Conceptual frameworks and tools for advanced development

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Abstract. The general picture that is emerging in the world shows that the country's place in the future will depend on what kind of technological power it can acquire in the near future. All countries are intensively engaged in the technologization of their economies based on digital technologies, especially artificial intelligence. Russia has serious work to do in the development, use and implementation of new technologies, organizational forms, psychological attitudes and values into the economy and life of society. The purpose of the study is to propose a model for the development of an economy based on advanced development. The choice of such an approach is justified by the fact that the model used in Russia has built-in fundamental shortcomings and disadvantages that do not allow the economic system to develop in a balanced way. The development of a development strategy based on the proposed concept will make it possible to level and eliminate the shortcomings inherent in the existing model and ensure advanced development. The scientific novelty of the research lies in the fact that the concept of advanced development is proposed, the implementation of which will provide an opportunity for a balanced and sustainable development of the economy and society through the interaction of economic, technological, institutional, network, digital, cultural and mental factors.

1 Introduction

With the beginning of transformation processes in our country, discussions about the adequacy of the doctrine that was chosen for the transition to a market model do not subside. The economic expert community is unanimous in one thing that the existing and currently operating system of economic relations is not capable of making the transition from the current export-oriented raw material model to another, therefore it must be changed to a new paradigm that allows one to become a diversified, innovative and digital economy.

In order to argue the need for such changes, we will analyze the situation that has developed in our country and the world. In our opinion, 2014 was a certain watershed for Russia in that it became the year of the imposition of sanctions against our country and the...
year when the illusion that countries would interact in a globalizing world to realize their comparative advantages in the global division of labor were erased. With the onset of sanctions and trade wars, many international organizations began to lose their status and significance (WTO, UNESCO, Kyoto Protocol, etc., and the UN is no longer an important platform and instrument for preserving peace and preventing local conflicts). The good intentions of most countries and populations have not yet been implemented. Many reasons for this situation are tied to the economy and economic relations, in the rivalry for the dominance of resources, sometimes located outside their territories, in attempts to dominate international affairs and relations.

The situation that has arisen and global trends cannot but influence all aspects of the country's life - the economy, social sphere, science and society as a whole. The emerging and then strengthening negative trends in the world order are forcing countries to switch to the autarky paradigm, which is based on a system of internal reproduction and self-sufficiency with minimization of foreign trade, development only at the expense of their own resources and their own potential.

The country is forced to change its foreign and domestic policy. In modern conditions, many postulates that seemed unshakable are refuted by practice.

In particular, it was believed that the economy determines policy and political decisions are made with the economy in mind. But at the present time in the world there is a clear priority of politics over the economy, and decisions are made in order to put pressure on the opposite side in order to remove or exclude it from the world order. Of course, political decisions will have economic implications and impact on the economy, but the results will be different. The supremacy of one country in making economic decisions, without taking into account the interests of other countries, the compulsion and adjustment to its decisions, in any case, to make decisions with an eye to it, force us to switch to different ways of reacting to such actions.

In addition to external circumstances that necessitate the transition to the path of advanced development, there are also internal reasons. Internal reasons include a low level and volatility of economic growth, a low standard of living of the population, a low level of susceptibility to innovation by sectors of the economy, weak performance of institutions, disunity of the “triple helix”, weak competitiveness, lack of network structures, growing conformism and low level of public trust, and consent.

Research methodology. The theoretical basis of the concept of advanced development is formed by a number of theories, including institutionalism and neoinstitutional theory, the theory of human capital, the theory of technological structures and the concept of catch-up development, cultural theory and the theory of mentality, the theory of network effects. The research methodology is based on the operationalization of the main elements of the listed theories, which made it possible to form the main provisions of the concept of advanced development.

In addition, the methodological postulates of the general theory of reforms, the dynamic theory of development and the systems approach were used. The general theory of reforms determines the trajectories of economic reforms on the basis of institutional transformations, the dynamic theory of development shows the stage-by-stage and stage-by-stage development of the system, society, branches of the economy, reveals the patterns inherent in the process under study. A systematic approach will allow you to structure the system and at the same time consider it as a whole.

