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**GENERAL CONTEXT OF ECONOMIC AND LEGAL REFORMS
INTERNATIONAL COMPARATIVE STUDIES (EXAMPLE OF
INNOVATION DEVELOPMENT)**

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The article deals with the basics of comparative analysis of economic and legal reforms in international dimension. On the example of innovative development the features of foreign experience adaptation in economic and legal reforms were considered. The features of foreign experience perception as the "other" image as part of reform`s socio-cultural component.

Keywords: *comparative studies, reform, innovation development, the perception of the system.*

Introduction. In practice common situation is when the purpose of state in some area (institutional, legal, economic and so on) is quite specific – «Other», i.e. more effective system, but the mode of action actually shows that the movement occurs in the opposite and wrong direction (resource orientation of economy, property differentiation, corruption, reforms braking, etc.). In this context, the relevance of interdisciplinary analysis due to the fact that the gap between real and desired («Other» in a broad sense) direction of economic development is caused by factors of social dynamics and self-organization because of the complicated mechanism of linkages.

Methods. In general comparative

economic systems is the subfield of economics dealing with the comparative study of different systems of economic organization. Even in the absence of substantial differences between countries, the comparative study of economic systems of resource allocation is of considerable value in illustrating the implications of alternative methods of resource allocation, including markets, households, centralized allocation and custom [1].

Therefore analysis of perception of «Other» in system of social interaction in general and «Economic Other» in particular acts as a basis of practical aspect of economic comparativistics, which along with evolutionary political economy brings

understanding of economic structure of society beyond abstract model of market economy, studying its historical and sociocultural factors. The necessity of this caused by the understanding that economy is monetary manifestation of policy and culture, but leading nations is determined exactly by economic development. Therefore actors, including government, firstly at expert level, begin to understand that in present conditions its necessary to change management approaches to achieve the synergies in perception mechanism.

Main purpose. In this research we consider the role of image of «Other» as one of constituent elements of economic outlook on example of innovation area, because it must become the base of "new" economy of transitional countries that already exhausted the potential of industrial structure and now are at a critical stage of selection of further development. We should note that in this study innovation should not be interpreted simply as some technological development but as a complex of socio-economic processes that cause qualitative changes. Therefore, we believe that innovative sector forms the most effective field analysis of a wide range of differentiations.

The central concept of our analysis is innovation system as a complicated system of institutions and agents that provides multilateral cooperation and thus enhances the role of legal, social capital and «relationship capital». With this innovative ecosystem forming aspect forming as a combination of factors of space innovation and interaction of target audiences is connected.

Main results. Comparative analysis of economic systems is the formation of ideas about the economy of the country as a

single, interconnected education – the economic system created by the development of forms of economic activity, economic institutions, and their adaptation to the specific historical and geographical conditions of existence of country and nation.

Putnam (1993) maintains that long history of cooperation in community, its social capital, determines the ability of its members to cooperate in public goods production [7].

Within this approach the factor of «Other» is important while analyzing the impact of other innovation systems through modification of innovation impulse, i.e. element (solution, reform, partnership, transfer of experience and its adaptation, action at all), which aims to improve the functioning of current system (or list of systems).

In 1960-70's Kon emphasized that term «national character» implies comparison and fixing of differences. We underline that the «Other» does not always mean «enemy», and can be perceived as a partner, sometimes even as an example for imitation or an object for comparison. But complexity and internal inconsistency of «Other» as an object for comparison evidences in society assessments reforms according «foreign models».

So factor of perception of «Other» is important, because innovation system cannot simply be «installed», but requires long «cultivation» and evolution through perception. By analogy with the concept of neural networks, the development of this system occurs firstly through the formation of links between elements with positive feedback and then to strengthening feedback and development feedbacks, which are used more often. The concept of

«cultivation» explains why some societies generate better than others effective administration (i.e. management and social innovations). So we come to the necessity of understanding of driving forces of innovation process to identify unique innovative methods of market leaders and to understand what explains their success and uniqueness.

We stress that economic market conditions are favorable conditions for businesses, effective economic strategy, institutions and development tools, concept of which should be consistent with social contract. Innovation economy is based on agreements, mutual respect and mutual consent of people because it brings together free people in cooperation (well known modern models of innovation development through cooperation at various levels – co-innovations). In cooperation innovation (innovation ecosystem concept according to Hwang W. and Horovitt G. [3]) actors can be very diverse. Generally subjectivity should be considered as the ability to create value, capacity for cooperation that is more important than competition (or monopoly) to sales and consumption values. According to the Code of Good Practice for public participation in decision-making are four levels of interaction: information, consultation, participation and the highest – partnership.

