Innovations in the System of Strategic Management of the Security of the National Economy

Patimat Isaeva *
Dagestan State University, 367000, Makhachkala, Russia

Abstract. The article is devoted to the study of the significance of innovations in the system of strategic management of the security of the national economy in the context of globalization and uncertainty. The strategically important tasks of the modern state are the development of domestic science-intensive production, the development, implementation, development of innovative information technologies focused on the production of competitive products. It is concluded that innovations in the conditions of an innovative economy are not only the final commercialized result of innovative activity that has received demand among individual consumers, but also intermediate results of the innovation process in the form of an innovative idea being implemented in the field of marketing, management, and personnel management. The article systematizes the attributive properties of innovations in the conditions of an innovative economy. The degree of entrepreneurial risk is analyzed due to the need to constantly search for new ways of doing business in a changing external environment and in conditions of high competition. The concepts of “innovative activity” and “innovative process” in the system of innovative economy are distinguished. The system of innovativeness of entrepreneurship in an innovative economy is generalized, if an entrepreneur at any specific stages of the life cycle seeks to introduce innovations, new technologies, innovative forms of personnel management or non-standard forms of interaction with competitors.

1 Introduction

The strategically important tasks of the modern economy are the development of domestic science-intensive production, the development, implementation, development of innovative information technologies focused on the production of competitive products. The solution of these problems will allow satisfying the economic interests of production and the general population through the introduction and enhancement of the scientific and technical potential of the country. In modern economic conditions, it becomes obvious that the dependence on raw materials does not allow to increase the national security of the country. The technical and technological backwardness of business entities, the declining

* Corresponding author: isaevapatimat@rambler.ru

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reproduction cycle, the lack of partnerships between science and business, dependence on imports create significant threats to the socio-economic security of the state and make its innovative development path impossible. These facts determine the relevance of the research topic.

2 Materials and methods

The issues of ensuring economic security, in studies of recent years, are considered separately at various levels of the economic system (enterprise, region, state). Also, attempts are often made to give a multifaceted definition of economic security [6]. The issues of the impact of innovations on national security are so widely presented in scientific works, due to the fact that the drivers of innovative development are digital economy technologies [7], which are immanently inherent in numerous risks (systemic; technological; regulatory) [3; 9].

The purpose of this article is to study innovations in the system of strategic management of the security of the national economy in the current conditions of globalization and uncertainty.

In preparing this article, general scientific methods of comparative, systemic, structural-functional, economic-statistical analysis were used. The scientific works of Russian and foreign scientists on theoretical and applied aspects of innovative development and security management of the national economy served as a methodological basis.

3 Results

The term “innovation”, which is inherent in a new type of innovative economy, is broader than “innovation”, and therefore they should not be identified. Innovation in an innovative economy is a highly intellectual thought process of an entrepreneur, civil servant or other market entity, which consists of cycles: origin, design, strategy, budgeting, manufacturing and commercialization. Moreover, such an innovation should bring results not necessarily in monetary terms, but also have a socially beneficial effect. Innovations in the conditions of an innovative economy are not only the final commercialized result of innovative activity that has received demand among individual consumers, but also intermediate tangible or intangible results of the innovation process in the form of an innovative idea being implemented in the field of marketing, management, personnel management, sales, etc.

4 Discussion

From the whole variety of interpretations, the following attributive properties of innovation in the conditions of an innovative economy can be distinguished:

– labor-intensive technical, technological and economic process of creative activity, with clearly defined stages and life cycle in the form of intermediate innovations;

- conceptual novelty driving scientific and technological progress;

- activities of an entrepreneur, civil servant or other market participant, which has industrial and practical expediency and social utility;

- the finished commercialized result of economic or state activity;

- active manifestation of progressiveness, creativity, individuality, riskiness and creativity of the entrepreneur; obtaining economic benefits through the implementation of managerial qualities that lead to a reduction in costs or as a result of occupying a new market segment in the sale of products;
- super-high (above traditional activity) risky type of socially useful activity.

