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Innovations. Anomie. Corruption: basic theoretical models

Abstract. Modern society is a global socio-cultural system included into the transformation of the world order traditional foundations. This process is associated with the active introduction of various innovations. Introduction of innovations is a global trend, which is being implemented in the conditions of the global cultural anomie. The norms of cultural matrices, which are being destroyed, are replenished with corruption normativity applicable to innovation activities. The article offers author's theoretical system and structural models of corruption destructions of the innovation process in the context of socio-cultural anomie. The necessity of considering the problems of propensity of the environment for corruption through a theoretical verification of the phenomenon of the culture of corruption is proved. Interdisciplinary propositions of Universalism, Synergetics and complexity theory being adapted to the sociological problems comprise the methodological background of the research. Theoretical modelling method serves as a basic one. A compensatory-adaptive and stabilizing role of the corruption normativity of innovation activities in the conditions of socio-cultural environment anomie is revealed. In the absence of effective social and legal regulations of innovation activities, corruption parametric behaviour patterns strengthen the patterns of the culture of corruption. These two processes are interdependent and are in the relationship of circular causality.

Keywords: Anomie; Corruption; Innovations; Culture of Corruption

JEL Classification: A140; K420

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Інновації. Аномія. Корупція: базові теоретичні моделі.

Анотація. Сучасне суспільство - це глобальна соціокультурна система, включена в процеси трансформації традиційних основ світоустрою, що пов'язані з активним впровадженням різних інновацій. Інноватизація є глобальним трендом, що реалізується в умовах глобальної культурної аномії. Нормативність культурних матриць, що руйнуються, заповнюється корупційними регулятивами, які поширюються й на інноваційну діяльність. У статті пропонуються авторські теоретичні системно-структурні моделі корупційних деструкцій інноваційного процесу в контексті соціокультурної аномії. Обґрунтовується необхідність розгляду проблем корупціогенності середовища через теоретичну верифікацію феномена корупційної культури. Методологічними підставами дослідження служать міждисциплінарні положення універсалізму, синергетики й теорії складності, адаптовані до соціологічної проблематики. Базовим виступає метод теоретичного моделювання. Виявлена компенсаторно-адаптивна й стабілізуюча роль корупційної нормативності інноваційної діяльності в умовах аномії соціокультурного середовища. Під час відсутності ефективних соціально-правових регулятивів інноваційної діяльності корупційні параметричні моделі поведінки її суб'єктів зміцнюють паттерни корупційної культури. Ці два процеси взаємообумовлені й перебувають у відносинах кругової причинності.

Ключові слова: аномія; корупція; інновації; корупційна культура.

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Иновации. Аномия. Коррупция: базовые теоретические модели

Аннотация. Современное общество это глобальная социокультурная система, включенная в процессы трансформации традиционных основ мироустройства, связанных с активным внедрением различных инноваций. Инноватизация является глобальным трендом, который реализуется в условиях глобальной культурной аномии. Разрушаемая нормативность культурных матриц восполняется коррупционными регулятивами, распространяющимися и на инновационную деятельность. В статье предлагаются авторские теоретические системно-структурные модели коррупционных деструкций инновационного процесса в контексте социокультурной аномии. Обосновывается необходимость рассмотрения проблем коррупциогенности среды через теоретическую верификацию феномена коррупционной культуры. Методологическими основаниями исследования служат междисциплинарные положения универсализма, синергетики и теории сложности, адаптированные к социологической проблематике. Базовым выступает метод теоретического моделирования. Выведена компенсаторно-адаптивная и стабилизирующая роль коррупционной нормативности инновационной деятельности в условиях аномии социокультурной среды. В отсутствие эффективных социально-правовых регулятивов инновационной деятельности коррупционные параметрические модели поведения ее субъектов укрепляют паттерны коррупционной культуры. Эти два процесса взаимообусловлены и находятся в отношениях круговой причинности.

Ключевые слова: аномия; коррупция; инновации; коррупционная культура.

1. Introduction. Modern society is often called information, post-industrial, and innovative. In any case, it is obvious that despite the breadth of these concepts, innovations are a leading trend of the global and national economies; they are also a political ideologue both for global competition and for integration.

However, such trends and ideologemes are formed and accumulated in the socio-cultural environment, which is becoming a less stable regulatory geopolitical system. National

societies are the elements of the global world system. In the course of their development, national societies depict the antagonism of the trends of cultural unification and unique self-identity. In the space of these two normativity poles, regulatory vacuum is formed; it is filled with the chaos of renewal of value and norm matrices. Such an environment, characterized by the state of socio-cultural anomie, acts as a context of the formation of the so-called innovative civilization.

