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СЕТЕВЫЕ ЭКСТЕРНАЛИИ СОЦИАЛЬНОГО БЛАГОПОЛУЧИЯ

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Аннотация.

Революция в области информационных технологий оказывает радикальное воздействие на экономическую трансформацию и на непрерывное благополучие всех социальных групп. Соответственно, именно рост непрерывного благополучия является тенденцией инновационного макроэкономического развития. Инновационное макроэкономическое развитие рассмотрено в статье как сумма признаков, новых методов, методов и инструментов, которые способствуют единству социальных и инновационных тенденций в национальной экономике. В таких рамках формируются следующие новые структуры и взаимосвязи: 1) развитие инновационных и социальных технологий непрерывного благополучия; 2) рост сектора услуг, внедрение гибких форм организации работы в высокотехнологичном производстве, а также формирование новых социальных лифтов; 3) усиление фрагментации культурного и политического плюрализма, формирование глобальной идентичности, культурных ценностей и т.д.; 4) тенденция к непрерывной трансформации современного общества, благодаря которой идеи, культура, все отрасли промышленности находятся в постоянном сближении.

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THE NETWORK EXTERNALITIES OF SOCIAL WELL-BEING

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Abstract.

The information technology revolution provides a radical impact on the economic transformation and on the continuous well-being of all social groups. Accordingly this continuous well-being is the trend of innovative macroeconomic development. This innovative macroeconomic development is considered as the sum of features, new techniques, methods and instruments that contribute to the unity of the social and innovative trends in the national economy. In this framework the following new structures and interrelations are being formed: 1) the development of innovation and social well-being technologies; 2) the growth of the service sector, the introduction of flexible forms of work organization in high-tech production, as well as the formation of new social lifts; 3) increasing fragmentation of cultural and political pluralism, and formation of global identities, cultural values, etc.; 4) the tendency to continuous transformation of the society, so that the ideas, culture, all industries are in permanent convergence.

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1 Introduction

The concept of "continuous well-being" in modern sense implies the doctrine of stability and cooperation. It reflects the continuous adjustment of economic processes and phenomena under the influence of social and environmental humanism.

Diffusion of continuous well-being compiles emotional and moral, cultural and social processes and associated with the assimilation of innovations, new fashions, forms of communication, education

and creativity. Diffusion occurs as a result of the active susceptibility of people. Continuous well-being requires effective social interaction - a product of negotiation between individuals and social groups. Effective social interaction represents a complex set of fundamental communications. Now we observe the changes in the structure of society due to increasing of professional and educational level, to the change in people's conciseness. Technological modernization (including the forming of Internet-economy) changes social interactions because Internet maintains and updates the social networks and raises social capital [1].

In these circumstances, the economy of continuous social interaction is being formed. This happens in the following several key areas:

- a) the increase of the quality of health, education, income, leisure;
- b) the improvement of psychological, emotional, moral, ethical conditions of people (lifestyle, forms of vitality, opinions, vital interests, values, behaviors, etc.);
- c) the improvement the health conditions, taking into account the geographical characteristics of the regions and territories.

So the social achievements as a factor of continuous well-being in wide sense can be considered as a specific feature of Internet-economy. Individual incentives of the Internet use grow along with a number of participants. At the same time this growth contributes to the increase of beneficial use due to network externalities and to the reduce of costs of information and learning externalities.

This helps to form a continuous culture of well-being, which means the situation where individual tastes reflect the social characteristics (age, sex, employment, education, and so on), and social values, lifestyles. In the social economy, the quality of consumption plays the following special roles:

- a) being continuously promoted in order to support innovative production and provide incentives to creative work;
- b) being an important differentiating feature of the status of all social groups;
- c) being the main source of pleasure and satisfaction.

Under these conditions, the role of Internet-technologies in social life increases significantly, updating the forms and methods which influence on the human and society nature.

We consider radically changes in relationships between science and various forms of social interactions. These shifts in social interaction of people have set a number of new problems. They demanded traditional concepts rethinking in the following ways:

- about the meaning of life;
- about the relationship of the individual destiny with social history;
- about the role of individuals in a society;
- about the possibility, borders and criteria of well-being.

Ordinary people are the most vulnerable social groups which need a stable supply of decent quality of life, health and leisure.

