

Ethno-economy in terms of digitalization of Russia

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Abstract — The purpose of the article is to justify the need to integrate the Russian ethno-economy in digitalization processes.

Achieving this goal involves solving a number of scientific tasks: identification of activities corresponding to the new vector of ethno-economics in the conditions of digitalization; the discovery of the possibilities that the vector of new ethno-economics has in the context of the ongoing digitalization of economic systems; identification of specific organizational characteristics of business incubators for the production of ethno-economics subjects.

Modern economic transformations lead to a splitting of the ethno-economics studied object, the emergence of absolutely new activities, usual for various ethnic groups, economic energy, business activity, ways of transforming the living environment. Accordingly, additional components are formed in the structure of the theory of ethno-economics and new development vectors are created, these factors transform this theory and increase its cognitive abilities.

At the same time, the impact of deep and dynamic socio-economic transformations leads to a change in the applied capabilities of the theory of ethno-economics, addressed to various fields of the peoples' economic energy application, including new economic practices based on modern digital technologies.

Keywords — digitalization, ethno-entrepreneurial self-identity, technological changes, ethno-economics

I. INTRODUCTION

The active development of information and communication technologies has led to the expansion of the boundaries of their use and to the systematic digitalization of the modern countries' economies. Recently, economists take position that the digital ecosystem of the region is an instrument for effective management of the economy of a territory, within which the organization of business processes takes place online [1, 2]. It is well-established information and communication processes that can be a measure of the effectiveness of digital economic systems [3].

It is legitimate to ask the question of what happens in the conditions of digitalization with ethno-economics, which performs a number of important stabilizing functions and acts as a kind of "shock absorber" for complex economic systems? In our opinion, we can say that the technological changes that have taken place have led to the emergence of a new vector of ethno-economic development, which corresponds to the forms

of economic relations within the economic practices of peoples emerging from the transition of the measure threshold from the industrial economy to the new knowledge economy, that is, during deep technological changes and related organizational, institutional and other transformations, as well as processes of global integration and national differentiation.

The above-mentioned enumerates the study of the new vector of ethno-economics in the current digitalization of Russia.

Let's look on the words of the deputy of the State Duma of the Russian Federation, Elena Bondarenko, that she said at the international round table "Ethno-economy as a factor in the development of territories and preservation of cultures of peoples in Russia and the far and near abroad countries", which was held on January 31, 2019 in Moscow, as the importance confirmation of the ethno-economics studied problems: "We live in an interesting time, when business is rethinking, the accelerated process of globalization and cultures' exchange. Ethno-economy is a part of the big economy of the Russian Federation, which is an effective platform for the development of innovations, preservation of cultures, traditions, and languages of the peoples of Russia" [4].

II. MATERIALS AND METHODS

The methodology of the regional economy, laying the foundation for the formation of a theoretical model of the functioning of ethno-economics in the economic space of the territory, was formulated in the works of A.G. Granberg [5], Yu.S. Kolesnikova [6], V.N. Ovchinnikov [7]. The ethno-economic aspects of the development of economic systems in the context of globalization are considered in their works by V. Ya. Akhmetov [8], S.V. Panikarov [9], N.M. Surnina [10], O.V. Pechura [11]. It is necessary to note the diversity and diversity of approaches to the disclosure of individual parties outlined in the study topics. However, the theoretical and methodological aspects of the study of the vector of new ethno-economics, as well as options for realizing the creative potential of specific ethnic groups in the context of ongoing digitalization, have so far remained on the periphery of scientific research.

The article uses the methods of systematic, monographic, structural and logical research. Each method is used based on functionality.

III. RESULTS

Due to the presence of many ethnic groups with specific resources for the development of their economic activities, the Russian economy is able to form a variety of forms of ethno-economics that fit the context of modern digital transformations and allow generating competitive advantages based on the ethnic potential of creation, which is still underestimated.

Let's see to activities that correspond to the new vector of ethno-economics in terms of digitalization:

- ethno-marketing — an interconnected set of methods of market promotion of the benefits that a particular ethnic group creates or participates in their turnover;
- ethno-management — an interconnected set of mechanisms and management models created by a particular ethnos and adequately embodying its creative energy in the conditions of modern transformations;
- ethno-trading on the Internet includes the mechanisms and models of electronic commerce based on the use of the capabilities of modern information and communication technologies that realize the creative potential of a particular ethnic group, adapted to its environment of existence and the dominant type of its economic behavior;
- ethno-coaching — adapted to the dominant type of economic behavior of a particular ethnos and created by it an organized set of mechanisms and models for the development of new competencies that are in demand in the context of modern transformations;
- models of ethno-financing and ethno-investment began to emerge in the context of modern transformations due to the process of financial transformation of the world economy and the dominance of financial markets.