However, «innovatization» (introduction of innovations) as a political and economic process shall be implemented within the framework of a certain regulatory environment, which is practically non-existent in the conditions of social anomie. In this case, in our opinion, dichotomous value and norm environment is filled with informal, often criminal norms, stabilizing the system, but having other value basis. Corruption (culture of corruption) is the most stable among such matrices.

In modern history, such events were enormous in terms of national scale in Russia in the process of privatization, which took place in the 90s of the 20th century. The results of that privatization are still met with a mixed response by the population [1]. For example, the problem of corruption and its impact on the innovation process is reflected in the comparative analysis of the situation in different countries, the results were published in one of the most authoritative global scientific journal «Nature» [2].

2. Statement of the research problem. The problem of the system interrelationship of innovation process, social anomie, and corruption at the level of macro-elements of the interdisciplinary complex parametric model of the hierarchical structure of social relations in an unstable socio-cultural environment of modern society, transiting to the post-industrial era under the slogan of innovations, has not been completely formulated and explained in the scientific theory.

3. Research objective. The objective of the research is to construct basic universal theoretical models of corruption destructions of the innovation process in the context of socio-cultural anomie. The necessity to consider the problems of corruption through the category of the phenomenon of the culture of corruption as an institutional phenomenon, duplicating legitimate social structures of the state regulatory framework is substantiated.

4. Research methodology. Methodological basis of the research includes classical sociological theories of anomie developed by R. Merton (1938) [3] and E. Durkheim (1997) [4]. It is also important to take into account the role of E. Toffler (1971, 1984) [5, 6] and U. Beck's (1987, 1992) [7, 8] works, when analysing the context of contemporary socio-cultural environment. The mentioned authors propose explanatory constructs of risk society, «future shock», and the third wave. Structural and functional approach is used [9] for the construction of hierarchical models. The description of the transition of the society to a post-industrial phase as a crisis stage of human development is contextually taken into account [10].

Corruption aspects of institutional destructions of the modernization processes are obtained from the works of T. Nestik (2002) [11] as well as from the author's researches concerning the problems of the formation of the culture of corruption [12]. The subjective aspect of the problem and the complexity of the behaviour predicting are based on the position of K. Mainzer (2011). According to him, nonlinear dynamics can generate complex states, which cannot be forecast for a distant horizon, i.e. there is a restriction of computability [13].

Synergistic principles are productive in relation to the objectives of the research [14]. For example, a successful application of the concept of order parameters in the socio-humanitarian aspect can be found in the works of H. Haken (1996) [15]. Such methodology is actively developing as shown in Synergetics [16], Memetics [17] and the like often grouped as complexity theories [18].

5. Key research findings. To achieve the set objectives, it is necessary to define clearly the scope of the research. This scope includes a system comprising three basic macro-elements: innovations, anomie, and corruption. These elements are in procedural relations, have independent status and are integrated into the parametric system. It is necessary to uncover the essence of these provisions in detail.

We understand innovations as implementation of new developments reflecting a real transition of creative, usually scientific, technical or technological ideas from prospective state into actual state. It is this fact that differs them from the scientific inventions and discoveries. Innovation must acquire the status of consumer technology, otherwise, they will remain unclaimed, and either «will die» or will be «archived» until they are hypo-

thetically claimed. However, to implement such a formula, it is necessary that this process will be perfect. Unfortunately, this is impossible now because both innovations and science, and economy as a whole, involve people and various social groups with their selfish or altruistic ambitions, outlooks, moral and legal consciousness. Not less is the impact of the state of the socio-cultural environment within certain chronotopes.

In turn, instability, chaos, and concepts similar in their meaning are more often called as the main characteristics of the modern state of the socio-cultural environment. We consider them as the state of socio-cultural anomie. Moreover, its modern specificity combines the characteristics of the concepts of both E. Durkheim and R. Merton. This means that it is both value and normative state, and implies the impossibility of the realization of the legitimate goals by legitimate means. In this case, the environment will need certain compensatory mechanisms of this state to preserve the very system. The most likely outcome here is the formation of corruption normativity, since corruption is latent, easily mimics as a legitimate form of relationship; it is difficult to treat corruption legally and it is effective as a social practice.

In these conditions, modern society is ideologically focused on innovative knowledge economy, information society, the convergent technologies development and other ideologemes [19; 20; 21].

So, what are the interrelations between innovations, anomie, and corruption?

