All this served an objective reason for the emergence and development of economic individualism – the basis for the formation of liberal trends in economic thought.

Back in the second half of the 19th century, the German school of political economy of G. Schmoller, M. Weber, W. Sombart developed in Western Europe, according to which national and cultural peculiarities of the economic life of society can not but be taken into account in the development of the economy [10-12]. There are also well-known studies of Russian scientists in the field of the influence of the socio-cultural environment on the development of the national economic system. Thus, for example, the importance of socio-cultural factors in the economic structure of society and their influence on its development have been scientifically proven in the works of L.I. Abalkin, V.A. Bogomolov, N.G. Privalov [13-15].

Due to the fact that, on the one hand, the economic system is an integral part of the socio-cultural system, and on the other hand, Western and Eastern types of civilizations are distinguished, we have the right to say that there is a "Western" and "non-Western" economy, both as a science and as a business behavior.

The identification of the "Western" and "non-Western" economic models has its grounds. The comparative characteristics considered by us have different forms of manifestation and are presented in Table 1.

Table 1. Comparative analysis of the "Western" and "non-Western" economic models

<table>
<thead>
<tr>
<th>No</th>
<th>Comparative characteristics</th>
<th>&quot;Western&quot; type of economy</th>
<th>&quot;non-Western&quot; type of economy</th>
</tr>
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<tbody>
<tr>
<td>1</td>
<td>Type of economic system</td>
<td>Dominance of market methods and instruments with elements of non-market methods and instruments</td>
<td>Dominance of non-market methods and instruments with elements of market methods and instruments</td>
</tr>
</tbody>
</table>
2 Subject of economic theory | the behavior of an individual and society in conditions of limited resources in order to satisfy their needs | the attitude to property necessary for the growth of the quality of life
3 Motive of behavior | The main motive of behavior is personal interest | The main motive of behavior is public interest
4 Type of an individual | The interests of an individual are always in priority in relation to public interests | Public interests are always in priority in relation to the interests of an individual
5 Role of the "land" factor of production | Plays a smaller role in comparison to other factors of production | Is much more important in the production process
6 Attitude to the objective and subjective | The prevalence of subjective assessments of economic reality (the principle of utility) | A guide to action within the framework of economic laws of social development
7 Economic situation | Supply tends to grow faster than demand | Demand growth may outstrip supply growth
8 Financial sphere | Broader scope of credit relations | Broader scope of non-credit financial methods and instruments
9 System function of the economy | Stimulating function within the framework of monetary and commodity relations | Regulating function within the framework of planning relations with a high role of the state
10 Economic growth potential | Lower economic growth potential | Higher economic growth potential
11 Dialectics of justice and freedom | Freedom dominates justice | Justice dominates freedom
12 Potential of the economy | The economy is steadily declining | The economy is steadily growing
13 Dialectics of material and spiritual principles | Material wealth dominates spiritual values | Unity of material and spiritual principles
14 Nature of research by economic theory | The development of society in isolation from information and natural environments | The development of society in isolation from information and natural environments
15 The effect of informal laws of information, nature, and society | Informal laws of information, nature, and society as fundamental key criteria-categories that control all economic processes are not taken into account | Informal laws of information, nature, and society as fundamental key criteria-categories that control all economic processes are not taken into account

3 Results of research

The "Western" model of the economy is characterized by the dominance of market relations. A person's motivation is aimed at satisfying personal interests to meet their needs. The sphere of financial relations uses mainly market methods and tools. The economy focuses primarily on the relations of exchange and consumption. The potential of the Western model of the economy is steadily declining.

In countries with the "non-Western" model of the economy, stronger influence of non-market methods and tools prevails including administrative ones [16]. The public interest...
dominates the individual. The potential of the economy is steadily growing. In production relations, the relations of production and distribution dominate over the relations of exchange and consumption.

It happened naturally that many countries of Western Europe, representing the "Western" type of the economy, have historically always experienced an acute shortage of natural resources. As the productive forces develop, this problem is constantly getting worse. As a result, the natural factor plays a smaller role in the development of the economies of these countries than in countries with the "non-Western" model of the economy [17].

It is also worth noting that in modern economic conditions, the role of the natural factor is growing in significance together with the development of technologies for the extraction, enrichment and processing of relevant minerals [18]. At the same time, as the production of high value added goods develops, energy consumption is steadily increasing along with the development of the entire energy system of the national economy [19].

In many resource-oriented economies, the mineral resource sector performs a strategic function. This is also characteristic of the Russian economic system, where the state plays the key role in managing the entire mineral resource sector of the country and increasing the competitiveness of the entire national economy together with technological innovations that already exist and are being introduced into production [20].

At the same time, modern global patterns of digital economy development increasingly determine the importance of information resources and technologies in improving the efficiency of the business sector and ensuring sustainable development of society [21].