Innovations, discoveries, inventions are indispensable conditions for the development of an innovative economy. At the same time, “innovation” is not identical to the definitions of “discovery” or “invention”. A discovery is a new revolutionary achievement in the system of an innovative economy, carried out at the fundamental level (Planck’s quantum theory, Einstein’s theory of relativity, Ziegler-Nath catalysts, etc.), while innovation at the applied level is transistors, penicillin, radiotelegraphy, insulin, mobile phone, etc. In addition, the discovery is not always aimed at making a profit, but rather is a stage of scientific and technological progress in the evolution of mankind and public recognition of the inventor, but the purpose of innovation is to generate entrepreneurial income. In addition, an invention can be carried out by one person, and innovation is a laborious process that requires the involvement of a significant number of personnel with creative, intellectual and creative abilities. An invention or discovery is characterized by a situation of chance, however, innovation requires a purposeful process of activity aimed at scientific research, development, commercialization, which is a rather long and complex process.

It should be recognized that the analysis of the definitions of the concept of “innovation”, in order to identify in them a common scientific approach to explaining this phenomenon within the framework of the functioning of entrepreneurship in an innovative economy, which could become the general quintessence of their agreed interpretation, is much more difficult. The above allows us to predict that in the future there will be a rather long process of complementary synthesis of innovative evolutionism and synergetics of the theory of entrepreneurial systems in an innovative economy. It is they who, on the basis of modern methodology, will set the trend for the formation of the logic for determining the essence of “innovation” as the most important tool for effective entrepreneurship in the national economy of an innovative type.

It should be noted that both static and dynamic forms are characteristic of innovations in the system of innovative economy; in the first case, innovations are considered as an output to the final product in the system of a separate scientific and production cycle, in the second - as the impact of innovations on organizational, technological, financial, managerial and other decisions over time (several cycles). In all cases, innovations cause quantitative and qualitative changes in the production and socio-economic spheres of entrepreneurial activity and change the economic mentality.

Disputable positions among scientists can be traced in the definition of innovative activity, as well as the basic category of entrepreneurship in an innovative economy.

The definition of innovative activity of entrepreneurship has some differences, but its most accurate explanation is given in Art. 1 of the Federal Law of the Russian Federation “On Science and State Scientific and Technical Policy”, which states that “…innovation activity is an activity aimed at the implementation of innovative projects, as well as the creation of an innovative infrastructure and ensuring its activities”[4].

The current state of the legal regulation of innovation activity in Russia is characterized by the presence of a significant number of legal acts of various levels. However, despite the definition of the basic, most fundamental norms, the entire set of legislative acts does not ensure the regulation of innovation activity as a single consistent process aimed at accelerating the pace of economic development of the national economy [2].

In modern conditions, such subjects of innovative activity as science cities, venture funds, engineering firms, technology incubators, technology parks, information and innovation centers have become widespread. An innovative scientific and technological center is understood as “a set of organizations whose purpose is to carry out scientific and technological activities, and other persons whose activities are aimed at ensuring the functioning of such a center, operating in a territory determined by the Government of the Russian Federation” [5].
Innovation activity is understood as entrepreneurial activity, which is aimed at obtaining new cognitive skills, management technologies, and specific knowledge. At the same time, the main condition for the effectiveness of such activities is the possibility of transferring the acquired skills and knowledge to the production and non-material spheres, commercial circulation. The qualitative basis of innovative activity is social relations in the process of obtaining such new skills and knowledge, which are fundamentally studied at the scientific and practical levels.

“The main driving force behind innovation is innovative entrepreneurship, a special innovative process for the production of new products, technologies, and is accompanied by the formation of appropriate methods of organization and management” [8]. The current state of innovation activity in our country is unsatisfactory - it is characterized by a small share of innovative products in the total volume of products produced by domestic producers; the inability of enterprise management to adapt to a rapidly changing external environment and the consequences of the global financial crisis. Now for the domestic economy, fundamental changes in the management system of the national economic complex are extremely important. The technology of using new methods of managing production resources, applying new knowledge and methods for economic transformation determines the rate of economic growth of the leading industries and the entire national economy of the country [1].