2 Problem statement

Analysis of the external and internal environment in Russia and the regions, the dramatic and difficult conditions that persist in the world community make it necessary to search for new
development paradigms that will allow the economy to be transferred to a higher level of functioning, remain among the leading countries, acquire higher economic independence and be in a state of constant innovative renewal. To implement such a transformation, you need to have a certain concept. In our opinion, such a concept can be the concept of advanced development. The idea of advanced development is touched upon to one degree or another in various publications. In particular notes that advanced development is “a continuous innovation process and both a reindustrialization strategy and a strategy of institutional dynamics are being built” [1]. The implementation of the concept of advanced development involves a set of measures to reform the economy and should be based on economic theory. From the standpoint of economic theory, it is necessary to determine not only the degree of expediency of reforming the economy, objects, goals, objectives, scale, depth of change in the economy, but also the tools with which the transformation processes will be carried out, as well as the institutions that will be involved in carrying out reforms. The most important, if not decisive, is public confidence in the changes being made and the agents. Without such trust, reforms are doomed to failure.

Advance development is understood by us as a purposeful comprehensive activity to acquire a high-quality state, to ensure progressive and sustainable development based on a set of factors that allow the efficient use of resources that lead to a high quality of life in society.

The concept of advanced development involves the creation and use of mechanisms and factors that provide leadership in socio-economic and technological development. The importance and possibility of implementing advanced development lies in the fact that there is no conflict of interest, all groups representing society are interested in increasing their well-being, which is planned to be realized through advanced development, while this process will not be carried out at the expense of infringing on the interests of individual groups.

This concept of advanced development differs from other concepts, in which, as a rule, the interests of different groups are directly or indirectly affected, in which some groups may lose and others gain. In this case, one group begins to block the actions and development of another group. The concept is not about competition or rivalry, the priority is collaboration and cooperation. Of course, there may be a manifestation of opportunism on the part of individual workers who may lose their jobs as a result of the use of new technologies, but this process will not be massive and will be accompanied by mechanisms to reduce possible risks. Figure 1 shows the building blocks (tools) of the advanced development concept.

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**Fig. 1.** The building blocks (tools) of the advanced development concept.
Let's analyze the meaning and functions of each element and determine what role is assigned to each of them.

3 Results and discussion

Characteristics of the constituent elements of the concept of advanced development

3.1 Human capital as an element of advanced development

An important condition for the implementation of the concept of advanced development is the availability of adequate human capital. It is an unconditional factor on which the possibility of its implementation depends. Economic growth and development, the level of welfare of society, the competitiveness and security of the country and its regions are increasingly becoming dependent on the quality of human capital. This dependence becomes higher than dependence on material resources.

Enough time has passed since the time when American researchers, Nobel Prize winners Schultz and Becker [2,3] introduced the concept of human capital into economic literature. Now it can be noted that the content of human capital, which respected researchers had in mind, has been refined, deepened and expanded. In the specialized literature there are many definitions of the concept of "human capital". In general, it can be noted that there is certainty and consistency in the subject area and content of this category. This study attempts to reflect the role of human capital in the concept of advanced development.

The modern world is rapidly becoming more complex, there are many automated, computerized and digital systems and platforms. These technologies speed up processes, increase the productivity of operations, some of them can be performed several times faster and better than a person can do, but a person remains and will remain the main link in any transformations, reforms and concepts, and without the human factor, the solution of any issue is and remains impossible, he directly or indirectly participates in all processes.

The present time is characterized by the fact that the period of updating knowledge, key technologies and the formation of technological structures is sharply reduced. In the life of one generation, there are several changes in technologies, theoretical knowledge and practical skills necessary to achieve and develop a person's social status. This combination of circumstances makes it necessary to have specialists for any projects, programs, reforms, actions (including military ones) that can implement this project, this event, and in general the necessary transformations. In order to implement these measures, it is necessary to invest in those who will do this.