2 Materials and methods

Well-being of the population has been a subject of research for a long time. Practice shows that even considering differences in the initial state of health, the higher levels of social interaction and activity are associated with lower mortality. At the beginning of the twenty-first century, there has been a demographic change associated with the increase in life expectancy around the world. Under these conditions, the problems of well-being of the population come out on the top. The process of the population well-being depends on the development of economy and society in general. In Russia the same trend that appeared in the last decades in the developed countries has been taking place. Its clear manifestation is associated with the intensity of Internet-using, as well as with computerization of everyday life, the result of which is the increase in obtaining informational goods and services expenditures. "The consumer targets, - said A. Sen, - not a particular good, but the group of goods with common properties and characteristics (computer models, sorts of coffee i.e.). So it simplifies his selection in terms of increasing market opportunities" [2].

The diffusion of the Internet-technologies is responsible for the growth of the costs of information search and acquisition. And the introduction of these technologies in all sectors of economy and society has not been completed yet [3]. People are getting deeply involved in Internet activity. In Russia, a large proportion of people are involved into Internet-economy. The growth of population well-being and the high labor activity lead to more intensive development of Internet in Russia. Currently there has

been a clear predominance of middle-aged people in Internet. Adequately using this fact allows significantly increase the employment of labor resource. But if the level of information literacy and people's productivity would be increased, then Internet expands. So it is necessary to set conditions for people to develop work and entertainment online. Here, Internet acts as a universal platform for economic and social cooperation, and sustainable economic and social benefits.

D. Ricardo believed that the market system focused the best technologies for well-being and the greatest happiness of individuals [3]. It is natural, that income growth and the associated life conditions improvement are contributed to strengthening of consumer trend, and gradually moving away from the traditional values of frugality and austerity to the development of personal realization and fulfillment.

In economic theory, the ideas of state social control and governing development are closely linked with the names of reformist, sociological and institutional economists – E. Diener [4], J. Harter and V. Gurley [5], G. Joe [6], R.D. Putnam [7], R. Reich [8] etc. They made a significant contribution to the analysis of such problems as social inefficiency and social expenditures as the main conditions of economic growth in a market system, interrogations of private and public criteria of economic efficiency, the problem of social services accessibility and social security; the problem of income and property inequality.

The fundamental works of these economists had an impact on political decisions concerning the practical problems, the modern economic policy, the development of social legislation (social insurance, laws on the minimum wage, etc.) and contributed to the formation of the theoretical concept of the "welfare state".

Economic crises, accompanied by social crises, prompted the development of social legislation and forced national governments in developed countries to recognize that social security cannot bring expected effect, if it is isolated only in sphere of social policy, and not related to economic policy in general, to the maintenance of economic stability. In the second half of the twentieth century some ideas of state and business responsibility for social stability were recognized.

Aggravating of social and economic problems in connection with information-and-technological revolution allowed the development of a new approach to the problems of social-and-economic policy. In modern conditions it based on the following main aspects of social well-being:

1) "the welfare programs" meaning the development of social security and insurance in particular sense;

2) the system of social services and public housing;

3) the measures of anti-cyclical state policy and regulation of economic growth;

4) the environmental protection measures.

State benefits and social security are important for improving national well-being. This implies social legislation development, especially in the areas of health, education, incomes, housing and personal well-being. The life of ordinary people is affected by the state obligation to provide continued well-being. The state should guarantee the common standards of well-being to give people the opportunity to participate in all social interactions.

The social security system includes five main programs which define the row of social transfers and services:

- pensions for aged, disable people and connected with the death of the breadwinner;
- payments associated with sickness and maternity;
- payments for work-related injuries;
- unemployment benefits;
- family benefits.

Post-industrial development and broad social movement in support of social legislation and reforms have such consequence as the development of well-being programs in large business firms. For large companies that means a social protection and attempt to support the further development of social legislation. Corporate well-being programs (pension funds, staff insurance, etc.) play an important role as the additional incentive to attract qualified older people and to bind them to the firm. This method is used for establishing "human relations" and the atmosphere of partnership, for social promotion and advertising a "social face" of the company.

There is the lack of fundamental research of consumer's needs and behavior in conditions of innovative conversion of the economy, like the one that took place in the industrial countries. Practitioners are deprived of a methodology that would help them in establishing coherent and implementable recommendations for consumer competences development.

