

# Noospheric Innovation Studies and the Concept of Russia's Social and Economic Development

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## Abstract

**Background/Objectives:** The aim of this study is to develop an algorithm for multiple solutions of problematic situations and offer an original structural-functional model of modern social and economic policy, to formulate conceptual foundations of the development of socio-economic mechanisms for its implementation at the federal, regional and municipal levels.

**Methods:** The study is based on the methods of scientific research: Comparative-historical, systemic, specifically sociological, factorial, and scenario ones, as well as statistical analysis. In addition, during the study of the institutional foundations of the integrated support for small economic entities on the corporate principles the concepts and categories of evolutionary-institutional theory are used. **Findings:** The article substantiates the conclusion that noospheric model in the civilized forms is an important condition for sustainable development of the economy and the entire public life, implementation of the person's creative potential, it also represents the program that is theoretically, doctrinally and conceptually grounded and practically approved and which discloses the corporate principles of sustainable development of the regions. In addition, it is established that with the help of corporate principles the conditions for the increase of the business environment are created, it is shown that small businesses, supported by social creativity of people, is able to implement the principles of the welfare state, to ensure social stability, and form a progressive social structure of society.

**Applications/Improvements:** The study can serve as a theoretical foundation for the development of specific national and regional programs to support small business in Russia, it will allow receiving considerable extra-budgetary resources, significantly increasing revenue growth of low-income segments of the population, expanding the range of social services and improving the quality of life.

**Keywords:** Corporate Property, Noospheric Corporate Model, Noospheric Consciousness, Noospheric Philosophy, Noospheric Lifestyle

## 1. Introduction

Carried out under the auspices of the United Nations at the level of Heads of State and Government of the International Conferences and Meetings, such as the Earth Summit on Environment and Development (Rio de Janeiro, June 1992), the International Conference on Population and Development (Cairo, September 1994), the World Summit for Social Development (Copenhagen, March 1995), UN Climate Change Conference (Berlin, April 1995), confirm the validity of the concerns of the international community about the critical state of civilization, the need for a fundamental change of the social

paradigm of development of both the world community as a whole, and each country to ensure the transition from the current state to the sustainable forms of development<sup>1</sup>.

The United Nations International Conference on Environment and Development held in Rio de Janeiro (UNCED) in 1992 developed and adopted the "Agenda 21" action plan and formed the principle of 'sustainable development' which the UN member states pledged to follow in dealing with environmental problems. The task of the upcoming 2017 Earth Summit is to evaluate the results of implementation of UNCED decisions for the 10-year period.

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The Presidential Decree No. 440 of April 1, 1996 approved a document entitled 'Concerning the Concept for the Transition of the Russian Federation to Sustainable Development', prepared by the Ministry of Economy, however in reality to address the most pressing environmental problems in our country during the past period apparently insufficient measures have been taken<sup>2</sup>.

The unsatisfactory situation in this area is typical not only for Russia. The Resolution of the 19<sup>th</sup> Special Session of the UN General Assembly considered in June 1997 the results of the Member States in the field of environmental protection over five years after the conference in Rio de Janeiro, it was recognized that "the overall trends with respect to sustainable development are worse today than they were in 1992" and "much remains to be done to activate the means of implementation set out in Agenda 21, in particular in the areas of finance and technology transfer, technical assistance and capacity-building"<sup>3,4</sup>.

In preparation for the Earth Summit the Secretary-General of the United Nations was entrusted to submit "Review of the Progress in Implementation of Agenda 21 and other UNCED documents". It is expected that this document will receive a great political resonance and its discussion at the Summit will end in action-oriented decision-making. It is intended to determine on the basis of broad consultations, three or four "progressive sustainable development goals" achievable in a given country in the period from 5 to 10 years, which generally would facilitate the transition to a sustainable global society.

Governments are encouraged to establish national preparatory committees which would prepare national reviews and performance assessment of the States concerned to implement the UNCED decisions, and organize other activities for the preparation of the Earth Summit.

In order to prepare and implement an appropriate participation of the Russian Federation in this important international forum, in our opinion, it is required to involve intellectual potential of Russian science in addition to the administrative resources of the state, as well as use the aspiration of Russian citizens to contribute to the solution of local, regional, national and global environmental problems. A prerequisite for this is timely information to the public about the upcoming 2017 Earth Summit and its objectives.

States of the world, the international community increasingly recognize more clearly that neither the traditional capitalist socio-economic model implemented to achieve the current level of prosperity by the developed

countries, nor experimental socialist model can overcome the growing global economic, environmental, social and other threats to the mankind.

