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ИННОВАЦИОННОЕ РАЗВИТИЕ РОССИЙСКОЙ АРКТИКИ

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Аннотация.
Предпосылкой для инновационного развития арктической зоны мезоэкономики российского Дальнего Востока является непрерывное благополучие населения. Арктическая зона Дальнего Востока России обладает уникальным геополитическим, природно-ресурсом и социально-экономическим потенциалом. Для обеспечения развития инновационной мезоэкономики необходимо улучшить демографическую ситуацию, повысить уровень жизни, социально-экономические условия предпринимательской деятельности и, в конечном итоге, уровень социального благополучия населения в арктической зоне Дальнего Востока России. В данной статье сделан вывод о том, что именно непрерывное социальное благополучие выступает как важная особенность инновационной мезоэкономики в процессе интенсивного развития информационных технологий. Авторами особо отмечен тот факт, что непрерывное социальное благополучие неразрывно связано с радикальными изменениями роли труда как фактора производства.

INNOVATIVE DEVELOPMENT OF RUSSIAN ARCTIC

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Abstract.
Precondition for the innovative development of Arctic zone of mesoeconomics of Russian Far East is population continuous wellbeing. Arctic zone of Russian Far East has a unique geopolitical, natural resource and social-and-economic potential. To ensure the development of innovative mesoeconomics it is necessary to improve the demographic situation, upgrade life conditions, social- and-economic conditions for business activities and, finally, wellbeing level of the population in Arctic zone of Russian Far East. It was noted that the continuous wellbeing acts as an important feature of innovative mesoeconomics in the process of intensive information technologies development. The authors conclude that the continuous social wellbeing is inextricably connected with radical changes in the role of labor as the factor of production..

The objective outlines of priority directions of the innovative development of Arctic region have been formed and expected to be relevant up to 2050th, due to the system of diffusion of innovative technologies. The main statements of this system are set in “The Basis of the Russian Federation's Government policy in Arctic zone for the period till 2020 and beyond, approved by the President of Russian Federation”. This document defines the main tasks, strategic priorities and mechanisms for innovative technologies implementation. [10] The “The Strategy of Russian Arctic zone development and providing national security for the period till 2020”[9] and Government Program “Social and economic development of Arctic zone of Russian Federation for the period till 2020” are also in force [7]. At the same time, there are several short -, medium- and long-term targeted regional programs promoting the development of innovative Arctic mesoeconomics.

Enhancing of human capital as a strategic factor of Arctic mesoeconomics innovative development is manifesting in creative participation in innovative process. Human capital appears here as the main subject of innovative relations which transformation now is occurring in Arctic mesoeconomics. As a

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result of all this a continuous wellbeing of Arctic population of the Far Eastern region should be formed and provided. The level of Arctic mesoeconomics development is determined by a human's position in a row of production factors, and also by fullness of his intellectual, creative, professional abilities implementation. Now the population of the region should master the innovative production, become a catalyst of this process and the target of Arctic mesoeconomics development. To do this, there are a few objective conditions.

First, in the industrial structure of GRP of Arctic zone of Russian Far East mining, manufacturing and fuel-and-energy complex are dominating. This zone is characterized by the presence of a high proportion of skilled labor source and qualified engineering, technical and scientific staff, as well as significant cultural capital. Many of Arctic cities are growing fast. Most of them are administrative centers with industrial, oil and gas extracting specialization or have the status of scientific and educational centers. Large Arctic cities have more complex organization structure of economy, innovative industries in which the tertiary quaternary employment predominates. In such cities, high level and quality of life has been achieved. Large-scale population stimulates the penetration of new products, so consumption level has raised the average world standards [3].

The ratio between wages and subsistence level of the working population in Arctic zone of Russian Far East is above the national average. This is due to the implementation of the north system of social guarantees, compensations and territorial specificities of Arctic mesoeconomics among which there is traditionally high level of wages in mining and manufacturing industries, in power, gas and water production and distribution. In particular, the high level of wages has been formed in the northern regions of Russia, including Magadan and Sakhalin regions (which industrial complexes are the leading sectors of regional economies) [4].

The production and reproduction of human capital appears here as the innovative development of a person himself. This can be explained as expanded reproduction in a sense of empowering the human being with knowledge and developing creative abilities and skills. Innovative development brings material production to the stage where the continuous wellbeing becomes its major feature, because wellbeing growth is determined by human capital development [2].