First of all, following Durkheim (1982), we understand innovations and the like as a kind of objectized social value, official ideologeme, and, in this sense, a social fact [22]. In this case, the bureaucracy shall be made responsible for promoting innovations implementation, even if they do not belong to direct scope of their duties. In any anomie environment where compensatory non-formal activity regulations are common, the implementation of any formal regulations is accompanied mostly by these methods. In other words, in the best case, a legitimate goal is realized by illegal, corrupt means. This statement is applicable to the whole institutional system, which shall support innovation process.

It is important to take into account that in any situation a normative social order is an ultimate goal of a social systems development. It is this fact that determines a homeostatic nature as the maintenance of the program of system functioning within certain framework, allowing it to follow to its goal. If a goal of a modern type of regulatory relationships in the society is to maintain the innovation-driven policy providing a certain social order, then, with regard to the instability of the regulatory basis of modern environment, which is characterized by anomie, only a corruption tradition is a stable and clearly identified form of their implementation irrespective of the speed, frequency and changes in the contents and forms of social practices which are also characterized by anomie.

Hence, the culture of corruption and its normativity provide the context of the behaviour and the system goals-attractors and, in this case, define them as the ones, which maintain social order. Thus, the culture of corruption as a value and norm matrix acts as the order parameter of the innovation process mechanism (organizational, financial, etc.).

We demonstrate the implementation of the principle of subordination, when the change of the order parameter seems to direct the synchronous behaviour of a set of a lower level elements forming the system. It is here where the phenomenon of their coherent (mutually agreed) co-existence, i.e. self-organization, becomes evident. In this case, the culture of corruption of the society defines the corruption models of the innovation process implementation (at least as an ideological one) in the form of corrupt and mutually agreed sub-institutional spaces, their subcultural content as well as group and individual worldview. As a result, the system of norms of the culture of corruption, being the order parameters of innovation policy in the environment characterized by anomie, defines both the stability of corruption normativity and the possibility of innovation process prolongation.

However, why do corruption social codes have such a resource of survival, even in conditions of anomie? Why cannot

other criminal methods, having the same criminal content as corruption, be spread so widely and so effectively?

The answer to these questions can be obtained after considering the process of the formation of corruption normativity within the social goal-attractor «order» on the visual example of the theoretical model (Figure 1).

ters, which are presented in two types most relevant to the present situation: «success» filter and «legality» filter. The first one is based on the potential and actual degree of success of this or that type of choice as a criterion. The second one defines the criterion of the compliance of the choice with the official legal regulations. It is obvious that corruption passes the

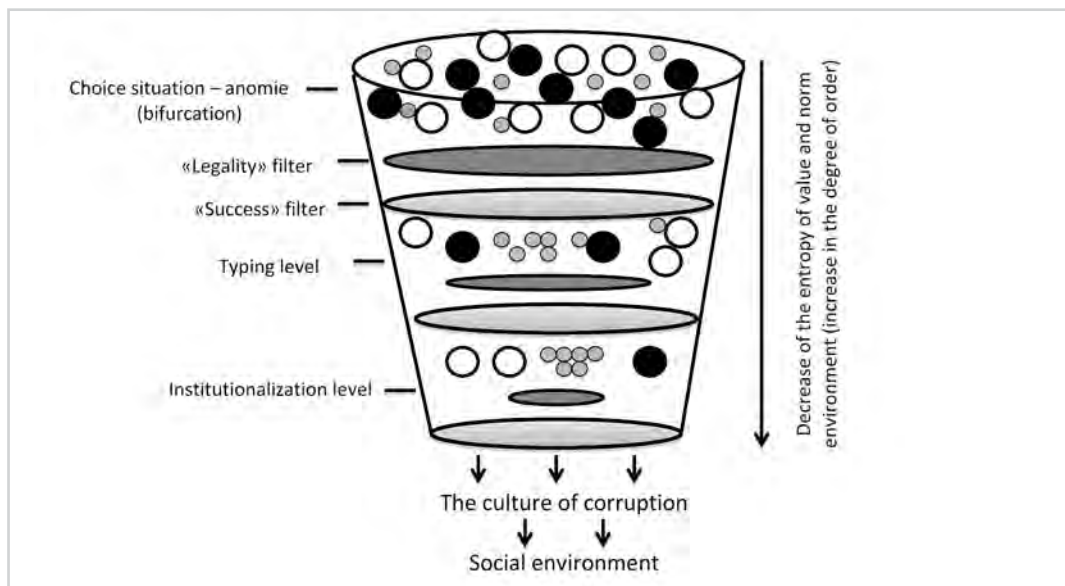


Fig. 1: The process of the formation of corruption normativity accompanying innovation process in the conditions of anomie
Source: Authors' elaboration

In Figure 1, white circles denote legal means, grey circles (the smallest in size) denote corruption, black circles denote all other criminal (non-corrupt) means.

