

## HUMANITARIAN TECHNOLOGIES AS A FACTOR OF FORMATION OF TRUST ECONOMY

Vladimir D. Sekerin – Andrey A. Efremov – Anna E. Gorokhova

---

### Abstract

The main line of modern world development is transition of the leading countries to formation of the innovative economy based on knowledge which use helps to reach social and economic effect. Social researches and development on their basis of new models of creation of economic interaction with use of humanitarian technologies are of interest.

One of basic psychological and social requirements is the trust on which acceptance is based, respect, desire to cooperate. In paper the trust role in modern development of various spheres of public life is revealed, it is proved that the trust can become a source of competitive advantages of economic entities.

In paper positive aspects and restrictions of use of humanitarian technologies in management are revealed, scales of their application in Russia are analyzed.

In Russia high interest in problems of creation of trust economy is noted. When forming trust economy it is important to use both social engineering, and humanitarian designing of management technologies.

That the trust economy will allow to stabilize ethical values, such as trust, interest, loyalty, cooperation. The positive emotional component which is capable to increase both social, and cost efficiency of business is put into them.

**Key words:** humanitarian technologies, efficiency, trust economy

**JEL Code:** O19, O35

---

### Introduction

The main line of modern world development is transition of the leading countries to formation of the innovative economy based on knowledge which use helps to reach social and economic effect (Byun, Sung, & Park, 2017). In the strategic plan social researches and development on their basis of new models of creation of economic interaction with use of humanitarian technologies are of interest (Gorokhova, Šafránková & Sekerin, 2015).

Experience of the developed countries, including Russia, demonstrates that the role of not military ways increased in achievement of political and strategic objectives which in some cases considerably surpassed weapon force in the efficiency (Šikýř & Šafránková, 2016). The focus of the used methods of confrontation is shifted towards broad application of the political, economic, information, humanitarian and other not military measures realized with involvement of protest potential of the population (Šikýř, 2015).

Use of humanitarian technologies in the Russian economy, today, is effective innovative technology.

## **1 Value of humanitarian technologies of management**

Humanity as axiom of recognition of the person respect, is the cornerstone of development of the international community and gives the chance to understand humanitarian technologies as new, modern forms of life and functioning of humanitarian knowledge (Zhang & Yang, 2013).

Today one of basic psychological and social requirements is the trust on which acceptance is based, respect, desire to cooperate.

The trust is the difficult many-sided phenomenon existing as feeling, as installation in relation to people and various aspects of life as the personal characteristic having besides age specifics. The trust is one of the major factors defining character not only interpersonal communication, intergroup and organizational interaction but also in general all social relations.

It is possible to realize trust only by means of humanitarian activities. When the humanitarian component joins in structure of business design, in a body of the international business projects and in their cumulative prime cost (Onetti, Zucchella, Jones & McDougall-Covin, 2012), it is possible to reach such level of the public, business and political acceptability of the corresponding projects which provide not only their free and fast adaptation in the partner countries, but also sustainable forward development for as much as long period with the predicted economic effect (Symeonidou, Bruneel, & Autio, 2017).

Their direct participation in large-scale work on achievement of the goals of sustainable development, that region in which the project is implemented becomes additional benefit of formation of a humanitarian segment in the international business projects (Carayannis & Grigoroudis, 2014). As humanitarian technologies are aimed at improvement of a social component of existence of the person, any action of humanitarian nature of foreign business structures in foreign territories is made not only for the benefit of the business. Such interaction automatically brings benefit to local communities, promotes ensuring improvement of living

conditions, allows to reach new technological, educational, scientific, cultural and other level of development that in turn forms trust to the country to the business partner (Zemlickiene & Maditinos, 2012). Thus, not the just economic relations caused by necessary cooperation are formed, and the social continuity based on trust to the partner is formed, cooperation happens within trust economy. On set of the reached effects there is a synergetic effect at which prosecution business is more whole, forces business to use humanitarian methods that results in public popularity and public recognition not only the business project, but also those business structures which stand behind it (Frattoni, De Massis, Chiesa, Cassia & Campopiano, 2012). Finally, there are positive social changes in the relation and to that country from where it is the relevant firms, the companies, corporations that in turn, provides strengthening of positions and the country on the international scene and strengthening of its influence on world development. The social loyalty to business is gradually moved also to the country from which business "came", thus these processes help formation of positive political image that is a source of additional political dividends and a resource for own development.