We consider continuous wellbeing problem in the context of the development of innovative mesoeconomics factors. The idea of "continuous wellbeing" is fully revealed in the development of Arctic zone of Russian Far East. We proceed from the principle that a set of institutional relations, including economic ones, must constantly be changing, as the innovative development of Arctic mesoeconomics advances.

In modern conditions it is necessary to focus on the innovative development of Arctic mesoeconomics. At the same time we assume that a gradual transition to a new level of population wellbeing in Arctic zone of Russian Far East is required. In addition, the wellbeing growth should be introduced step by step, without breaking the established parameters. Innovative development of Arctic zone, mesoeconomics qualitative changes inevitably develop the social life in new conditions. The information and technology revolution practically proves the relationship of technological, economic and social problems and inability of their separate solving.

A qualitatively new level of production factors, their distinctive features can be seen through the current state of advanced branches of science, technology and materials. They can be characterized, on the one hand, by opening possibility to hand production management system over to cybernetic technological devices, and on the other hand – by changing the attitude to the nature as the environment and the main production condition. The increasing use of innovative technologies, fundamentally new materials, scientific organization of production brings the social sphere of Arctic mesoeconomics to the front.

Technological replacement of workers, eliminating them from production is the basis for the population continuous wellbeing in Arctic zone of Russian Far East. With the application of new technologies people are being constantly "removed" from the direct production. The human labor force is being increasingly replaced by new industrial technologies. This will solve many problems in Arctic mesoeconomics.

The need for technological replacement of workers is mainly determined by the fact that the main stage of information technology revolution has started. The essence of this stage is a permanent diffusion of innovative technologies, computerization and robotics production. This provides a large-scale natural

resources saving and improvement of their quality. This promises to moderate severe environmental conditions of Arctic region.

At the same time there is a change in the content of labor, manifested in its intellectualization. Until now, this process was becoming fragmentary. At the present time a clear focus of the complex labor intellectualization is in force. All previous modes of production were based on the physical connection between human and technologies which were in direct relation. At all stages of the production development a man was firmly incorporated into productive processes as the performer of various functions. The production process was carried out only at the time, when its direct participant was a man himself. In traditional production it was a man with universal tool set. With the help of specialized tools he manually performed only one partial operation. Not too long ago a man complemented technologies by performing the partial so-called machine functions. Now new technologies overcome this dependence (using robots, etc.).

Technological substitution of employees is completed by a comprehensive automation and robotics production, becoming the essence of the technological revolution. The division of employees into physical labor (uncreative labor) and intellectual labor (as the concentration of creative, spiritual opportunities of production) force is being finished.

Developed worker turns into the intellectual basis of computerized technological system. Technology, reified power of knowledge becomes the dominant element of the factor of production and completely replaces the worker in labor process and in the immediate act of production.

The content of intellectual labor is determined by modern technology and the objects of labor. The degree of production computerization, automation and robotics determines the scope of labor intellectualization.

The content of labor is characterized by a set of functions which the worker performs during production process in cooperation with the technologies. These functions may prescribe the execution of creative operations. They demand, above all, to put pressure on intellectual abilities of a man. Along with that non-creative and repetitive working functions go by the wayside.

Skilled employee, becoming a source of innovative production method in Arctic mesoeconomics is at the same time its obstacle. This method of production to a greater extent than any other methods technologically develops and motivates subjective productive force –human being raised up to the level of intellectual labor force.

Solving the problem of employee's technological substitution and giving him the status of an intellectual basis for development of technological platform of production can be seen in the deep qualitative changes in the innovative development of Arctic mesoeconomics. This is a deep social significance of innovative development of Arctic mesoeconomics.

The functional interaction of high technology and a human being is getting fundamentally modified and radically transformed. That changes the place and role of a man in production, modifies content and nature of his work as well as all the physical and intellectual activities in mesoeconomics.

Any changes in technologies obtain the deep social and economic sense only when they are measured by the continuous growth of wellbeing in Arctic zone of Russian Far East. Then the principle of universal human development and empowerment implements and raises it to a new social level.