Creating productive management mechanisms based on the realization of the creative potentials of various ethnic groups has great importance for the multinational economy of modern Russia since it will allow solving management problems taking into account different stereotypes of national behavior and optimizing transaction costs in the management process.

In turn, the attraction of hidden resources to the development of a new ethno-economy acquires a special significance in the conditions of limited access to resources of external financial markets introduced to Russia over the past few years and of a strategic nature [12]. But to attract such resources, non-standard actions are needed.

Let us reveal the possibilities that the vector of new ethno-economy has in terms of meeting the needs of productively embedding the national economic system in the development of the global economic system in the context of the ongoing digitalization of economic systems. They caused by the interaction of the following factors:

- combining the resources of ethno-economics associated with the creative energy of certain peoples, as well as the resources arising in the conditions of modern transformations;
- the formation within the framework of this combination of synergistic effects in the form of competitive advantages with which the subjects of the new ethno-economy are endowed;
- requirements to have the necessary competitive advantages, which are presented by a developing global

economy to all national economies that claim to be successfully incorporated into this economy.

IV. DISCUSSION

The theory of ethno-economics in some way showed its applied potential in relation to traditional economic practices, but the context of modern socio-economic transformations requires an increase in its applied capabilities.

Next, we will consider one of the priority needs of modern business practices corresponding to the new vector of ethno-economics — an assessment of the capabilities of business incubators for training ethno-economic subjects focused on a professional, technological approach to this process. Let us pay attention to the fact that the traditional mechanism for selecting and training ethno-economic subjects within a family or a small community of people of the same nationality, leading relevant economic practice, no longer meets the needs of developing new forms of ethno-economics, in which the possibilities of modern science and digital technologies are realized, advanced organizational mechanisms and adaptive institutions. The business incubator model has positively recommended itself in many areas of training for the subjects of the modern economy, so it makes sense to use it to form the subjects of ethno-economics.

Let's imagine the main advantages of professional training of subjects of ethno-economics in the framework of special business incubators:

- such training enables participants in ethno-economics to get easier access to various kinds of services associated with the business incubator mechanism that are not readily available in the mode of individual treatment of subjects of ethno-economics, taking into account their income opportunities and the level of development of social communications;
- business incubator frameworks provide an opportunity to reduce the cost of rent for office space, get easier access to information network resources, multiplying equipment and other elements of modern business infrastructure;
- supporting the subjects of ethno-economics on the basis of the participation of the territory in financing the activities of business incubators contributes to increasing the confidence of these subjects in territorial authorities and lays a solid foundation for the development of trust and interaction between the territorial administration authorities and the subjects of ethno-economics;
- professional training of subjects of ethno-economics within the framework of business incubators provides a solid foundation for the further increment of competences, which is of particular importance for the forms of new ethno-economics;
- training in business incubators consolidates highly disconnected subjects of ethno-economics, contributes to the development of communications between them, as well as communications between these entities and other participants of civil society, which is important for the socialization of ethno-economics;
- training in business incubators contributes to the success of further clustering of subjects of ethno-economics.

In the scientific literature and statistical reporting data, there are no cases of creating special business incubators for training ethno-economic subjects, which is explained by the peripheral position of this sector and the well-known underestimation of its capabilities by the state economic policy makers, as well as state and municipal governance mechanisms.

We offer specific organizational characteristics of business incubators for the preparation of subjects of ethno-economy:

- the use of flexible organizational forms of activity, reliance on trust in mentors, which means abandoning rigid organizational mechanisms in an environment that is characterized by a very narrow base of trust, reliance on continuity and a cautious attitude to innovations; turning to business incubators, the subjects of ethno-economics should find there mentors with sufficient experience in relevant business practices and authoritative for those who are interested in acquiring new competencies, otherwise the increment of competencies will not take place;

- affiliation of business incubators for the preparation of subjects of ethno-economics to non-profit organizations, what is explained by the need to save them from the pursuit of profit;

- interaction of business incubators with supporting funds for ethno-economic development, consolidating target resources to support this process, which means targeting business incubators to specialized financial and investment organizations adapted to the special conditions and objectives of ethno-economic development, created with the participation of the most mature and capable subjects of this spheres.