Influence of trust on development of various spheres of public life (economic, social, political, spiritual) is reflected in figure 1.

**Fig. 1: Trust in various spheres of public life**

<p><b>Economic sphere</b></p> <p>The trust reduces transactional expenses, promotes business expansion, increase in its efficiency</p>	<p><b>Social sphere</b></p> <p>The trust influences formation of the social capital, the level trust is higher, the social capital is higher</p>
<p><b>Spiritual sphere</b></p> <p>The system of values, the moral principles, religion affect level of credibility in society. According to the experts influence is as follows: Religious of 19.6%, Raised religious of 2.6%, Protestant of 9.6%, Jewish of 6.4%, Catholic of 4.9% (Ortiz-Ospina, &amp; Roser, 2020)</p>	<p><b>Political sphere</b></p> <p>The level of credibility defines loyalty to the power, stability of a political situation</p>

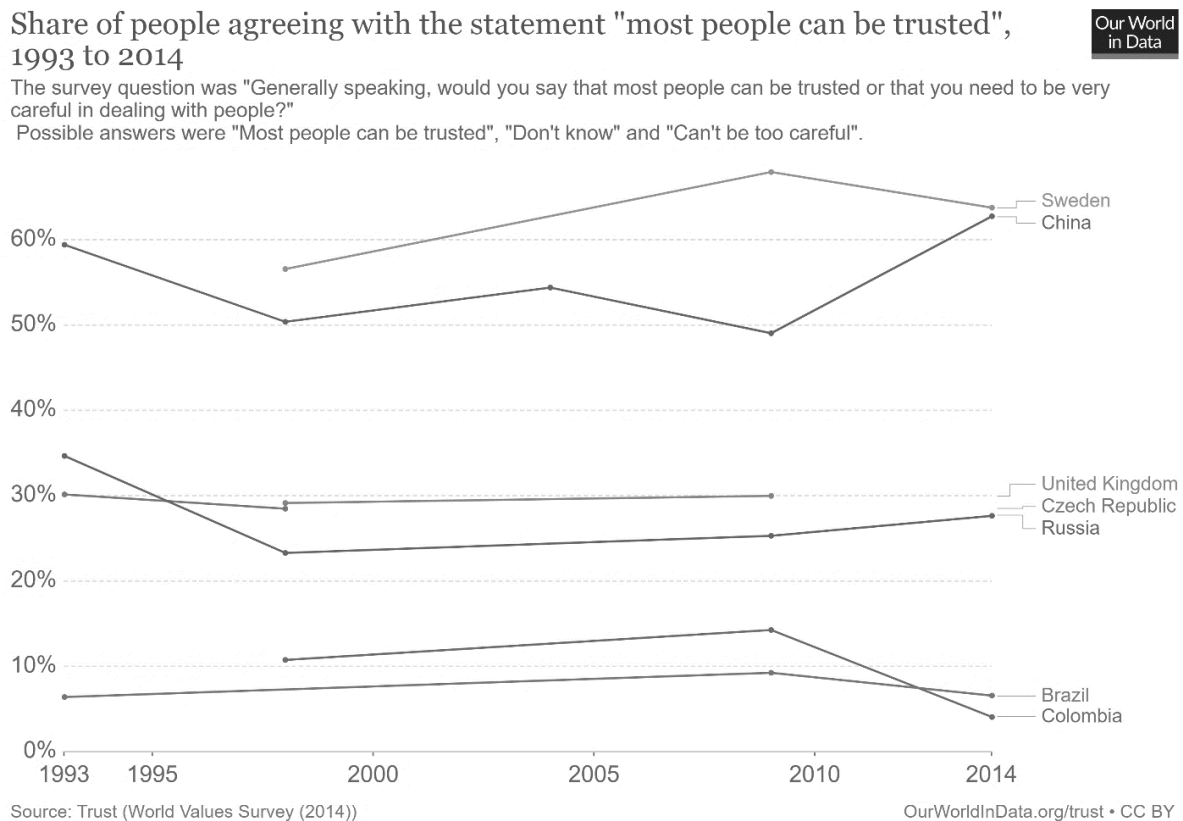
Source: Authors analysis

Follows from figure 1 that the trust positively influences all spheres of public life, it can become a source of competitive advantages to subjects of managing.

In figure 2 dynamics of level of interpersonal trust of people in various countries is illustrated. The countries can be broken into three clusters: with high (50 – 70%, for example,

Sweden, China) level of credibility, an average (25 – 50%, for example, United Kingdom, Czech Republic, Russia) and low (less than 25%, for example, Brazil, Colombia).