It should be emphasized that the main public value is always a person. The development of a person is ensured, first of all, not by the growth of their satisfied needs, but by the increase in the quantitative and qualitative characteristics of human abilities. The development of human abilities is ensured, first of all, by a person’s creative role in the reproductive process, the production of material and non-material goods. The consumer behavior of a person should be considered as a necessary condition for their life. As it follows, the sphere of production in the economic theory should be a priority in relation to the sphere of consumption.

Table 1 shows that the specific manifestation forms of the characteristics of comparing the "Western" and "non-Western" models of the economy have differences that result from differences in the nature and ways of functioning of different types of civilizations. The economic man exists in the "Western" model of the economy, and the social man exists in the "non-Western" model. This implies an important, from our point of view, thesis that the philosophy of economic values is determined by the type of civilizational cultures and their corresponding economic models. It explains the impossibility and irrationality of reforming national economies according to foreign scenarios without taking into account social and cultural factors of society development. The historical experience of the transformation of national socio-economic systems vividly confirms this.

4 Discussion of the results

The facts of the "Western" and "non-Western" economic reality determine the features of the development of the "Western" and "non-Western" economic theory. In this context, economic theory is understood not only as a territorial concept, but also as a cultural and historical type of economy.

Economic theory as a science is the result of a centuries-old and even millennial process of evolution of economic life, i. e. economic activities. Formed first as a political economy, it has been transformed in the course of ongoing theoretical and empirical research. As the economic reality changes, the economic system essentially changes too. At the same time,
economic theory is developing as a social science, its new scientific directions and schools are emerging.

In the context of current trends in the processes of globalization and integration of the world economy, the development of the Eurasian economy is a natural process. Under these conditions, the formation and development of its theoretical foundation, i.e. the Eurasian political economy, is an urgent need and task facing modern economic theory [22].

The Eurasian political economy should establish and explore trends and contradictions in the development of the Eurasian economic integration, strengthen spiritual and moral principles in the subject of political economy. It should also take into account information and natural factors in the study of social and economic phenomena and processes, recognize the laws of information, nature and society governing all socio-economic processes as the theoretical and methodological foundation for its development.

The realities of economic life are such that society is faced with deep acute civilizational conflicts, which are the result of the most severe contradictions of civilizational development in the 20th century. Certain military actions happening in the past and taking place in the modern world are the result of these civilizational conflicts. At the same time, the underlying objective cause of any military conflict is economic in its essence.

It is worth paying special attention to the fact that the last two characteristics of comparison in Table 1 are equally manifested in both "Western" and "non-Western" models of the economy. The effect of informal laws of information, nature, and society in both types of economy is not taken into consideration. In modern society, there is no understanding that it is these laws that are fundamental key criteria-categories governing all economic processes. It can be explained by the fact that economic theory conducts economic research on the development of society without taking into account information and natural environments. The laws of social development are an integral part of the laws of information and the laws of nature. The creation of "artificial rules of the game" in society that contradict these laws "saws off the bough on which society is sitting" and leads to civilizational conflicts and the futility of social development. In order to achieve the sustainable development goals, it is necessary to radically change the behavioral culture in society, to form “a new behavioral culture of the Earth's population” [23].

The current global confrontation in the world economy has led to a qualitative reshaping of the entire political and economic life of the world community. At present, we are witnessing the destruction of the former established inter-country associations and the formation of new ones, and thus the formation of a new political and economic map of the world, a new geopolitical reality.

Russia is located in the Eurasian economic space, which has a special combination of elements of the "Western" and "non-Western" economies. Currently, the future of geopolitical development is seen in Eurasianism, i.e. in the development of the Eurasian union of many countries that objectively have common interests in integration processes [24].

5 Conclusion

The research conducted on the basis of the civilizational approach leads us to the formulation of a number of important conclusions. When developing the processes of Eurasian integration, it is necessary to take into account the country's socio-cultural characteristics, which significantly limit the potential for institutional reforms. Understanding and deep analysis of these features create the possibility of practical implementation of integration processes in life, especially in the interaction of countries with multinational and multi-confessional population. An essential understanding of the
socio-cultural features of the Eurasian space economic systems makes it possible to prevent socio-cultural confrontation, in particular, between the values of an integrated society and the values of power management systems. It is important to emphasize that the strategy of integration processes should be based not only on the socio-cultural characteristics of the respective countries, but also on the current values that are focused on long-term value changes.

Taking into account all these important points requires their institutionalization, i.e. the preparation of relevant official documents that should reflect a new paradigm of interdependence of socio-cultural and economic systems.

In the modern digital economy, there are not only great positive opportunities associated with ensuring the sustainable development of society, but also negative ones. Digital technologies create opportunities for mass manipulation of public opinion, including the field of economic operations.

The new phenomenon of "hypercompetition" that has appeared in the world economy does not allow the countries of the Eurasian economy to make major geopolitical mistakes in the strategic development of their economies, leading to real dangers for national security.

The development of the "Western" model of the economy in the Eurasian economic space fundamentally contradicts the interests of the national economies of Eurasian countries, contributing to the sustainable destruction of their economy and a decrease in the level and quality of life of their population.

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