An active search for a new model is carried out, which should take into account the continuity of tasks of social, economic, cultural development and protection of the natural environment of all countries and peoples, and should be based on the change in the scale of values of the leading centers of the world community, on the optimal conceptual approaches to the development of a strategy for sustainable development of the world, and to the settlement of socio-economic, research and practical tasks. This fully applies to Russia, which is in the midst of the world's controversies, global problems and has not yet determined its place in the geopolitical space. It needs more than ever a modern doctrine of social development, which will determine the strategy for social change in the future, acquire a form of state ideology and consolidate society on the way to solve creative problems. The above stipulates the relevance of this article as well as the need to find unconventional resources (managerial, intellectual and social) for the country's breakthrough on the basis of sustainable development.

## 2. Concept Headings

The authors express their views on this issue which require a broad discussion, comparison with other views existing in science and society. Only in this way the modern doctrine of social development can be worked out and adopted by the community. The principle of sustainable development according to the laws of nature or nature-aligned can be laid into its foundation<sup>5</sup>.

So far, neither the international community nor the individual countries and Russia take adequate measures to prevent a global disaster. Meanwhile, science has convincingly proved that in the issue of human survival neither the local community, nor the individual citizens can hope that they will not suffer the common fate. The fall in the abyss of non-existence may occur in already the middle of the XXI century. And if the disputes about the timing of this fall and numerical estimates are possible, the main thing is obvious: If the modern trends in the relations between nature, society and human remain, in a few generations the global community will inevitably come to a dangerous threshold, when evolution will become irreversibly regressive.

What can be opposed to the planetary environmental threats?

The answer to this question is given by the world science, in particular by Russian science: We need a new paradigm of social development- the noospheric one- and the corresponding strategy for sustainable development which should become a unifying ideology of the international community as a whole, and each state separately.

The ideology of sustainable development is already partly reflected in the legal documents of Russia and is enshrined in the Concept for the Transition of the Russian Federation to Sustainable Development (Presidential Decree No. 440 of April 1, 1996). The document defined the general objective of the development of Russia as the formation of the sphere of the mind (noosphere) when the spiritual values and knowledge of the person who lives in harmony with the environment will become a measure of the high technology and individual wealth. The concept presented outlines of the strategy for creating such a society: Breaking of mass thinking stereotypes and biospherization of individual and social consciousness. It stresses the need for restructuring the activities of the Government of the Russian Federation in accordance with the concept requirements, for developing the strategy of Russia's transition to sustainable development. However, the managerial mechanism for the implementation of this fundamental document has not only started operating, but on the contrary, was subjected to deformation and distortion<sup>6</sup>.

What should be done to stop the degradation of nature, and finally start accumulating resources for future development? The answer to this question is in the Russian history, in various scientific schools, representatives of the creative intelligentsia, there is lacking only the political will to take the adjusted policies, create the state ideology on its basis and to share this truth with the citizens, for whom it will become a unifying idea. The concept of noospheric-corporate development of the society in the XXI century which is the central idea of our study could be such a unifying idea, the modern paradigm of development for the whole world, especially for Russia.

Of course, some of its provisions, especially the implementation technologies, require creative discussion, refinement, but its principles are known: the unifying idea is noospheric development (noospheric socio-economic formation); economic way to implement it is a corporate mechanism creating modern motivation to work in people on the basis of corporate ownership and innovative social systems.

For Russia by force of a number of historical and social circumstances it is easier to change the ideology of unrestrained consumption and lack of spirituality for the priority targets- improvement of the quality of life and reasonable satisfaction of natural needs. The very idea of noospheric development belongs to the Russian scientists. It is not by accident. For centuries, the Russian way of life was nature-aligned, which defined the mindset of the people and the intelligentsia, for example, of Russian cosmists<sup>7</sup>.

There are vast natural resources in Russia that enable to create technologies of their reasonable and sustainable management, to maneuver resources, involving information and intelligence more actively in the everyday life, gradually reducing the barbaric exploitation of natural resources.

Technologies of maintaining a balance between the opportunities of the biosphere and the public needs to meet the good things of life confirm the relevance of the problem, developed by social innovation studies and relevant modern technologies in all spheres of life- economic, social, political and spiritual. But turn to the noospheric civilization will begin with a fundamental change in the spiritual life.

The Russian science formed its own understanding of the noospheric concept; innovative technologies are developed to implement the noospheric path in the field of economics, organization of social life, and in the field of public education innovation.

The structural part of the concept is being developed with regard to the Russian cosmism, traditional principles of popular culture, spiritual commonality, corporatism, rising to a communal type of relations and social production.