The interaction between economy and culture is widely studied, in particular psychologist Vashchenko G. in study «Educational ideal» [8] substantiated dependency ethnopsychology upon method of management. A detailed study of effect of economy on culture done Wolfe E. in «Europe and the People Without History» [9]. However, the analysis of available studies have shown insufficient attention to

peculiarities of perception of «Other», which is important because the economy can't bring people together and must be some common national framework. In this context culture teaches equally respect the individual and society, and politics in broad sense provides the coordination of different interests. We note that the relevance of this aspect is caused by that, despite the fact that we deal with a quite complex systems, we have almost no experience in strategic management in this area. Also, we believe that this aspect is important within the analyzing of innovation as a complex system and information model that has a functional purpose and commitment.

In the context of complex forms, perception of «Other» consists in making and adoption of difficult decisions, which requires clearly explaining of the purpose and expected outcome of reform. Uncertainty of own objectives leads to confusion with other ideas and identities. In low efficient economy links with negative feedback appear and society and economy become weaker. The system is preserved and becomes resistant to changes, which is caused by fact that in conditions of absence of feedback mechanism two extremes raises – prevention and (or) inflated estimates regarding «Other».

Innovation as a system interacts with other objects in environment that determines its communicative function. Human accept only what he understood and understandable fact is based on “His”, but «Other», incomprehensible can be assimilated into «mythical» perception or negative vision. Understanding the «Other» reveals new facets of their own, contributes to better understanding of current situation and new assessment or reassessment. Thus the perception of «Other» is especially

important in transfer factors of innovations affecting the interaction between participants of innovation process, information flows between them (for example, social values system, formal and informal linkages between economic actors, degree of confidence etc.).

The image of «Other» we propose to consider in two levels of innovation system:

– generation of innovations (through the necessity to harmonize interests often differently directed);

– perception of innovations (adaptation to using).

At these levels it is advisable to analyze the impact on the number of individuals involved in the process and direction of broadcast content within individual subjectivity reflected that includes three interconnected phenomena group: intern individual impact and perfect “Other”.

The first aspect consists in the fact that for each innovation support network can be considered. This network leads to innovation appearing (i.e. certain state of society and its understanding of «Other») and includes a set of information and socio-economic relations, which enables and supports its proper use.

The second aspect is connected with using of innovation and based on understanding that in analysis of technology life cycle, isolated group of users by adapting to use of innovations are identified. They are differed by the type of reaction to innovation, because they have

unique psychographic portrait – combination of psychological, social and demographic characteristics, causing a reaction to external factors of environment. Studies show that «innovative» group (up to 15% users) willingly accepts new ideas. Early majority that accept innovation earlier than the average consumer and late majority (up to 70%), which accept innovation only after majority has already tested. We believe that this typology can be extended to the field of social innovations.

Conclusion. Comparativistics along with evolutionary political economy brings understanding of the economic structure of society beyond the abstract model of a market economy, studying the actual relation between the different types of market and non-market economies that exist (or existed) in the world. It allows to analyze the possibilities of social and economic policy of state in ensuring of macroeconomic stability and economic growth. This study leads to an understanding of the different economic systems as a specific stage of development of economic types of social relations. In this research it was shown that analysis of perception of «Other» is important because today most countries rebuild their economies on basis of innovation, choosing model the most appropriate to national peculiarities through testing different foreign instruments relating to national specificities.

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**ЗАГАЛЬНИЙ КОНТЕКСТ МІЖНАРОДНИХ КОМПАРАТИВНИХ ДОСЛІДЖЕНЬ
ЕКОНОМІЧНИХ І ПРАВОВИХ РЕФОРМ
(ПРИКЛАД ІННОВАЦІЙНОГО РОЗВИТКУ)**

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У статті розглянуті основи компаративного аналізу економічних і правових реформ в міжнародному вимірі. На прикладі інноваційного розвитку розглянуті особливості адаптації іноземного досвіду економічних і правових реформ. Визначено особливості сприйняття іноземного досвіду як способу «іншого» як елемента соціокультурного складової реформ.

Ключові слова: *компаративний аналіз, реформи, інноваційний розвиток, сприйняття, система.*

**ОБЩИЙ КОНТЕКСТ МЕЖДУНАРОДНЫХ КОМПАРАТИВНЫХ ИССЛЕДОВАНИЙ
ЭКОНОМИЧЕСКИХ И ПРАВОВЫХ РЕФОРМ
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В статье рассмотрены основы компаративного анализа экономических и правовых реформ в международном измерении. На примере инновационного развития рассмотрены особенности адаптации иностранного опыта экономических и правовых реформ. Определены особенности восприятия иностранного опыта как образа «другого» как элемента социокультурной составляющей реформ.

Ключевые слова: *компаративный анализ, реформы, инновационное развитие, восприятие, система.*