**Fig. 2: Dynamics of level of interpersonal trust of people in various countries**



Source: (Ortiz-Ospina, & Roser, 2020)

Research of influence of people interpersonal trust in various countries on various macroeconomic indicators are of the interest. In the matter of difficulty are caused by lack of quantitative indices and lack of researches of level of people interpersonal trust in various countries recently. According to data of the World Bank (<https://www.theglobaleconomy.com>) the level of people interpersonal trust strongly correlates with such macroeconomic indicators (in 2014):

- Globalization index (Sweden (90), United Kingdom (89), Czech Republic (84), Russia (71), China (65), Colombia (64), Brazil (61)),
- Political globalization index (United Kingdom (97), Sweden (96), Russia (92), China (90), Czech Republic (89), Brazil (79), Colombia (78)),
- Medium/long-term political risk (1=low, 7=high): Sweden (1), United Kingdom (1), Czech Republic (1), Russia (2), China (2), Brazil (3), Colombia (4),

- Shadow economy, percent of GDP: Sweden, China, United Kingdom, Czech Republic - approximately 10%; Russia (20%), Colombia (26%), Brazil (33%),
- Competitiveness - World Economic Forum index (1-7): Sweden (5,5), United Kingdom (5,5), China (5), Czech Republic (4,5), Russia (4,4), Brazil (4,2), Colombia (4,2),
- Household consumption as percent of GDP: China (38%), Sweden (47%), Czech Republic (49%), Russia (53%), Brazil (63%), United Kingdom (64%), Colombia (66%).

In Russia in growth of trust of citizens economic entities see the prospects of the development. Therefore expansion of use of humanitarian technologies of management by them is noted.

## 2 Positive aspects and restrictions of use of humanitarian technologies

It is possible to understand technologies of influence on society as humanitarian technologies, on the person.

If production technologies reflect objective opportunities of production, then humanitarian technologies are responsible for the subjective factor realizing some possible future into reality. The first form space of trends, and the second operate realization of these trends. Humanitarian technologies businessmen for business management put into practice, the state – for the solution of the problems. In table 1 characteristic of humanitarian technologies of management is given.

**Tab. 1: Characteristic of humanitarian technologies of management**

Advantages	Application restrictions
Are projected on the basis of system and activity approaches, their central link – thinking. Therefore in modern conditions (digitalization of economy) allow to form models of economic processes with high precision	These technologies are infrastructure (nonlinear), i.e. the effectiveness of their application will be defined by a number of uncertain factors. As a result, there is their exarticulation in separate institutes: consultation, an expert, exchange of information, legal support and implementation of cooperation between them on the contractual bases
components of humanitarian technology are "special" non-material elements: various type of knowledge, idea, scheme, constructs, sign environment (advertising, products of media, etc.),	in open space of communication through certain groups of influence and mass media new forms of activity move ahead, but can turn into manipulation

qualifications, human mentality, time, trust, responsibility, authority, copyright, etc.	
information in humanitarian technologies performs mediatorial function between active figures and allows "to squeeze" and "technologic" time considerably	If production technologies reflect objective opportunities of production, then humanitarian technologies are responsible for the subjective factor realizing some possible future into reality. Humanitarian technologies are subjective

Source: Authors analysis

Humanitarian technologies in narrow sense, it is PR and political strategies, the loyalty program, manipulative technologies, etc. And if in a broad sense, it is the kind of social technologies based on practical use of knowledge of the person for creation of conditions for free and all-round development of the personality.

What scales of use of humanitarian technologies of management in Russia?

In Russia from 2012 to 2017 four parliamentary parties received about 32 billion rubles (on average, it is 0.035% of the budget of Russia) from the federal budget, and the share of the budgetary funds which became the main source of income of parties annually grew. In all six years — till 2018 — the share of budget funds in party cash desks made 63.6% on all parliamentary parties, by 2017 having increased already to 81.5%. In 2018 this share made already 91.1% — that is parliamentary parties (and three of them — nominally oppositional) began to depend directly on financing by the state that, obviously, deprives of them a fair share of independence. In costs breakdown of the largest Russian political parties charges of the office of party prevail, in smaller volume promotion is financed. Now humanitarian technologies prevail in the sphere of PR. In table 2 the sphere of PR in Russia is analysed.