There appear such bio-adequate technologies (procedures, methodologies, textbooks) in the Russian science which allow creating holistic thinking, harmonic perception of the world and the unity of the spiritual and the material, man and nature in cosmic space and dimension. It is important to note that this type of harmonic relationships in the socio-cultural sphere has deep historical roots: The basic form of social life of the Russian people (the community); primitive democracy of relations (Popular Assembly); nature-aligned lifestyle and activities of the Russians<sup>8</sup>.

In the era of the systemic crisis of modern civilization there is no other way out of it, except to include intelligent creative beginnings in modern detection and blocking of increasingly emerging new, unpredictable threats to

humanity. One of the main reasons for the impending disaster, as noted in the "Agenda 21", adopted by the Rio de Janeiro conference in 1992, is in production and consumption patterns, in criminal wastefulness of a small group of developed countries being the rich part of humanity. For example, the USA wants to turn this country into a clean village, but due to the destruction of the vital forces of others. They can only do so at the expense of quality of life and its real reduction in 80% of the remaining inhabitants of the planet. Social selfishness of the developed countries meets more organized resistance of the developing world, who does not want to be a victim of this policy. A civilization of noospheric development becomes an alternative to this policy, with the corporate way of management inherent in it, as historical experience shows. It involves billions of people in the process of ownership, disposal and use the property which has always been and will be the basis of a fair social organization.

### 3. Results

The authors have developed the outlines of noospheric-corporate doctrine, technologies for its implementation and practical start-up in the Russian context.

Today noospheric projects and technologies make their way, in spite of the existing innovative conservatism in the society and wielders of power. Therefore, the task of forming the noospheric and corporate culture, noospheric and corporate philosophy is one of the central problems in the field of social innovation studies, which is intended to create a new generation of managers who are able to meet the challenges of the 21<sup>st</sup> century. It is impossible to solve these problems without innovating local communities. Each such community, regardless of its natural geographic and other location provides itself with the necessary energy, water, food, aims to provide a decent life for its citizens. However, every house, every family are environmentally, informational connected with any cultural and administrative center of the Earth, the energy of which will largely determine the ethno-cultural development of the country and the entire mankind. Creativity, will, self-consciousness, environmental and corporate culture will largely determine the shape of the future society<sup>2</sup>.

Noospheric-corporate socio-economic system must:

- To absorb all the best of what has been accumulated by the world community during its development, taking into account the specifics of Russia

- Ensure the movement of society towards the development of the noosphere.
- Upgrade the production method.

The main slogan of such mode of production is "Everything in the name of the person and the biosphere preservation, everything for the benefit of present and future generations".

Characteristic features of the noospheric-corporate formation are:

- Priority ranking in solving the problems associated with the survival of humanity and the biosphere preservation.
- Mixed economy with various forms of ownership (public, corporate, individual, and others).
- Market relations in the sphere of production and distribution of wealth.
- The opportunity to get free health care for all categories and groups of population.
- The opportunity to get free basic types of education: General, secondary and higher.
- Getting mostly free housing.
- State support of science, culture, sports, childcare facilities and a number of other kinds of social and cultural activities.
- Equality of human rights and freedoms in accordance with generally recognized international norms and principles, regardless of gender, race, nationality, religion and other circumstances.
- High level of responsibility of citizens.
- Guarantee of social support for old age, illness, disability, loss of breadwinner, for the upbringing of children and in other cases.

The main purpose of noospheric-corporate formation is to create a highly moral socially just and prosperous society with a favorable habitat. To achieve this goal in the strategic plan our actions should be directed towards:

- The spiritual revival of society.
- Ensuring environmental security of present and future generations.
- Meeting the material needs of the members of society.
- Preserving and restoring natural resources to the extent necessary.
- Ensuring national security.

The spiritual revival of society takes the first place. It is not surprising, since the lack of spirituality, whether it be in politics (what we see now everywhere), the economy, at work or at home, leads to disastrous consequences for society and the environment<sup>10</sup>.

The issues of spiritual revival of society, economy, ecology and national security during the transition to the noospheric path of development should be considered in indissoluble unity.

It is impossible to ensure the noospheric development, if crime, terrorism, extortion, drug addiction, moral corruption and other negative phenomena prosper in the society and the threat to the external security of the state exists.

The transformation of property relations and the development of market relations are not an end in itself, and serve as a means of reforming society, its release on a progressive path of development. However, at the federal level, there is no sober analysis of Russian launch opportunities at the stage of transition to a market economy; they are replaced by the political ambitions of a number of public figures. But the real situation is characterized by the absence of a developed system of free connections between people, skills of free self-organization of economic life in the cities, regions, and labor collectives<sup>11</sup>.