The approach to analysis of technology through the labor process, in which a man and technology are inseparable and have a functional unity, is of great methodological importance. It enables to research the patterns of technology development in specific Arctic areas, milestones and major historical stages, the style of development, as well as the content of labor. The latter is qualitatively transformed depending on the level of technology.

Emerging in information-and-technology revolution qualitative changes in technology means the beginning of a new historical period of large-scale economic development of Arctic zone. It should be noted that the essence of technological information-and-technology revolution manifests itself as computerized technological mode of production. Its essence lies in the fact that instead of working machines there is a technological device that converts qualitative functional content of labor and the whole technological mode of production, thus forming technological basis of socialization and continuous wellbeing of population. Under conditions of complex computerization technological process typically occurs autonomously, without direct participation of a human being. It only provides a target plan fort production and proper installation of the program for equipment, as well as repairs and controls when it is necessary.

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A qualitative division between mechanized and computerized automation, as well as between existing traditional machine (e.g. universal lathe) and being developed automatic equipment (e.g. machine with computerized numerical control) is manifested in various functional opportunities implemented in new equipment. In other words, "a radically new" technology compared with existing machine can be considered such which is able to implement new "working functions". In the process of production, exactly in real labor process it is necessary to ensure that certain operations that were previously carried out by a man would be handed to the device.

The essence of the qualitative changes in modern production technology is transition to using non-mechanical principles, the penetration into the depths of substance, activation of its molecular, atomic and subatomic levels. This leads to the development of so-called basic technologies which are going to form the basis of mesoeconomics innovative development.

The use of innovative technological principles is very effective for creation flexible automated production systems. Using these principles it is possible to combine in a single process several parts of operations with automatic welding, heat strengthened, changes in material crystal structure, automatic control, automatic change processing modes, etc. A major technological, economic and social efficiency in the conditions of Arctic mesoeconomics is achieved due to that.

Features of the latest manufacturing technologies presume that they are expanding the scope of non-material technics based on technological synthesis. The process of mechanical influence on the subject of labor is getting replaced by the use of physical, chemical, biological (biotechnological) and other properties of material and human body. All this is a visual evidence of the growing process of replacement of extensively developed tools by scientific results carried out on innovative technological basis.

Concluding the analysis of innovative technologies and deep qualitative changes in production made on their basis, it must be emphasized that under the influence of these processes, a new technological mode of production adequate to innovative development of Arctic mesoeconomics is being formed.

It is impossible for "traditional" workers to use automated equipment, which consists not only of the fourth level of the advanced machinery, but also of the technical systems consisting of tool-less equipment and machines influencing on objects of labor by non-mechanical means. This equipment can be used only by highly qualified workers, who must form the basis of Arctic mesoeconomics in the nearest future.

Without socialization ant continuous wellbeing growth is not possible to prepare these workers, and without them the process of production automation will not start. Therefore, innovative development of Arctic is going to be deprived of its strategic framework.

In summary we can say that, firstly, the criterion of a qualitatively new state of technology is the qualitative change of work function content. Secondly, automation cannot be reduced to this functional aspect because in addition to the automation of labor functions, it provides all the basic directions, leading to technological substitution of a man. Thirdly, to be a qualitatively new and to provide a human being replacement, innovative technology must be either partially or completely free from traditional structure.

Modern innovative technologies contribute to population wellbeing. Effectiveness and prospects of innovative technologies will be largely determined by the social consequences that they cause. It is possible to highlight the main features of innovative technologies on the target basis:

a) ensuring security and prestige in a region or country;

b) focusing on commercial use to strengthen the competitiveness and economic development through a permanent stream of technological updating and aggregate demand growth;

c) solution of problems of population social wellbeing.

The general trend is that innovative style of development provides continuous wellbeing of population in Arctic zone of Russian Far East. In the long run, this style of development and information-and-technology revolution constituting its basis, depend on a person, in particular on the growth of his intellectual potential and creativity.

Technologies defining symbols of post-industrial society, with special tools and devices, perform a variety of works. They are implemented in all areas of social and economic activities and upgrading them. This occurs at the level of specific structures relating to various sectors of the material and information activities of Arctic mesoeconomics. The situation changed dramatically with convergence of

technologies into integrated systems. Thus there is a penetration of network logic into various spheres of life in Arctic zone. Innovative technologies with fantastic potential begin purposefully and intensively penetrate into social and domestic sphere.