At the same time, innovative activity and innovative entrepreneurship in the conditions of an innovative economy differ from each other, characterize different phenomena and processes, although they are subject to similar general economic laws. Innovative activity is a broader concept, because it is inherent in any kind of human labor and can be carried out as a separate individual, region or state as a whole. A special feature of such activity is the realization of the existing innovative potential using various management methods, and it does not always have to generate income and may not be risky, in conditions of perfect institutional conditions and a stable external environment. Innovative activity can also be the development of a state innovation policy that creates conditions for the development of innovative entrepreneurship. Innovative entrepreneurship is a special innovative process (part of innovative activity in the national economy), which is mainly aimed at obtaining entrepreneurial excess profits for the reproduction, implementation and dissemination of innovations at certain stages of production and depends on the innovation policy of the state.

A characteristic feature of such activities is a high degree of entrepreneurial risk due to the need to constantly search for new ways of doing business in a changing external environment and in a highly competitive environment. Innovative activity in an innovative economy is a complex system of implementing various tools, methods, forms of management, economic levers and incentives used by the state, a team or an individual in order to form mechanisms, strategies or tactics for creating a new adaptation policy in the field of management, production, improvement of technological processes, forms of personnel management, forecasting, financing. Such activities are aimed at accelerating economic development, stimulating scientific and technological progress and increasing its socio-economic efficiency.

It is also important to note a different approach, in particular, the identification of the concepts of “innovative activity” and “innovative process”, which is a fairly common phenomenon in modern science. They are the same in essence and consist of identical stages: research and development; implementation; serial or mass production; consumption.

The distinction between the concepts of “innovative activity” and “innovative process” in the system of innovative economy does not always have a conceptual meaning. The innovation process includes a number of sequential actions, namely certain stages (idea initiation; marketing; production; distribution; evaluation of effectiveness and diffusion of
innovations), the combination of which forms a complete structural composition of this phenomenon.

Based on the general etymology, the process should be understood as the development of the economy, which consists of a chain of events or phenomena that develop, transform and replace one stage of economic development with another. The innovation process, in its essence, is a form of implementation of innovation activity. That is, any activity at the macro, micro, meso levels is carried out in the form of interrelated processes. From this it follows that innovation activity should be understood as the activity of a market entity, that is, a process aimed at developing and further commercializing the results of scientific and technical research into a new or updated product or technological process used in practical activities.

Consideration of the process of formation of innovations and entrepreneurship, the study of approaches to the definition of innovations, innovative activities in the system of innovative economy, allows us to define innovative entrepreneurship, which is inherent in the innovation-type economy. It should be noted that domestic and foreign scientists interpret the concept of “innovative entrepreneurship” differently.

Many definitions used in economics are contradictory. However, at present, in economic theory, scientific searches are continuing for a definition of innovative entrepreneurship, which will reflect all the specific features of conducting innovative activities by modern business entities in an innovative economy.

So, innovative entrepreneurship that operates in an innovative economy is a creative, creative and always risky type of entrepreneurial activity in the conditions of an unstable external environment, which manifests itself as a complex-logical process of expanded economic reproduction, which is carried out by legal entities or individuals and aimed at the implementation of innovative projects, innovative methods of labor organization, the production of a fundamentally new product, service, technology, and the result of such activities is profit as a result of commercialization and the achievement of social utility.

5 Conclusion

The conceptual difference between innovative entrepreneurship and other types of activity lies in the fact that an entrepreneur always acts as a creative and creative person, whose functioning is based on the constant search for new opportunities, focus on innovative development due to ever-increasing competition in the market and the expansion of society’s needs for specific goods or services. It is in such entrepreneurship that the readiness of the entrepreneur to take on all the unpredictable risk, as well as the moral, social and financial responsibility that arise when implementing a new idea, is most fully manifested. Entrepreneurial activity in an innovative economy is innovative only if the entrepreneur at any specific stages of the life cycle (or at each) seeks to introduce innovations, new technologies, innovative forms of personnel management or non-standard forms (methods, approaches) of interaction with competitors.

References