We see that the unstable regulatory environment (anomie) as the space of bifurcation creates a situation of choice accompanying innovations. In modern Russian society, there are three main types of choice: legal, illegal and non-corrupt, and illegal and corrupt. When opportunities are potentially equal, the process of choice passes through some social fil-

least complicated path to institutionalization. As a result, we illustrate the behavioural mechanism, the model of which outlines clearly the concept of the highest probability of a corrupt choice at the level of an individual, such as a bureaucratic decision and an implementer of innovative project or product (Figure 2).

Thus, content-related, structural and functional characteristics of the culture of corruption correlate to the state of socio-cultural anomie; they apply to all the levels of the social hierarchy

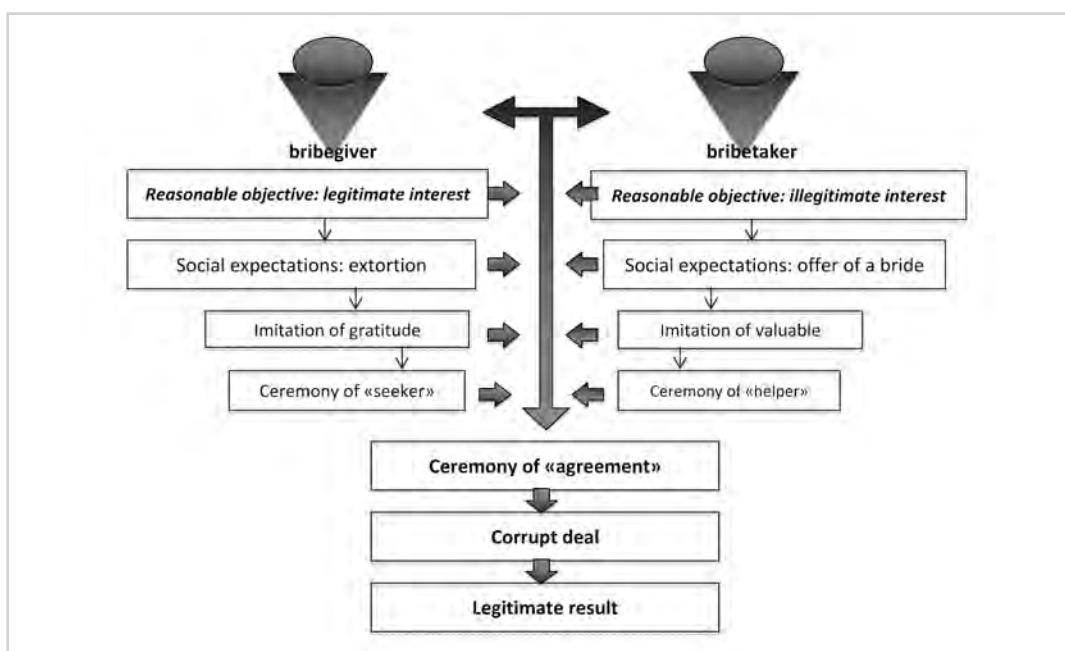


Fig. 2: The behavioural pattern of the culture of corruption of innovation process
Source: Authors' elaboration

up to the behavioural space of professional practices of its subjects, in which ideologemes of innovative development are implemented.

6. Conclusions. In the conditions of anomie (absence of norms), corruption is not destructive in itself, because in the system where it is a regulative, it contributes to the maintenance of the social order. Corruption as a culture of relations, is destructive with regard to the system, in which it is recognized as a destabilizing force for existing official regulatory order. Consequently, when there are two parallel normative systems (corruption and law), having almost equal social potential and level of implementation in socio-economic practice, they inevitably conflict through the content of their basic social codes. Furthermore, if we assess the situation, for example, from the perspective of D. S. Chernavsky's (2001) information theory [23], one system of social codes absorbs the other and becomes a basic one. In the

case under consideration, the culture of corruption does not acquire the status of a statutory, doctrinal regulatory matrix, but, in fact, it is represented as an actual system of regulations, while the statutory law acquires the status of the imitative and simulacrum statutory form of legitimization of illegal forms of social practices of innovative development.

However, innovations often cannot become technologies of mass consumption because of corruption as far as corrupt lobbying of old technologies allows extending the period of getting profits from them instead of switching to the innovative ones. Moreover, in the conditions of anomie of regulatory environment society's conformism is the highest because any innovation is perceived as a particularly risky one, and, therefore, is rejected. Both authorities and population conformity also contribute to corruption strengthening because it is the most ancient and approved form of successful illegal lobbying of conformist interests.

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