**Tab. 2: Publicity expenses in Russia**

	Advertizing revenues, billion rubles.		Revenue breakdown from advertizing, %	
	2017	2018	2017	2018
Television	170,9	190,7	41,0	38,6
Internet	166,3	213,2	39,9	43,2
Out of Home	41,9	42,8	10,1	8,7
Press	20,5	30,5	4,9	6,2
Radio	16,9	16,8	4,1	3,4
in total	416,5	494	100	100

Source: Own adjustments according to Science. Technologies. Innovations, 2020

Follows from this table that in 2018 the growth rate of income in the sphere of advertizing was 118.6%, it is higher, than on average in economy. Growth of income from the Internet of advertizing in revenue breakdown is noted.

Russia of the loyalty program is most developed in a segment of grocery retail, their active development in the bank sphere, air transportation and other service companies is observed.

### **3 Trust economy – a new paradigm of society development**

In Russia high interest in problems of creation of economy of trust is noted. The St. Petersburg International Economic Forum in 2018 was devoted to this problem, its slogan – "Creating Trust Economy".

Russia intends to build the future on the following principles: openness of economy, transparency of state regulation, fair social policy as they are the cornerstone of growth of population welfare and improving competitiveness of the country. And digitalization of all business spheres, public administration and public interaction has to become one of the most important tools of such policy.

The economy of trust is impossible without strengthening international cooperation on the terms of mutually advantageous openness of economies, counteraction to unilateral protectionism, sanctions policy and information domination. The main directions which realization will allow to create trust economy are: development of cooperation and maintenance of a fair world order; strengthening and expansion of integration processes; ensuring dialogue of participants of economic processes; development of the international infrastructure providing increase in level of credibility of economic entities.

In modern conditions there is a digitalization of economies which acts as the most important instrument of technological break. Digital technologies form an opportunity for growth of level of credibility.

In social science there were two directions to creation of management technologies: social engineering and humanitarian designing (or planning). When forming economy of trust it is important to use both approaches, having found their optimum combination. Among scientists there is no unity in approach to trust assessment, two approaches are most widespread: sociological (by means of questioning) and economic (on the basis of actual data).

By means of sociological poll count indexes of mood of consumers, consumer expectations, consumer confidence which many researchers carry to the indicators characterizing level of credibility on a separate segment of the market.

In the course of formation and development of trust there pass three levels: trust by calculation, trust on the basis of experience, trust on the basis of the general values.

The first level – trust by calculation can be reached as a result of development of the loyalty programs based on receiving cumulative discounts. Then there is an opportunity to transform trust by calculation to trust for the purposes. At this stage it is important to fix the positive relation which arose in the first interactions at contractors. The loyalty program have to become personified, it is necessary to expand work with the client on the basis of the greatest possible satisfaction of his requirements. Then the trust can be transformed on the third level. At this level it is important that the client understood, and divided values of the manufacturing company of products or services better. For this purpose it is necessary to carry out work on informing the client on values of the company, on integration of values of the client and values of the company, formation of uniform values.

## **Conclusion**

The main line of modern world development is transition of the leading countries to formation of the innovative economy based on knowledge which use helps to reach social and economic effect. Social researches and development on their basis of new models of creation of economic interaction with use of humanitarian technologies are of interest.

One of basic psychological and social requirements is the trust on which acceptance is based, respect, desire to cooperate. In paper the trust role in modern development of various spheres of public life is revealed, it is proved that the trust can become a source of competitive advantages of economic entities.

In paper positive aspects and restrictions of use of humanitarian technologies in management are revealed, scales of their application in Russia are analyzed.

In Russia high interest in problems of creation of trust economy is noted. When forming trust economy it is important to use both social engineering, and humanitarian designing of management technologies.

That the trust economy will allow to stabilize ethical values, such as trust, interest, loyalty, cooperation. The positive emotional component which is capable to increase both social, and cost efficiency of business is put into them.