Since the second half of the XX century, developed countries are intensively investing in people, such investments lead to the accumulation of an intangible asset, which has a "multiplier effect on the accumulation of all social wealth" [4]. E. Reinert states that “a double effort to satisfy both demand and supply for educated people has always been a hallmark of successful development” [5].

In the concept of advanced development, the role of knowledge and education is key, no less important is the informal institution of apprenticeship and training at work, which are effective means of increasing labor productivity and introducing innovations. In Russia, there are certain excesses on this issue. As A. Aganbegyan notes, the priority in the country is the acquisition of knowledge, leaving in the background the conduct of internships in the most highly qualified organizations, on the most advanced equipment, in many cases in different foreign countries. That is why in Russia there is such a large gap between a relatively high level of knowledge, on the one hand, and low efficiency of their use, on the other [6]. With advanced development, knowledge will generate a continuous stream of
innovations that meet dynamically changing needs, and often shape these needs. It is important to note that it is a person who is the generator of innovations, therefore the role of human capital in advanced development is growing significantly [7].

Summarizing the modern understanding of human capital, it is important not only to determine its place and significance in advanced development, but also to assess the degree of its influence, to predict its nature. This, in turn, necessitates the further development and implementation of a set of measures aimed at strengthening all stages of the formation and use of human capital for the implementation of advanced development. In advanced development, the image of an employee is certainly associated with a highly educated, creative, sociable person who has deep knowledge, the ability to quickly find the necessary information, and the ability to make non-standard decisions in difficult situations.

3.2 The role of institutions in the concept of advanced development

Institutions play an important role in the proposed concept of advanced development. Quite a lot is known about the meaning, functions, and instruments of institutions. At the same time, it should be noted that thanks to the works of domestic and foreign researchers, including several Nobel laureates: R. Coase, D. North, L. Hurwitz, R. Myerson, E. Maskin, O. Williamson, E. Ostrom [8-14], economists have come to an agreement that an institution is a set of well-established rules and norms that ensure the interaction between economic agents, compliance (norms and rules) which is guaranteed by the established enforcement mechanism.

The need to use institutions in transformations is noted by many researchers, in particular, the "consideration of the institutional mechanism as part of the economic" is conditioned, that "any programs and reforms aimed at deliberately changing social relations presuppose the design of institutions" [15]. The work of D. Acemoglu and J. Robinson [16], in which they talk about two institutions: inclusive and extractive, has become very popular among Russian economists.

Almost in all works concerning institutions, there is a statement that there are no permanent institutions, some of them are able to evolve in the process of development of society and the economy, while others die off over time, but without institutions, the functioning of the system is impossible. For the organization and successful implementation of any activity, it is necessary to know which institutions one should rely on, which ones are needed now, which ones at the next and subsequent stages and stages of the goal (concept) implementation. In general, institutions are needed all the time.

The role of institutions in the concept of advanced development is seen in the fact that problems are solved with the help of new institutions, and not just a set of state and other institutions of the past.

3.3 Culture as a phenomenon of advance development

At first glance, it seems that there are no interconnections between culture and the concept of advanced development, that they have no common points of contact, that they belong to different spheres of activity. But in fact, this is not entirely true, there is a relationship between them, and they can influence each other. Communication and mutual influence is due to the fact that culture, as one of the most important attributes that have both direct and indirect influence on the formation of public consciousness, also affects the processes taking place in the economy. How this happens, we will reveal during the study.

Culture in the original sense and translated from Latin means education, cultivation, development, reverence, upbringing. It is a set of stable forms of human activity, a set of norms and rules that prescribe a certain behavior for a person, allowing him to show
continuity, subjectivity and objectivity, which contribute to adaptation to the existing system and develop along with it. Culture is characterized by continuity, which means that cultural products are passed from generation to generation, traditions - using the experience of ancestors, innovation - improving existing knowledge and obtaining new ones.