It should be noted that the professional training of the subjects of ethno-economics within the framework of specialized business incubators corresponds to the National Technology Initiative aimed to create new markets and creating conditions for Russia's technological leadership by 2035.

Specialized business incubators, adapted to the conditions and objectives of the development of ethno-economics, are able to solve the characteristic problem of this sphere — its relative isolation “for itself”, focusing only on those resources that are traditionally used in its activities. In the field of ethno-economics, special mechanisms for the transfer of skills and knowledge from experienced craftsmen to their successors have been formed. As a rule, such mechanisms are focused on the scale of a household, a clan, a neighboring community, a narrow nationally-closed community living among representatives of other ethnic groups, which causes corresponding built-in restrictions in the training of subjects of ethno-economy.

Let us to show the objective laws must be taken into account in the economic policy of the Russian state, addressed to the sphere of ethno-economics in the context of ongoing digitalization:

A. National economies of the most successfully developing countries are growing, relying on individual sectors in which the creative potential of a people can be realized to the greatest extent, where behavioral stereotypes and specific ways of interacting with the external environment find the greatest response in the form of maximum results. In

other words, the sectors of activity that most closely correspond to the natural environment, the historically formed conditions of evolution, and a specific ethnic character always become the support for the national economy. In the future, the launch mechanism of other sectors of activity that receive development impulses from the initial bridgeheads (supporting sectors) of the development of the national economy is triggered, as a result of which it unfolds into a self-developing dynamic system, as exemplified by the development and development of national economies of dynamically developing countries of East Asia (China, Japan, South Korea, Malaysia, etc.).

B. In developing of the base supporting sectors of national economies and deploying them to dynamically evolving economic systems, the main role is played by the national state, which, while implementing market transformations and shaping the modern economic structure, chose to retain control over these supporting sectors, which further ensured the dynamics of economic growth and preservation of self-development potential of the national economy and its leading position in the movement of the global economy.

C. Reliance on the originally formed and most appropriate to the creative potential of the people of the national economy sector determines the process of professional training of subjects of ethno-economics in specialized business incubators, which means:

- compliance with the continuity in the development of these entities;

- the formation of new business practices in this area solely based on the accumulated experience in the development of traditional business practices;

- refusal of projecting in the preparation of subjects of ethno-economy and the creation of its innovative directions of development.

V. CONCLUSIONS

We would like to pay your attention to the fact that the professional creation of subjects of ethno-economics in the conditions of digitalization ensures that this sphere will reach a new level of competitiveness. The authors of the article do not share the opinion of some economists who believe that the extremely low competitiveness of ethno-economics does not allow it to ensure its incorporation into global value chains, therefore it is almost completely determined by purely domestic demand and corresponds to the logic of the simplest, original reproduction. The results of our study of the new ethno-economics vector in the conditions of digitalization of the Russian economy do not allow us to agree with this position. At the same time, the available opportunities to improve the competitiveness of the subjects of the new economy suggest a transition to their professional training, including using specialized business incubators.

We will conclude our article with the words of Natalia Dolgareva, Chairperson of the Council of the Russian Public Organization Ethnobusiness Forum, who believes that “it is necessary to promote the consolidation of state authorities, large commercial structures and non-profit organizations, small and medium-sized businesses in order to create market-oriented, innovative mechanisms for ethnical business and

such branches of ethno-economics of Russia, as products of folk art crafts and crafts, traditional agricultural products, ethno-fashion, ethno-sport, etc., to maintain and integrate into a market economy, and, moreover, be able to monetize traditional knowledge, cultures and traditional economic activities of the peoples of our country, as well as stimulate foreign trade and the promotion of Russian products and brands abroad; form an ethno-entrepreneurial self-identity, initiate the inclusion of ethno-economics in the Strategy for socio-economic development of the Russian Federation as one of the most important areas of state development, its security and stability, preservation of traditional national material and spiritual cultures of peoples, creating a favorable environment for realizing the original creative potential of every citizen for prosperity of the state. In a multinational country — the economy is multinational!” [4].

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