Today it is necessary to develop and expand the consumer competences of people. This position affirms that obtaining the value which is hidden because of untrained and incompetent consumer can be recovered by systematically increasing customer's qualification in the effective using of purchased goods. This process can become the consumer's competence expansion and must improve people's satisfaction. This positively effects all relations between consumers and producers. The purpose of this idea is quite clear - obtaining additional benefits by producers through the use of new information. These benefits can lead to lower consumer expenditures and to the development of new products and the efficient use of already existing goods. It is possible to estimate the degree of novelty of new products and their utility only using them.

The whole system of social needs is transformed within the innovative style of macroeconomic development [9]. The development of innovation needs becomes obvious; the strategic options of public consumption system are getting changed too. However, the continuous well-being of the population cannot happen if the approach of foundations of consumption and the consumer immutability continues to dominate. Teaching modern consumers to behave effectively ensuring them to be the market leaders helps to fulfill the key strategic tasks of consumption. They are associated with the best satisfaction of long-term people's needs. Increasing consumer competences can significantly improve the quality of life.

This approach is very useful for all groups of people. The transformation of the system of public needs is the catalyst of innovation macroeconomic development style. The use of information technologies in society targets improving the efficiency and quality of social processes. Social services require permanent information technologies implementation in leisure and recreation sectors based on new scientific achievements. This process also plays an important role in the transformation of public and private consumption. The range of goods and services is expanding and deepening under the influence of innovation. The market is getting focused on the consumer. The relations between producers and customers are developing due to expansion of Internet-based technologies. That creates the background of shifting the consumer's interests from the long period to the short one. Widespread access to the new goods and services empowers people. It maximizes the utility by high-end satisfaction and ensures the continuous well-being.

The result of innovative macroeconomic development is recognition the quality as a priority to the quantity of goods. The necessity of individualization and updating by modifying the characteristics of goods underlines combining simplicity of their use. At the same time, the technology and the basic model of good remains unchanged, and convergence of consumer functions previously performed by multiple products in a single product is occurred. So it shows us the predominance of the variations of something existing upon the creation of fundamentally new. Thanks to scientific achievements and technological innovations number of classes of manufactured goods increased greatly, as well as the models and modifications in each class. Currently the innovations contribute to the individualization of demand, allowing to personalize the product and offer the consumer to participate in producing and selling. That is why the manufacturer today is trying to take into account the needs of the people.

The above mentioned trend of network development of consumer needs fits well the current economic statements. In fact, it can be regarded as the law of marginal utility elevation generalized to the case of a number of different benefits and their qualitative improvement. Particular usefulness of the benefits that satisfy different needs increases during the transition from early benefit to a new one. With the increase in the production of these goods they are becoming a subject of the laws of traditional commodities consumption.

Considering that the sellers use the parameter values in certain intervals (i.e., "from and to"), the real consumer's choice is much wider. This suggests that, due to various technical and design solutions manufacturer offers much more structured range, allowing consumer to select items, satisfying personalized consumer needs.

With new technology it is possible to extend consumer practices. Consumers, having full knowledge of market conditions, tend to choose well-known brands, containing association and positive representations about goods and services.

Indeed, the growth of elderly people needs is permanently observed. That serves as incentive for expanding the range and improving the quality of produced goods and services. First of all there is the rationalization of consumer behavior. The theory of consumer choice implies that the consumer seeks to maximize the utility, while a consumer's balance is getting achieved. But wide access to information today gives the consumer much more flexibility, and utility maximization occurs at a higher level of its satisfaction. The market becomes consumer-oriented much more than 30-50 years ago.

We distinguished three types of a modern consumer:

1) A wide-scale and educated consumer (qualified and acquainted with the needs of high-quality goods and services. This consumer distances himself (herself) from the cheap goods and services). Minimizing of the consumer's infantilism requires the organized system of consumer training.

2) Mass cultural consumer, which is able to choose the necessary goods and services from the great mass of a variety of standard products and services. If the consumer distinguishes new products and services in this mass that he (she) really distinguishes the necessary quality. It is formed by dynamic domestic market and by demand within innovation-oriented economy. This has an impact on the results of business activity in all sectors of the economy, brings the interests of consumers, their economic behavior to the first place. The main characteristic of such economic relations is the growing role of the individual and his (her) needs.

3) The universal consumer which understands the enormous value of innovative, unique products and services.