## References

- Byun, J., Sung, T.-E., & Park, H.-W. (2017) Technological innovation strategy: how do technology life cycles change by technological area, *Technology Analysis and Strategic Management*, pp. 1-15. Article in Press. <https://www.scopus.com/inward/record.uri?eid=2-s2.0-85014573371&doi=10.1080%2f09537325.2017.1297397&partnerID=40&md5=f1cbaa8c8e58ced39a5bffce20e2fca2>
- Carayannis, E., & Grigoroudis, E. (2014). Linking innovation, productivity, and competitiveness: implications for policy and practice. *Journal of Technology Transfer*, 39(2), 199-218
- Gorohova A.E., Šafránková J.M., & Sekerín V.D. (2015) Potential of new management technologies for growth of the industrial companies' efficiency *The 9<sup>th</sup> International Days of Statistics and Economics*, (pp. 477 – 486) , IČO: 48709395, ISBN 978-80-87990-06-3
- Frattoni, F., De Massis, A., Chiesa, V., Cassia, L., & Campopiano, G. (2012) Bringing to market technological innovation: What distinguishes success from failure regular paper, *International Journal of Engineering Business Management*, 4 (1), pp. 1-11. Cited 2 times. <https://www.scopus.com/inward/record.uri?eid=2-s2.0-84867584419&doi=10.5772%2f51605&partnerID=40&md5=d70e7226eafc96749a66c443ea1e5f9f>
- Onetti, A., Zucchella, A., Jones, M.V., & McDougall-Covin P. P. (2012) Internationalization innovation and entrepreneurship: business models for new technology-based firms, *Journal of Management & Governance*, vol. 16, no. 3, pp. 337-368
- Šikýř, M. (2015). Best Practice Approach to Human Resource Management. In Loster, T., Pavelka, T. (Eds.), *The 9th International Days of Statistics and Economics*, (pp. 1405-1414). Retrieved from [https://msed.vse.cz/msed\\_2015/article/63-Sikyr-Martin-paper.pdf](https://msed.vse.cz/msed_2015/article/63-Sikyr-Martin-paper.pdf)
- Šikýř, M., & Šafránková J. M. (2016). The Challenges of Employability of Management Students. In Loster, T., Pavelka, T. (Eds.), *The 10th International Days of Statistics and Economics*, (pp. 1787–1796). Retrieved from [https://msed.vse.cz/msed\\_2016/article/130-Sikyr-Martin-paper.pdf](https://msed.vse.cz/msed_2016/article/130-Sikyr-Martin-paper.pdf)
- Symeonidou, N., Bruneel, J., & Autio, E. (2017) Commercialization strategy and internationalization outcomes in technology-based new ventures, *Journal of Business Venturing*, 32 (3), pp. 302-317. <https://www.scopus.com/inward/record.uri?eid=2-s2.0-85013990144&doi=10.1016%2fj.jbusvent.2017.02.004&partnerID=40&md5=83bb161f0da7cc83434c6a94ad0473eb>

Zemlickiene, V., & Maditinos, D.I. (2012) Marketing strategy formulation for innovative product development process [Marketingo strategijos formavimas inovatyvaus produkto kūrimo procesui], *Business: Theory and Practice*, 13 (4), pp. 365-374.

<https://www.scopus.com/inward/record.uri?eid=2-s2.0-84873727484&doi=10.3846%2>

[fbtp.2012.38&partnerID=40&md5=5439c1d37f313f15c1934761d40f2462](https://www.scopus.com/inward/record.uri?eid=2-s2.0-84873727484&doi=10.3846%2fbtp.2012.38&partnerID=40&md5=5439c1d37f313f15c1934761d40f2462)

Zhang, Z. Y., & Yang, Z. (2013). Interaction Mechanism between Enterprises' Business Model Innovation and Technology Innovation. *Psychology, Management and Social Science*, 15, 282-289

Ortiz-Ospina E., & Roser M. (2020) Trust // Our world in data. 2020. - <https://ourworldindata.org/trust>. Date of access 25.01.2019

Science. Technologies. Innovations: 2020: short statistical collection/L. M. Gokhberg, K.A. Ditkovsky, E.I. Evnevich, etc.; National Research University Higher School of Economics. – M.: Higher School of Economics National Research University, 2020. – 88 pages.

### Contact

Vladimir D. Sekerin

Moscow polytechnic university

107023, Moscow, Bolshaya Semenovskaya str., 38, Russian Federation

[bcintermarket@yandex.ru](mailto:bcintermarket@yandex.ru)

Andrey A. Efremov

Moscow polytechnic university

107023, Moscow, Bolshaya Semenovskaya str., 38, Russian Federation

[a.a.efremov@mospolytech.ru](mailto:a.a.efremov@mospolytech.ru)

Anna E. Gorokhova

Moscow polytechnic university,

107023, Moscow, Bolshaya Semenovskaya str., 38, Russian Federation

[agor\\_80@mail.ru](mailto:agor_80@mail.ru)