These technologies are finally becoming a strategic element in the system of human knowledge. They occupy an important place in the system of human emotions. Television, mobile phones, computers, tablets, laptops have become an integral part of human life. Modern personal computers take the intellectual functions of a man. E-filled technologies offer exclusive opportunities for the development of individual and society. These capabilities are fundamentally different from technologies that perform standard functions.

In the XXI-st century the so-called "green innovation" is being rapidly developed. It is about creating environmentally friendly technologies, which will have a minimal impact on the nature. The simplest example of this technology is the electric car. There are already electric cars that can travel 180 km with a single charge. Alternative energy, biofuels and waste-free fusion reactor are also examples of "green innovation", but at higher level.

Thus, nano-materials change the properties of consumer products, making them lighter, smaller and cheaper. Products acquire new properties and functions, such as water- and dirt-repellent, antimicrobial, energy saving, thermal insulation, increasing the capacity of data storage and power capacitors, etc. Nano-devices are electro-mechanical devices, which are necessary for the interaction with environment at nano-scale solving technological and industrial problems. Nano-biotechnology will bring changes in medicine, pharmaceuticals and diagnostics, in numerous industrial processes, agriculture and food industry.

Nanotechnology, for example, makes it possible to register the signals in the brain which are in a million billion times weaker than the most perfect tomographic scanner. Science is on the edge of localization of brain diseases, which opens the way to victory over incurable diseases such as schizophrenia and epilepsy considered to be untreatable for centuries. Seeking opportunities to use laser-and-information technologies for cultivation of biocompatible nano-biological tissues is going on, and in the future it will lead to artificial organs production. Laser technologies have been used in oncological and cardiac surgery. The laser comes in ophthalmology - up to 90 per cent of information people receive through vision, and the possibility of its recovery is the most important task of medicine. Nano-electronics impacts significantly on information and communication technologies, prolonging or enhancing the effect of Moore's law.

In other words, we are entering a post-industrial society, where the equilibrium development of its five sides - technological, economic, occupational, spatial and cultural [10]. The totality of these aspects provides a continuous wellbeing of the population in Arctic zone.

Under the influence of information-and-technological revolution, innovative technologies begin to reflect the specific of demand. In the context of convergence of different sciences demand specific is imprinted in producing technology more clearly. Comfort, rationality and exclusivity have become synonymous of new technologies which are permanently minimizing. This is clearly revealed in personal computers, tablets, laptops, mobile phones, video cameras and a variety of household technology. Naturally, this exclusivity is the result of convergence. So the usefulness of a new type of interaction between science and technology will grow in future.

Design and all the elements of household technology, for example, have become increasingly multifunctional and elegant. If you wish, using a variety of components and accessories, you can collect an identical model in different versions that meet new needs of individuals. Currently, the more skillful computerized design and specific technology are the greater the demand for them. Under the influence of innovations investment goods acquire maximized aesthetic design. Manufacturers are trying hard to produce products with an exclusive design, significantly surpassing existing models. This results in the development of consumer tastes, who enjoys the etalon beauty of technology and products.

Currently, the economy is undergoing deep modernization. The dominant features of modern economy are the following:

a) high mobility of production factors, especially the labor force;

b) loss of material properties of products produced by modern economy: products themselves are separated from the material content and become trademarks. This is especially clear for pop-music, movies, videos, informative content, including internet access;

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c) getting of emblematic surplus value by tangible products, which is inseparable from them (esthetization of material products) [5].

As a result, during full digitalization technologies begin to feel powerful influence from consumers. With the development of information technologies a period begins when people's positive qualities manifest themselves on a large scale. The intellectual and creative potential of individuals gets better application in life. The availability of quality goods and services contributes to the individualization and pluralism demand.

Miniature, compact and comfort ensure high competitiveness of new technologies. Manufacturers of technologies consider specific environmental conditions and specifics of all population segments. It accelerates diffusion of these technologies. Produced technologies and products reflect population needs. New technologies strongly associated with ethics, aesthetics, culture, lifestyle and environment. This enhanced relationship between development of technologies and culture. Technology creates new forms of material culture. On the basis of information technologies an adequate system of values is being formed promoting cultural development of population.