Culture and art materials take the form of a product, filling the free time of consumer. Awakening interest of people to the arts, cultural values, concepts, ideas, brands, trademarks are the part of the formation process of an information society. Pieces of art from a market point of view become a part of everyday life. High interest is the professional attitude of the consumer, able to choose and to make effective decisions.

3 Results and discussions

Innovative development requires functioning of intellectualized and personalized consuming power. This process of active work and individual social development forms giant massive of intellectual power. The combination of intellectual aestheticized purchasing power characterizes creative individual. He is capable of the most complex effective solutions (consumer innovation). Under the new conditions the formation of innovation ideas is associated with the concept of consumer innovation which changes the concept of the organization of innovation, which is a key concept of society. In accordance with the concept of consumer innovation the novelty is a set of properties that characterize the radical nature of the object changes, based on the estimation of these changes by a consumer that gives him (her) the right to treat them like the new ones.

Thus, creativity is becoming a major feature, both producers and consumers, based on which the innovations are born. As its generator employees of firms and consumers themselves can be. Under the new conditions the producers adapt production to customer requirements. This process is known as the "mass customization". Universal consumers prefer innovative products and services. This is a distinctive feature of the universal consumer. Creativity is the source of enormous energy for the development of innovative technologies. Universal consumers always seek to be the first buyers of innovative products and services. They create a demand for innovation. Formation of a universal consumer is important in macro-economic aspect, as well as for micro-economy.

Macroeconomic aspect of this process is linked to the socially oriented market economy, to the strengthening of consumer market position and to the movement of the economy in innovative conversion direction. The microeconomic aspect is interesting from business point of view, since it is connected with the possession of competitive advantages of innovative products and services on the market.

In the coordinates of innovative development the exchange of economic goods between individuals is a communion of these individuals to the knowledge, abilities and skills that are embodied, objectified in these goods. Because of their ideal character, knowledge and skills do not disappear in the acts of goods consumption and pass to the consumers and are copied to the new values generated by these consumers. In the process of sharing it expands the circle of persons who can obtain more new knowledge and skills.

Macro- and micro-economic value of innovative demand is very high. Demand is known to be the start and the end point of all consumer behavior. The ratio of supply and demand is the basis of all

the mechanisms of self-regulation of the market economy. It determines the level of innovation processes in the country and its economic potential. Innovative payable demand is an indicator of social well-being of society. Innovative demand determines the entrepreneurs' win in their competition and is closely associated with the reduction of entrepreneurial risk and uncertainty.

It should be noted that all attempts to look into the future, at the next day of the consumer can be successful only if we know how to change its desires and preferences, and what principles rule these changes.

In general, the development of consumers' needs is determined by the processes taking place in the framework of macroeconomic innovative development. Here the economic situation is manifested, firstly, in a significant strengthening of people's demand for more environmentally friendly and high-quality vitamin-rich food. High availability of food becomes a positive option for assessment of its quality. The industry is getting oriented to the needs of consumers, expanding cultural diversity, individual choice and self-expression. Secondly, among the non-food products, priority is given to a wide range of home device electronics and clothing made from natural fabrics. Information technology widely penetrated into the sphere of personal consumption. They make a real technological revolution in this field. Third, the demand for housing quality increased significantly, which becomes a priority and gets "electronized". Fourth, the role of personal services (information, travelling, health care) increases to meet people's needs. Fifth, the quality requirements and the life conditions are getting enhanced. Sixth, response to the environment is also enhanced, together with growing need for a safe and clean nature.

In the analysis of sovereign consumer behavior, individual choice and well-being the works of A. Sen [2], D. McFadden and J. Heckmen [10] are significantly important. They have put forward a new concept of consumer behavior and well-being. D. McFadden formed the theory basis of choosing the place for activity and individuals residing. Consumers are heterogeneous in their "unobserving characteristics" (in "taste patterns" and individual perception mechanisms, etc.). A. Sen believed that the well-being can be characterized by the primarily universal ethical principles and "rational public judgment." This subjective assessment should be used as supplementary information J. Hackmen developed a methodology to assess the individual free choice of the good purchased by the consumer. He argued that the diversity and heterogeneity have a significant impact on the actions of individuals and their complex alternative choice. In the coordinates of social macro-economic development there is a formation of multifaceted system of preferences and individual and society's choice.

