

Эффективной методологией управления корпоративной культурой в современных реалиях выступает нелинейная междисциплинарная методология.

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Synergetic as a scientific paradigm for an explanation of the economic reality

The fact that the economy of a country, region, city or any other territorial entity at the age of the globalization can't exist as a closed system and develops as an open system, a priori implies the possibility of applying a synergetic approach to the study of economic processes and phenomena. A synergetic paradigm as an interdisciplinary area of knowledge should be used for explanation of such a complex open system as the economics.

1. The modern economics is an open system and has different levels of organization, the connection between them is carried out through chaos. We have to take into consideration, when economic subsystems come together, the whole is not the sum of the parts. Synergetic economy, unlike traditional economics, is based on the non-linearity, instability and self-organization of economic systems. The typical features are a spontaneous formation, changes at the macroscopic level, the emergence of new qualities, the stage of self-organization.

2. Disequilibrium in the economic system is the source of the emergence of a new organization or order. The processes of local ordering are carried out under the influx of energy from outside. In the highly non-equilibrium conditions, economic systems begin to perceive those factors that they would not perceive in a more equilibrium state. At the equilibrium point, the system has maximum entropy and therefore is not capable of any organization. In this state, the maximum of its self-disorganization is reached. In the conditions that are far from equilibrium, bifurcation mechanisms (dualities of the development path) operate in systems. Options for the development of the system are practically unpredictable.

Thus, the economy belongs to a class of systems characterized by the distinctive features of non-linearity and probability of development, fluctuating indicators in the dynamics of real time, the impossibility to assess the behavior of the economic categories parameters in the long term.

3. The fundamental principle of self-organization is the emergence and strengthening of order through fluctuations. Such fluctuations, or random deviations, of the system from some average position, are initially suppressed and eliminated by the system. But in open systems, due to the strengthening of non-equilibrium, these deviations increase with time and eventually lead to the loosening of the former order and the emergence of a new one. This process is usually characterized as the principle of formation of order through fluctuations. Since the fluctuations are of a random nature, it becomes clear that the emergence of something new in the world is always associated with the action of random factors.

As an example, innovation shocks, arising in the course of development, can be seen as the influences that lead to the qualitative changes in the economic system. An economy without innovations is forced to remain in a stable equilibrium, while the innovation shocks can lead to chaos. In the context of the traditional theory of economic dynamics there is no theory that can satisfactorily explain the irregularity of the dynamics of real economic performance. Chaos has remained something incomprehensible until the emergence of the modern non-linear dynamical theory. One more example of such fluctuation can be the influence of the COVID virus on the further development of the world, national and regional economics, labor market of professions and etc.

The synergetic paradigm in studies of economic processes leads to the development of effective models of the recovery from the crisis state, which makes it possible to find universal principles of self-organization and evolution of the complex economic systems. This approach does not cancel the fundamental mechanisms, laws, theories, hypotheses developed within the framework of traditional economics, but organically uses and improves them, allows applying these mechanisms as universal in the study of economic processes and phenomena.