Culture contains material and spiritual components (systems). Tangible includes objects of art, their creation and use. Spiritual is social consciousness and values that are filled with meanings. When they talk about culture, they mean something that has a high level, it does not matter what sphere or person it is about. Culture is a complex concept, it affects all aspects of the activity of an individual, as well as the economy and the whole society.

In the context of our research, we will pay more attention to those issues where certain areas of culture can influence the formation and functioning of the concept of advanced development. In this case, we will focus on four aspects: the role of professional culture, innovation culture, organizational culture and separately highlight the mentality.

Professional culture is presented as an integrative property of the subject of labor, including a certain level of knowledge, skills, abilities, creative abilities, ideas about values, norms, principles, behavior that a given person is guided by in professional activity, as well as the result of this activity.

Along with professional culture, the most important aspect in the implementation of the concept of advanced development will be an innovative culture. It can be noted that an innovative culture is realized through certain relationships, which include:
- benevolent perception of new ideas, knowledge and technologies;
- well-developed innovative infrastructures that are able to quickly and flexibly implement innovations;
- a well-established flexible system of advanced training and retraining of professional personnel in the field of innovation and innovation.

Analyzing the production sphere, and other areas in which a team of workers works, it can be noted that each (team) of them has its own set of norms and rules that guide employees in their relationship to work and to each other, and you can hardly find an organization that doesn't have such a structure. Of course, organizations can vary in size and scope, but each has aspects of organizational culture.

Organizational culture can be thought of as a system of values and behavior that is understood, shared, and supported by team members. It lies at the heart of the norms of organizational behavior adopted in this economic entity, helps maintain stable ties and relationships both within the organization itself and in its relations with the external environment.

As a rule, each business entity has a fully developed system of organizational structure or uses its elements in its activities. Many firms have special documents in which they describe their values and guidelines. The success of a corporation (organization) will be determined not only by knowledge, not only by a breakthrough in the field of technology and technology, but largely by the moral principles that guide the team members, the common culture and the spiritual world.

E. Shane, based on his experience and the experience of other experts, writes that “being agents of change, we will find a much more advantageous position if we understand that organizational changes are mostly associated with some modifications in the general culture, or at the subcultural level. If we can better understand what the transformation of their basic ideas, values and behavioral models means for the representatives of this subculture, we will begin to treat their resistance to transformations differently and will be more realistic about the means of their implementation” [17]. Organizational learning, development and planned change can only be properly implemented with the recognition that the main reason for resistance to change is the existing culture. The reluctance to learn and change is a ubiquitous and usually quite obscure phenomenon that, however, is much
talked about. And many innovations do not take root only because they contradict the cultural norms and values mastered by people.

The dual nature of organizational culture must be taken into account. On the one hand, it is influenced by goals, dominant ideas and values, outstanding leaders, accepted norms, standards and rules; on the other hand, it itself forms the value system.

Our goal is to form the concept of advanced development, and its implementation, in turn, is associated with various changes, transformations, modernizations. It is clear that this is a difficult process, during which the interests of various groups that would not like such changes may be affected. In this whole process, the role of common culture is very important.

3.4 Mentality as a necessary element in the concept of advanced development

Within the framework of the concept of advanced development, a special role is assigned to mentality. Its importance is due to the fact that, as expected, the implementation of advanced development will be carried out in different territories and regions in which people of different nationalities live, but, as a rule, a separate ethnic group dominates here, which determines the national spirit or mentality of a territory or region. When implementing the provisions of the proposed concept, such accounting is mandatory.

In the general interpretation, mentality is a special psychological structure of individual national communities. Comparing the European and Arab understanding of the surrounding world and types of thinking, A. Smirnov comes to the following conclusions: “the thinking we are accustomed to, that thinking, the basis of which was laid by the Greeks and which was then developed and developed by the entire Western civilization, is built on what can be called a substantial view the world is a look at a certain set of qualities that do not exist by themselves, but are attached to what we call things. That is, the objects that surround us have a substance, a basis.