K. Lancaster is the author of a new method of consumer behavior and the formation of consumer demand analysis. This method is based on the division of goods into homogeneous groups. He called it "the analysis of the characteristics" [11]. Indifference charts drawn by K. Lancaster are the characteristics of goods. The basic idea of K. Lancaster is a conclusion that within the current system of preferences there is maximum price for a particular consumer. He (she) is ready to pay a given price for a particular product. When the price increases the consumer starts to prefer the combination of other products with the same characteristics. Naturally, those consumers who can buy such goods increase their well-being, because they pay less. However, does it provide a continuous well-being of the population? According to R. Pindyck and D. Rubinfeld, the method of calculating changes in consumer surplus allows us to evaluate the benefits and losses from changes in market prices and sales volumes [12]. Consumer's surplus is his (her) total benefit and it is equal to the difference between the price the customer wants to pay and the price they really paid.

In the new economic situation, Internet generates more information needs. They are associated with the new multi-alternative possibilities. They are connected with the formation of new consumer model which is more inherent to the information society. These processes are reflected in the concepts of socioeconomics - the study of human reproduction process as the main resource of the socio-economic system.

Currently, wide access to the information gives people more opportunities. Utility maximization occurs at a higher level of satisfaction of people's needs. Current market is highly organized and it shows that spontaneously occurred and stimulated demand responds to the instantaneous increase in production. This trend as a whole is a rule for information products and services market which is beginning to dominate in economy. To satisfy this demand became possible due to the development of informational activity and appearing new sectors of economy. Consequently, the development of information serves becomes essential for proper functioning of all elements and segments of the market. The development of "intelligent" buildings, the production of new information services makes life easier for people.

For example, high-tech wallpaper will turn the house walls in a digital device. A new type of printed electronics will allow using new digital technology brand (miniature speakers, microphones, switches and sensors). Home digital technology will be able to interact with a computer using only voice commands. Innovations of this kind are useful to all people. Humans would talk to a wall, which would response through the speakers, so there is no need to pick up the phone. Such technologies can provide information leading to the expansion of knowledge.

This ensures the growth of human creative capabilities and continually enriches internal culture. An important element of the household will be 3D printed products. The so-called «smooth food» will be focused on all people. The latest 3D technology involves cutting, mixing and rubbing to puree state of fresh, frozen, raw foods and their subsequent formation in foods. 3D printer settings allow you to create dishes to suit individual needs. Electronic underwear and toilets will transmit medical data via a home computer to a health center. So under the new conditions the technological basis of household robotics is getting formed. In many countries it is already possible to pay for utilities and other services via the TV. It is possible to do through receivers (supporting the HTTP Live Streaming protocol - HLS) which has the option "My Account". Intellectualization of home technologies minimizes their costs for consumers. For example, the intelligent automatic wash system determines the optimum water level and washing time depending on the amount of laundry and the temperature of incoming water to minimize water and energy consumption.

Thanks to information technology the flows of various information have become an indispensable part of people's daily lives. The practice of implementation of information technology and the Internet (data transmission infrastructure at global distances), prove the informatization of society. National, regional and sectoral information systems are already combined with the Internet. The idea of transmission and access to information via Internet is based on the local solutions. They take self-regulating decentralized system cores capable serve a wide range of information needs. Now we can say that the Internet is a pervasive system, versatile and dynamic. Firstly, the information in the Internet is universal. Secondly, users are not only narrow specialists or organizations but the families, individuals and elderly people.

Synthesis of cybernetics and telecommunications (via phone, TV, satellite) provides the prerequisites and conditions for development of collective, group and individual information activities. This expands the scope of social communication. The development of the Internet has gone beyond the research and experiments. Now the system, which will make extensive use of information technologies for senior citizens, is being formed. It is difficult to imagine tomorrow without the Internet. Information technologies determine the prospects for social life development and the parameters of the continuous well-being. Modern society is characterized by increasing informational equipping of social interactions.

For the last four decades economists talk about fundamental changes in the algorithms of use of various sources of new information and about an increase of time spent on mass communication [13]. The sufficient part of consumer's expenditures includes fixed costs (acquisition of computer and software, training and education, etc.) and variable costs (connection to the Internet, telephone services billing, etc.) [14]. So we can distinguish positive externalities, which are expressed in ensuring equal access to information, acquiring the necessary skills for using information technologies. This effect was significant. The Internet has facilitated the orientation of elderly people in a variety of situations of social life. Nowadays, people are living in difficult conditions. Every day they have to spend an increasing amount of time for making decisions. This "need" has a coercive character. All this makes it impossible to postpone these decisions.