Virtual libraries of cultural values, virtual museums and exhibitions have already been operating [6]. Virtual social and economic activities as a symbol of new economy are being developed. Virtualization solves several important problems: the satisfaction of human needs, reduce costs and increase productivity, the diffusion of technologies, coupled with the continuous wellbeing of the population.

Active lifestyles are characterized by creativity, which manifests itself in the pursuit of innovation. Desires of this kind stimulate manufacturers to produce innovative goods. Therefore, through the process of economic goods continuous updating economic development promotes continuous wellbeing for population. Technological capacity of economy in new goods and services production which satisfies rising demand is significantly expanding and deepening. A characteristic feature of technological development is continuity that facilitates the definition of goals. Continuity provides the technology a chance to be developed both evolutionary (continuity) and revolutionary (rapid transformation).

For enhancing creative potential of individual, the following social conditions must be created while society itself must show the demand for creativity. New preferences and needs of individual should be developed beyond traditional needs of economy and society. The motive stimulating creativity of the individual is forming promising models of wellbeing and proper life style and culture. They must ensure wellbeing and radically change modern society, which is characterized by such trends as:

a) enhancing formation of new economic, social and cultural values, corresponding to specific problems solution;

b) helping people to acquire genuine economic and cultural values and their widespread as a result of scientific-and-technical development;

c) changing in lifestyle of people due to economic developments.

Problems of these values realization relate to the complex relations arose from economy innovative development and integration of information-and-technological revolution. Rising level of development and use of science and technology does not mean the appropriate changes in the implementation of economic, social and cultural values and the wellbeing.

In recent decades, manufacturers are seeking to ensure producing new products associated with individual culture. Interaction of culture and technology has become a new trend of economic growth. On the one hand, culture is embodied in a product, and on the other hand, new technologies change the culture. National sports and physical culture, art, cuisine, holidays, song, dance, clothing, architecture, art become global and enriched by means of information technology. Information technology penetrates in the humanitarian sphere. At the same time technologies related to the scope of senses are emerging.

Properties of technologies are already impacted by art and culture. New quality of cultural forms is formed, which arises along with the sectors of entertainment and consumption. Market laws are decisive for all sectors of society, including culture. Cultural products therefore take the form of product, created for sales and profit. The added value of such goods is determined not by their artistic merits but market logic. In this case the goods reflect intellectual, cultural, emotional style and form the basis of wellbeing. All the features of technology and products are derived from particular attention of manufacturers to the needs and tastes of the consumers.

Modern economy opens up a new direction for the development of technologies, taking into account the specific demand. This direction is connected with the opening of long-term needs of individual and society. Of course, creation of new products is designed to meet these needs. As a part of this trend

more organic and effective ergonomic relationship between technology and man is being set. Under the influence of information-and-technological revolution the diffusion of innovative technologies is accelerating. A new generation of technologies is appearing and production costs are reducing. This opens new opportunities for the application of innovative technologies in production of high demand goods. Consumers buy products following the desire where a decisive factor is their appeal to consumers. Attractive products provide new experiences and emotions for consumers. Emotionality is a world of senses experienced by the consumer in relation to a particular product. It is a way of expression of the consumer, the image creation tool, as he or she expresses him(her)self through the bought products. The attractiveness of the goods is a set of specific properties, which should have importance and benefit for the consumer.

New special properties of goods, reflecting unique added value, change the nature of competition. With the development of market, increasing the level of education and consumer culture transition to added value competition occurs. In the new market situation consumers pose quality in the first place, and in the second - the price. In the long term it will be easy to sell those goods, which improve wellbeing somehow. Consequently, the implementation of marketing strategy for attractive products will be based on instant demand. The essence of this attractiveness is that technologies with additional services consider human emotions and culture in general. Additional services become an integral part of technology implementation. A set of these services in the long term will define creation of possibility for various models of technologies with new features. Due to digitalization of technologies and products they receive more information functions.

Those technologies which are closely related to the wellbeing and capable of stimulating new customer's needs during promoting the creativity of individuals, information and related technologies can be distinguished. These technologies are penetrating into all spheres of the economy and society. Service industries are now unthinkable without them. In 2000-2015 comprehensive diffusion of information technologies into the spheres of the household and intellectual labor started. The cost of information technologies implementation is constantly decreasing. These technologies come into the sphere of human intellectual abilities.