Russia is characterized by the presence of a plurality of regional labor markets with their economic and socio-cultural peculiarities within its territory. That is why there are negative factors of market relations acting so far while their positive factors are frozen, including interest in healthy entrepreneurship, motivation to work, to property management and production in the interest of the population and domestic producers. It should be emphasized that the ownership of property, the variety of market entities, self-interest, corporate management method that objectively contribute to, the development of democracy are the main advantages of the market. However, precisely these virtues are ignored and negative events are provoked: The rise of individualism, money-grubbing, greed, callousness of soul, which is totally contrary to the national temperament of the Russian man, prone to spiritual commonality, collectivism, mutual aid and social justice.

The dialectical struggle between two trends- the market and off-market- in the framework of sufficiently developed economic and political systems is an essential tool for social progress. For Russia, a natural transition to the market is seen in the organic union of the proprietor

and owner of production, and not only a sole proprietor, but also a corporate owner, associated with the support of the state, which should be truly democratic, can be such an owner. The criterion of social utility of a certain form of property, including private one, is not only in its volume, but primarily in its economic efficiency and its useful work for the majority of the population. Ownership is determined by the assignment process, rather than a direct level of socialization. Small and medium-sized enterprises may be in the public property, and large companies, with a high level of socialization, may be private<sup>12</sup>.

For all that, the real threat to the Russian people today is not private property as such, which in some limits is necessary for dynamic development, but the ugly forms of denationalization and privatization of national wealth, which removes the country away from the civilized market. Transfer of means of production to the collective, mixed ownership will ensure a smooth mechanism for reforming the economy, its structural adjustment, support on the existing experience (rent production organization, corporatization, corporate forms, etc).

Another important factor in the assessment of the existing business environment is that Russian industrial production (the outputs of which are reduced without undergoing restructuring) is brought to an extreme point by the controlling bodies despite all the global trends of sustainable development. There is a growing social and technical lag behind the developed countries, not only its technical, but also a social base is destroyed.

Today, a 'breakthrough' for Russia is primarily a rapid advance through the transfer of part of ownership to the production teams, the regional associations, which themselves must determine the business model, make people co-owners of the property on the principles of corporatism, which will allow them to become true masters of the results of their labor, and therefore, this will give rise to a system of positive motivation for life, which will provide high labor productivity and excellent quality, will cause rapid innovation of knowledge, wide application of know-how, but also will determine largely the future progressive forms of social organization, the effectiveness structures of its self-regulation, self-government, civil appearance of free individuals who are responsible for their own destiny.

The essence of corporate management method can be expressed by the following scheme: Corporate property + market regulated by the society + the democratic structure of public authorities. It is based on the corporate market relations<sup>13</sup>.

There were two fundamentally different systems of property relations and of the socio-political order on their basis in today's world: Public (socialist) and private (capitalist). Nowadays, there are prerequisites for the emergence of the third model- a corporate one, which is gradually becoming a global phenomenon of social development. It emerged in the form of individual organizational forms (community, co-operative society and guild) a few centuries ago in Russia. Currently it has become a pivotal principle of social organization based on corporate principles, on the principles of free interaction between people in social organizations, and civil society in general<sup>14</sup>.

## 4. Discussion

While studying a problem, it is helpful to remember that, no matter how strange it may seem now, the 'Russian economic miracle' was the first in time rather than 'Japanese', 'German' or 'American'. At the beginning of the 19<sup>th</sup> century in terms of industrial output growth and labor productivity Russia ranked first in the world, staying ahead of even the United States developing rapidly at that time. Over 1880-1914 the rates of growth of Russian industry accounted for more than 9%, and in the period from 1861 to 1913, the industrial output increased by almost 12 times. According to some indicators, growth rates were simply gigantic: steel production increased by 2,234 times, oil production by 1,469 times, coal production by 6,984 times, production of mechanical engineering and metal processing by 44 times, the production of chemical products by 48 times.

The rapid development of industrial production at the steady growth of labor productivity from 1867 to 1912 led to a reduction in retail prices for manufactured goods. The total rise in prices (including food) was small, significantly lagging behind the growth of labor productivity. All these factors together with a positive trade balance allowed the country to have stable 'gold currency' for several decades, which today can only be dreamed of. The rapid 'breakthrough' in Russian industrial production exceeded the famous post-war 'Japanese miracle' in scale. Experts predicted Russia access at the most advanced frontiers by the 1930s. P. A. Stolypin said in his keynote speech: "Let the state twenty years of internal and external peace, and you will not recognize today's Russia"; "Our main task is to strengthen the lower classes, they concentrate the whole force of the country, there are more than one hundred million of them"<sup>15</sup>.

