

УДК 338.075.04

*FURSOVA TATIANA*

*Doctor of Economy and Finance,  
«Turan» university, Almaty, Kazakhstan*

### INNOVATIVE POTENTIAL IN ECONOMIC THINKING OF THE CONTEMPORARY SPECIALIST

#### Annotation

There is considered the political economy concept of the formation of the innovative thinking of modern specialist especially in the format of its undergraduate and postgraduate education in this article. A number of trends and stimulating factors of this problem with relying on the Government support and incentive aspects are suggested.

**Keywords:** innovation, thinking, motivation, stimulation, business, entrepreneurship

**Тірек сөздер:** инновация, модернизация, стимулирование, бизнес, пайда, табыс

**Ключевые слова:** инновация, модернизация, стимулирование, бизнес, прибыль, доход.

Modern stage of social development of the Republic of Kazakhstan is characterized by the active formation of market relations, dynamic and intensive improvement of human capital assets – the main factor of economic growth and social progress of the country. These constituent qualities make the individuum, the homoeconomicus both free and vulnerable. The rapidly changing conditions require from the modern man, the specialist, knowledge and skills providing his effective economic behavior. Otherwise, the man proves to be economically ineffective in the flood of socioeconomic transformations. This deprives him of the feeling of stability, security, possibility to provide the adequate foundation for his family, to competently invest his time and money, to organize his life in accordance with actual situation thus becoming the potentially effective man, not the potential outsider, not the dead wood of the economy. In connection with this, the innovative creative thinking of the individuum, his knowledge and experience in creative economic activity would make it possible to find the ways of solving the problem, without its aggravation, to realize himself when forming the desirable orientations. Consequently, there rises the question of the content as well as the possibility of formation and development of such thinking under modern conditions.

In the Republic of Kazakhstan the Strategy of Socioeconomic Development of the country till 2050, the problematics of industrial-innovative development for 2003-2015, State Programme of Forced Industrial-Innovative Development for 2010-2014 concern the socioeconomic modernization, including actualization of the questions of improvement of human capital assets competitiveness through the relevant socioeconomic programmes and innovative reforms.

In this respect, Elinor Ostrom the Nobel Prize winner in economics, pointed out two variants of socioeconomic policy. In the first variant she singled out the state as the main source of growth. The state has to determine the priorities, financial streams (through the state banks and exchange houses) the main production directions, etc. Thereat, the government demand is systematically important. The second variant is the strengthening of private firms and households which must gradually displace the government from the business zone. The government participation will consist in creating the most favorable conditions for functioning of the private economy agents.

It is well-known that in the periods of economic uncertainty the government takes additional authority in its aspiration to stabilize the situation, but then the government can only negatively affect the positive usage of market mechanisms of socioeconomic growth.

Consequently, different approaches to this question predetermine the place and role of homoeconomicus, the personality in the economic system, the priorities of his socioeconomic adaptation.

Reasonable assessment and scientific approaches to the contemporary model of the economic man can single out two significant moments. For the first model the main motivator of the man's economic activity is his personal interest which is limited, as a rule, to his material welfare. This being said, his abilities are understood as sufficient for competitive fight and achieving his aims. And "invisible hand" of the market ( according to Adam Smith ) fulfills the so-called "market rejection" in natural selection, determining the economically successful and unsuccessful subjects contributing , as a result, to the growth of the common socioeconomic welfare. Such approach to understanding of the economic man in the market relations format characterizes, to a larger extent, the anticrisis situation.

The second approach looks upon the economic man model as the more multisided one, including apart from the material interest of the individuum, his sociopsychological features, including his rational, emotional and behavioral level as well as his pragmatic economic thinking and behavior.

Consequently, the periodicity of socioeconomic reforms stipulates the ambiguousness and duality of understanding of modern homoeconomicus in the economic environment. Hence, making special reference to the active economic role of the individuum, it is possible to motivate the innovative economic thinking in respect to the competent man, especially the specialist, Bachelor or Master, bearing in mind the interdependent influence of economic thinking on the economic reality.