In modern society, there are: a) sharp increase in value of information technologies and cultural skills; b) changes in social relations (a new type of society polarization based on information inequality); c) the transformation of power (hierarchy of power does not disappear, but the network geometry and structure begin dominating); d) modification of personal experience (family, gender, identity, although remain determinants of identity, perceived by individuals in another way) [1].

This is the demand of time. First of all, it is associated with high intellectual level of modern society. Second, there is an abundance of information goods available to each individual and to the whole society. In general, a huge amount of information goods is of high quality. Note that the important specificity of information goods is the lack of explicit social barriers. Third, modern society is prepared to an abundance of information goods and able to develop new information technology. Fourth, now all segments of the population effectively master information technologies.

Information technologies have become a reality from technological and social and economic point of view. They received intensive spread in the whole economy and society. Household became the largest consumer of information technology. At the same time, imbalances of modern economic development caused by the progress of information technologies, are grouped around three types of problems: a) the excess of information, when a consumer has great difficulties to find and choose necessary information; b) commercialization of the information space, when fun and games supply starts prevailing over new information; c) unequal access to information technologies and new information services.

All mentioned above has led to the fact that material wellbeing criteria have an impact on access to new information technologies and information. Consequently, there is a "two-speed society", where different layers of the population (informational rich and the informational poor) have different access possibilities.

One of the fundamental characteristics of modern society is transformation of households into informational rich ones. Among the parameters that measure the level of information wealth there are the following: a) households saturation with newspapers, magazines, books, radio, TV, home cinema and internet access; b) saturation households with meaningful content; c) access of household to media channels and content, both in quantitative and qualitative terms; g) level of households' information consumption; d) amount of household's expenses for content (percentage of the budget spent on content).

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Today household technologies are involved into convergence process with others previously insulated appliances. Under the influence of this convergence the leading element of household technologies has become a computer. Currently, home computer has three main functions. The first home computer function is monitoring and controlling household technologies: refrigerator, sewage, water-, gas- and electricity supply, heating and security systems. The second function of home computer is possessing internal and external information of households. The third function is associated with learning. The mass use of information technologies creates a new style of social and economic life. This new style of life must be sound in terms of ecology. To do this, household technologies should achieve sustainable use of resources.

The new style of life is associated with modern market development, where the most effective products and services that meet customer needs are sold at affordable prices. In such circumstances, the mechanism of effective cooperation of supply (satisfying all needs) and demand (economic system maximum mobilization) is being formed. Information technology plays a leading role in creating conditions for such a mechanism. They are widely used in processing of market trends information, as well as in economic process management. Information technologies produce the main way to solve this problem. However, many other technologies ensuring wellbeing are closely related. They differ in the functions, but the common thing for such technologies is that they create comfort and have social and cultural values.

Arctic mesoeconomics manufactures innovative products and services which are the source of continuous wellbeing growth. Intellectual development of Arctic zone is a condition for continuous creation of innovations with the use of high-tech and sustainable improvement of quality parameters of resource. At the same time the most effective way to achieve high competitiveness of Arctic mesoeconomics is increasing scientific and educational level of population and growth of advanced national market. Modern consumer requires innovative technology. But the majority of population and social institutions are not ready to accept new technologies. This is a main obstacle to achieving a positive growth of Arctic mesoeconomics, as well as full employment, life quality and wellbeing improving.

One of the obstacles is specific mentality as the result of cultural differences of social groups. The high cultural level of the population is the basis of continuous improvement of all sectors of Arctic mesoeconomics. This factor stimulates high quality and high rate of expansion of innovation market. Improved technologies and products are the result of high culture of the whole population. The dominant aim of Arctic zone of Far East region development is the implementation of exclusive abilities of people and commercialization of radical innovations. At the same time, requirements to the level of education are rising. The general trend of Arctic mesoeconomics development can be characterized by a shift to highly skilled labor force. More than a half of goods and services are created on the basis of new knowledge and technologies. The need to increase the level of culture and knowledge of society requires new values from business itself. Increasing the competitiveness of Arctic zone subjects in Far East region is impossible without transparency of their activities, financial transactions, as well as corruption overcoming. Joining the single language platform (English) becomes additional benefit, which increases the efficiency of business operations in conditions of globalization.

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