

SOCIALLY ORIENTED FORESIGHT AS AN INNOVATIVE TOOL IN THE PROCESS OF MODERNIZATION OF RUSSIAN BUSINESS STRUCTURES

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Citizen participation in the development of the regional development strategy, the city has become the norm in the practice of modern management. In this regard, the research interest is technology foresight, which is increasingly used in social engineering. The article explains the need for socially oriented foresight as an innovative tool in the process of modernization of Russian business structures.

Keywords: socially oriented foresight, scientific and technological foresight, innovation system, government regulation of innovation policy in Russia, the modernization of business structures

Urgency of the study's topic. Gradual transition of the Russian economy to the innovation development model under the improvement strategy is intended to ensure stable and long-term development of socioeconomic processes in the sphere of production industry companies. The development mechanisms have different directions of impact due to transformation processes in the Russian economy and their peculiarity under the space organization of the economy of some state-run and private industrial enterprises. Traditional methods for management of socioeconomic development of industrial companies demonstrate their inefficiency under sharp structural changes due to transition to the market economic system and intensified competition for innovation development resources and cause the necessity to develop new tools mainly intended to ensure improvement processes.

Such situation causes the necessity to scientifically ground methodology approaches to creating socially oriented foresight as an innovation tool for improvement processes within industrial companies through their adaptation to the innovation development model.

The study's **subject** is socially oriented foresight as an innovation tool for improvement processes within industrial companies.

The study's **objective** is to ground scientific and methodological recommendations on creating an improvement mechanism for businesses on the basis of socially oriented foresight.

The research results and their discussion. In 2010, Russia's Ministry of Economic Development And Trade released a renewed Strategy of Innovation Development Till 2020, or Strategy 2020, which documented the course chosen by the Government. According to the Strategy, in 10 years Russia will be able to cover 10% of the global intellectual service market, while the share of the innovation sector in the national GDP will increase up to 20% [1].

Socially oriented foresight might be considered as one of the innovation tools for improvement of Russian businesses. Develop-

ment of foresight should consider peculiarities of each country as a study successfully held in one country can fail in the other one. It is necessary to develop the study methods taking into account possibilities and needs of Russia.

The foresight's objective is to define strategic lines of studies and researches, which can result in the most socioeconomic advantages, through working out of development scenarios, reaching a consensus on a preferable scenario choice and taking measures for its implementation. Among the most effectively used foresight methods are the Delphi method, critical technologies, scenario development, technology road maps and expert panel development [2].

The history of foresight studies in Russia extends back about 15 years. During this period, different institutions, organizations and research teams implemented projects aimed to define development prospects of various sci-tech lines, economy sectors, regions, etc. This proves that authorities and scientific community are not indifferent to problems and prospects of the development in science, technology and innovations, as well as to issues of foresight studies and their implementation in the Russian reality [3].

Areas of foresight's application are diverse. Some projects cover almost all spheres of science and sectors of the economy in the national scale. Other projects are focused on local technology and research aspects, a certain economy sector or social problem. The scope of a foresight project is primarily determined by the investor's interest and sphere of his activity. At present, the following trend is observed: foresight is actively implemented at the level of particular Russia's regions. These local projects can last from several months to several years [4].

Introduction of foresight in the world is associated with the Delphi method, which was developed by the RAND Corporation and used for forecasting. It is considered one of the key foresight methods. Some foreign and Russian scholars support this hypothesis.

If foresight is associated with the implementation of the Delphi method (UNIDO P. 10) developed by the RAND Corporation, it is over 60 years old then. Some technology foresight methods were used in defence researches in the 1950s. Then this tool was adopted by the economy, social sphere and politics from the defence sphere and the field of corporate secrets. Since then, the first stage of the foresight era started. It gained popularity. Some countries even try to demonstrate their attention to foresight: «In the 1990s, governments of the USA, Great Britain, Germany, Japan and Australia started using foresight actively. In the beginning of the 2000s, the number of countries implementing it exceeded 30. At present, not only Western Europe, Japan and the USA, but also some developing countries and countries in transition: new EU members like Hungary, Czech Republic and Poland, use foresight» [5].

At the second stage, when more attention was paid to the development of socially oriented foresight, which estimated social and cultural consequences of introduction and implementation of technologies like impact of the Internet on family or political institutions and labor management, the word 'technology' was used rarer. Finally, foresight began focusing on problems unsolvable for a country. Technology forecast was used to consider such problems as hunger, poverty, safety, etc. During the transition to the third stage, foresight turned into a technology of elite negotiations, a way to reach a consensus on the future in the society.

At present, at the third stage of the development, foresight is used as a system tool for impact on the formation of the future, which enables considering possible changes in all spheres of public activity: science, technologies, economy, social and public relations and

culture. Necessity for foresight is determined now by the following factors:

- intensified competition;
- limited state financing;
- increased complexity and enhanced role of scientific and technological competence.

Foresight is intended to:

- improve the decision making process;
- control technology choice;
- create alternative lines for the future development;
- strengthen the training process and enhance the readiness to act under unforeseen circumstances;
- stimulate changes.

Creation of long-term forecasts and development programs is a requirement for the development of the innovation economy of both companies and the country.

Theoretical and practical value of the study: it contributes to the development of the foresight theory implementation at the level of an organization and enables better understanding of the notion and essence of socially oriented foresight and its role in enhancing the company's competitiveness, as well as more accurate grounding of lines of the business entity's innovation strategy development.

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