At the core of these changes is the process of digitalization - transfer of all forms of information in a digital format. United digital space stimulates the convergence of technologies and sectors of economy. Information-and-technological revolution leads to an increase in innovation. The time between the discovery and its diffusion is reduced significantly. However, many sectors of economy are in the process of incessant metamorphosis. The result is a stable and expansive integrated market in which the inextricable relations fastened all sectors of economy and all population groups. Rapid diffusion of innovations activates economic intellectualization and updates technological basis for the continuous well-being of the population [15]. In this new situation the unique competences of individuals are being formed under the influence of new technologies and culture.

Currently, much attention is paid to the special features of people, philosophy and culture, which were combined with new information technologies, and in some cases contributing to them. New information technologies provide human well-being.

The development of universal information service principles forms the basis of the information-and-technological development and national information infrastructure. With the help of modern information-and-communication technologies (the Internet, satellite communications, mobile phones and other ways of creating, storing, transmitting and receiving various information) a full range of information can be provided. Another important advantage of the Internet is two-way communication by sound and images between the houses. The Internet greatly enriches the information base for a large number of everyday activities occurring in various typical spheres of life, recreation, interpersonal relationships.

Talking about the rational expectations of people connected with the Internet, we emphasize their width. They reflect the following desires:

- 1) to learn the history of the area, region, country, world, etc.;
- 2) to exchange opinions about books they have read;
- 3) to receive advice from experienced people;
- 4) to learn housekeeping, gardening and useful crafts, art, caring for flowers;
- 5) to watch on the screen meetings of the municipality, local and national parliament;
- 6) to learn foreign languages;
- 7) to receive professional medical advice from doctors about treatment and prevention of diseases;
- 8) to acquire skills in the use of personal computers, mobile phones, tablet PC;
- 9) to participate via the Internet in tournaments and competitions (for example, play a variety of games);
- 10) to watch TV, through which it is possible to overcome the generational conflicts and facilitate communication between young and elderly people.

New technologies that become a part of people's lives have full support of the government, as well as companies, public organizations and institutions. The search for effective social interaction and decision-making technologies has its own economic basis. Increased competition, the need to promote the individual and the aggregate demand for innovative technologies are forcing business to effective actions. In the core of their strategies there are attempts to exempt the information processes from subordination of main imperatives of socio-economic development. However, we cannot say that information technologies are able to change radically the basic socio-cultural attitudes of people, but we clearly observe some positive shifts.

People representing vulnerable groups of Russian society, are in many cases more educated than the rest mass of the population. Despite this fact, Russian people are becoming selective, rational, self-defining social actors, capable in implementing the objectives and in expression of their own interests. It is a line of conduct, due to the constant characteristic of human personality. Their socio-cultural benefits have a direct impact on the content and structure of information needs, the motivation of the use of new technologies. This part of the population is more democratic in its composition, and corresponds with the goals of the information society development. Under the influence of information technology the diffusion of cultural models on a global scale is accelerating. This generally multiplies the cultural capital and positively effects people.

The cultural capital of people is a wealth in the form of experience, knowledge, ideas and being broad-minded. The degree of acculturation, socialization and cognitive development of educated people is much higher than that of other social groups. In addition, they tend to prudent behavior. Human culture is a complex of subcultural features surrounding adults. It includes: a) a kind of fashion and tastes, especially music, and clothing; b) relations, focusing rather on friendship and peer groups and family; c) the relative primacy of work, not leisure; g) tolerance to the values of young and way of life constancy; d) the quality of selection in the style of leisure and behavior.

4 Conclusion

So although the differences between people are undeniable, their culture is far from being homogeneous. In the community there are a lot of people of competing cultural styles. The emergence of

specific cultures in modern society is related to the general role of information technologies and increases of the well-being level of population. Consequently, because of them new markets are being created, aimed primarily at the consumers. While wage serves as a means of the labor force simple reproduction, the limitations associated with the sustained growth of the material and information requirements stay intact. Their overcoming is a necessary precondition for the full participation of people in social life.

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