History teaches us that the success of socio-economic policy depends only on the people, on the extent of the conscious support of initiatives proposed by the government on part of the population, and prosperity of Russia depends on the wealth of those who live and work on this land. We have to remember the forgotten lessons of history and again sequentially pass through the necessary stages of the 'Russian economic miracle'. Schematically they can be outlined as follows.

The first stage is the absence (or presence) of economic growth. At this stage it is important to identify the objective conditions that determine the progress from this reference point (Russia in the middle of 1860-70s and Russia the middle of 1990s). In post-war Japan and Germany (as well as in Russia in the early 1880s) these conditions were determined by factors of technological and socio-political order. The inclusion of these factors was a powerful stimulus for the development of corporate relations, the gradual transition of society to the second stage- a period of sustained economic growth<sup>16</sup>.

At the third stage- the 'take off'- corporate interests and relationships occupy a dominant position in the society, development of the economy continues sustainably (for example, in the period from the 1880s to 1914 in Russia the average annual GDP growth was about 10%).

The fourth stage is the 'maturity'. It is characteristic of the advanced industrial countries (Japan, Germany, USA and Sweden). Russia's transition to this stage of development was prevented by the World War I. The 'maturity' stage is reached only after the stage of 'take-off', after about 10-15 years, and, as shown by the practice of Japan, Germany, Sweden, owing to the dynamics of capital accumulation, as well as the ability not only to create, but first and foremost to master modern technologies, increase the quantity and quality of intellectual property<sup>17</sup>.

## 5. Conclusion

Thus, the main direction of the society development- the noospheric-corporate way- is historically predetermined. If its positive factors are activated consecutively enough, good prospects will open to Russia. It should be noted that such an optimistic point of view towards own countries inspired in due time those who stood at the helm of the German and Japanese post-war economy (Ludwig Erhard and Akio Morita).

Russia's population will have to make own choice based on the current situation and the historical propensity of the Russian mentality. We have the experience of such a choice. And all attempts to uproot centuries-old roots of Russian corporate economic development proved so far unsuccessful.

The vast expanses of Russia, spiritual, cultural and nature-climatic diversity, a long and fruitful interaction of different national characters demanded from the people the prospect of thinking, the ability to foresee the impending danger, on the one hand, and on the other – to unite different forces, peoples, and states in the decision of the national and state problems. Hence, there is a tendency both to the universal humanity, philanthropy and to the leadership, messiah in the spiritual and cultural life. These values of self-consciousness of the Russian spirit are not imposed from outside, but historically conditioned. They organically include sustainable patriotism, nationhood, statehood, without which it was impossible for the huge state to survive and to preserve the commonality of different social formations.

Orthodoxy was the most important element in cementing the spiritual life of Russian society for centuries. It acted as an outlook of loyalty to all religions and confessions, the predominance of good over evil, etc. Priorities of the spiritual over the material, the moral over the mercantile and corporeal firmly established in the Russian national identity. That is why the process of building a society, the nationhood and property relations had specific features in Russia. Misunderstanding or ignoring history would not allow reviving the Russian society and bringing it to the forefront of noospheric processes.

The spiritual is the unifying core in Russian society, and the peculiarities of the spiritual and cultural life largely determine the specificity of the public and state order, the nature of social organization, the whole way of life of the Russian person. If this core is removed from the social structure of any country, and of Russia, in particular, the entire social house, a cementing skeleton of which it was, will fall apart.

Russian society with all its great statehood, tendency towards authoritarianism, strong ruler (Father the Tsar, President, etc.) always included other bases of social organization as well, the beginnings of the future social institutions of civil society, and other regulators of social life- the corporate, social ones, based on centuries-created spiritual-moral and cultural foundations. The social organization of the Russian society was supported not only

by the nationhood, statehood, the institutions of formal democracy, but also by the corporate property, corporate institutions, spiritual and moral regulators, and public ideas. With increasing maturity of the society these ties of social life are getting greater importance in the development of public relations, taking shape of the global trend.

Democracy of the modern type- not rivalry and confrontation, but rather contractual relations, genuine self-government, achievement of agreement and expression of the interests of the majority, the variety of nations and of ethnic groups- was born just in Russia. This way of clarification, coordination and expression of national and ethnic, cultural, religious, professional, territorial interests more consistently emerges as the corporate and democratic one, based not only on the central political power, but also on the civil institutions of society, its regional and municipal, territorial and labor social organizations.

The doctrinal principles of the development of Russian society and political power substantiated by the authors return the society and the power to the truly national social values, globally- being noospheric in their basis, and also form innovative mechanisms for noospheric and corporate development of small business.

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