We assume that the markets, as a rule, are the best means of economic activity organization, on the one hand, and on the other hand, the rational individuum undertakes the decision resting upon the fact that the marginal benefit from his action exceeds the marginal costs. And this means that it is important to view the economic man as the actively thinking subject, determining, managing and organizing the socioeconomic reforms who himself forms consciously his effective thinking and behavior.

In connection with this, it is rightful to speak about the interdependent in the individual, cumulative and social economic thinking. There become evident the institutional conditions for the formation and development of the innovative economic thinking and the capabilities of the individuum as the subject of economic activity, as the individual innovator in realization of innovations as well as the abilities of innovative economic thinking. Simultaneously, it is useful to clarify the content of innovative aspects of economic thinking, including the social aspect and economic consciousness. A combination of both possess the common constitutive which results in the reflection of economic activity, but such conception characterizes the "economic consciousness" phenomenon, of course, within the limits of the priority of existence, which determines the economic consciousness, including the innovative direction and the paradigm of innovative thinking.

In this format it is possible to speak about the innovative economic thinking, bearing in mind not only the reflection and reproduction, but also the creative economic mental activity, in the context of which one can realize, with the maximum efficiency, the orientation towards the socioeconomic policy for the innovative reforms and scientific and technical progress.

The creative economic mental activity of the individual innovator can be maximum effectively realized from the point of view of subjective economic thinking which should be understood as the economic thinking of the subject of economic activity (individuum) rather than the market or the state thinking which characterizes sociopolitical, economic organization on the whole, and as the subject, determining and managing the economic processes through his economic thinking, which presupposes his transformative role.

In connection with this, at the bottom of the creative economic mental activity there lies the economic thinking, which reflects the economic activity, in which the individuum stays, i.e. the result of his economic socialization and the following active reproduction by the individuum of his experience, the formative, transformative effect on the economic processes, events and phenomena.

In the process of economic socialization of the individuum there also take place two ways of formation and development of economic thinking. First, it can take place under conditions of the spontaneous impact of the circumstances of economic conditions on the subject. Second, the formation and establishing of economic thinking can take place straightforwardly through the economic training, education where the process of economic thinking formation presupposes the combination of economic theory and economic practice of the individuum, group and work collective as a whole.

The final circumstance stipulates the necessity of the government participation in determining the objective socioeconomic conditions, because the economic thinking is mostly determined by these objective conditions. This means that changing of these conditions, restricted by the economic policy of the government, will change the economic thinking of the people. Thus, the institutional conditions of the formation and development of the innovative economic thinking justifiably include the necessity of the formation of the regulatory support (e.g. the legal protection of intellectual property) of the competitive environment.

The main institutional condition of the rational economic thinking consists in training the innovative specialists. In this regard it seems appropriate to create the infrastructures (schools, educational centres, etc.) realizing the educational programmes under conditions of innovative economy in the limits of state-private partnership. Therefore, it is necessary to rely on the experience of the existing system of professional economists training on the assumption of the national economy need.

Thus, the individuum, solving the concrete economic tasks and possessing or acquiring in this process economic training he needs in relation the essence of innovative economic thinking, will contribute himself to the new economic thinking. This is the way to solve the qualitative aspect of the issue.

#### Резюме

##### Инновационный потенциал экономического мышления современного специалиста

Бұл мақалада қазіргі заманғы ҚР ұлттық экономика саласындағы мамандарының экономика жайлы ой-пікірлеріне сараптама жасалған. Әсіресе, дамыған елдердегі бакалаврлар мен магистрларды дайындау мысалы негізінде бұл ой-пікірлерден инновациялық бағытталуына айырықша көңіл бөлінген.

**Тірек сөздер:** инновация, модернизация, стимулирование, бизнес, табыс, прибыль.

#### Резюме

##### Инновационный потенциал экономического мышления современного специалиста

В данной статье дана оценка современного состояния экономического мышления специалистов национальной экономики Республики Казахстан. Особое внимание уделено инновационной направленности такого мышления на примере подготовки бакалавров и магистрантов в развитых странах мира.

**Ключевые слова:** инновация, модернизация, стимулирование,

#### Summary

##### Innovative potential in economic thinking of contemporary specialist

This article reconsiders different conceptions of economical system if elaboration by chief western economists. From the authors point of view usage of these theory doesn't economists.

**Keywords:** import, innovation, business, product, economics, specialist/