And in the Arabic language, the procedural view of the world dominates. Not a substance a support for a bouquet of qualities, but a process to which one is drawn, to which the actors naturally adhere and undergo an influence. Then the surrounding world is a collection of processes. And what we see in the world sticks to the process in the same way as quality sticks to substances by us” [18]. Naturally, different basic thinking leads to different understanding of the same processes, which ultimately does not contribute to mutual understanding. And thinking is one of the most important attributes of mentality.

In the special literature, such concepts as "mentality" and "mentality" are distinguished. V. Kozlovsky believes that in its most general form, mentality is a way, type of thinking, a mindset, manifested in cognitive, emotional, volitional processes and the nature of behavior, supplemented by a system of value attitudes inherent in most representatives of a particular social community. Mentality, on the other hand, is a way of everyday reproduction, preserving the usual way of life and activity. The totality of mental traits expresses the traditional (archaic) structures of social representations inherent in individual social groups and subcultures, woven into everyday life [19].

Mentality is more often used to characterize broader, general phenomena, and mentality - for more specific ones. The mentality forms an appropriate cultural picture of the world and largely determines the way of life, human behavior and the form of relations between people.

It has now become obvious that the development of the economy is more and more associated with the state of a person, I mean not only educational, physical, etc. level, but also his psychological state, manners and attitudes. This is confirmed by the emergence of a whole direction in economics, which is called behavioral economics.
The role of psychology, the peculiarities of approaches and attitudes towards the work of Russian society can be found in many studies. These aspects of the Russian mentality are presented as a continuum that is at a low level, that is, not meeting certain standards, especially European or American ones. Such attitudes have acquired the status of a universal excuse for the failure to implement the "correct" theories. In the opinion of the developers of the "correct programs and theories", in Russian conditions they are not implemented, although everything is well developed, it works successfully in other countries, but we do not. From their point of view, our employees are backward people, incomprehensible, insufficiently educated, etc. and the main culprit is the “wrong” Russian mentality.

It is hardly possible to agree with such statements, because these "correct" theories were developed by Western theorists for their countries, in which they took into account the peculiarities of the national character, the state of business and society. And when an attempt is made to transfer these developments to an alien environment, it involves breaking the mentality that is characteristic of this people, this nationality or this stratum of society. We are deeply convinced that all programs and theories must be developed taking into account the mentality, while it must be borne in mind that everything new that is introduced into life, to some extent, affects such features, parts of the mentality that should be changed or eliminated. And as far as it is possible to establish and influence, the possibility of implementing the proposed changes depends on it.

Investigating the modernization processes in Russia, you are faced with the question of whether the country in the past had factors, relying on which it was possible to go to the Western market. Of course, if we assume that the market is more connected with individual property, with individualism, Protestantism, and communality, collectivism and Christianity dominated in Russian reality, then the country was not ready for the transition to the market not in 500 days, not in five or ten years. But this is all in the past, we have what we have, and, proceeding from this, we must act.

We need to keep in mind that the modern technical and technological world has changed, and the Man himself cannot change as quickly as technology. In order to keep up with the changes that are taking place, the mindset must also change, especially the part related to work ethics, innovation and culture. The economy of any country is the same as the people of this country.

4 Conclusion

The concept of advanced development is a system whose main purpose is to achieve leadership in technological and socio-economic development. Its implementation involves a set of measures to reform the economy and should be based on economic theory. And from the standpoint of economic theory, it is necessary to determine not only the degree of expediency of reforming the economy, objects, goals, objectives, scale, depth of change, but also the tools with which the transformation processes will be carried out.

The article examines the role that is assigned in the concept to such different concepts and content categories as human capital, institutions, catch-up development, technologies, network systems, culture and mentality. All of them are integral parts and necessary elements of the concept as an integral system (Figure 1). The implementation of the concept will raise the technological and socio-economic development of the country and its regions to a higher level.
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