

Formation of Innovative Model of Corporate Economy Management

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Abstract: The article presents new approaches to the study of socio-economic systems, for which the terminology of economic synergetics is inextricably linked with the universe conception. And the management of the socio-economic system is possible by the implementation of the “universal economy” concept. The problems of the purposeful transformation of the Ukrainian economy are compelling to significantly change the economic system in a short period of time. We propose to form them in the format of space localized systems for the formation and development of socio-economic systems, for which the gradual change of established institutional forms, the formation of highly diversified structures of integration-corporate interaction, can provide an evolutionary transformation of the economic, social and technological order of the economy, and use a model of conglomerates of a new type as the basis of the universe economy.

Keywords: socio-economic system, universe economy, conglomerate, efficiency criteria, fractal type model.

The trajectory and speed of economic and social processes, changes that occur in the macroeconomic area, naturally, and sometimes simultaneously, create necessary preconditions for the occurrence and development of modern tools and methods, as well as the formation of development pattern of organization strategic potential, considering global strategies of sustainable development. The more intensive the influence of global exogenous factors is, the bigger actuality receives the problem of additive model creation and implementation, which allows to define

regulated vectors of sustainable development that is particularly topical for complex-structured organizations including corporations.

In prevailing economic and social conditions it is undeniable that the large complex-structured organizations are opened systems, that are being in a constant state of dynamic fluctuations. Their integrity is determined by a complex of internal and external relations and a way of interaction between component elements.

In modern conditions of political, economic and social globalization it is hard to overestimate the need for Ukraine to research and introduce new regulative forms of corporate activity as socio-economic systems.

Defining the theoretical basis for studying the corporation as a socio-economic system, it is necessary to determine the terminological system, which in this case includes a basic phrase as "socio-economic system". In this concept there are three major scientific categories synthesized: system; economic system (subsystem); social system (subsystem).

Scientific category "system" it is advisable to characterize, using the general theory of systems, the main representatives of the research school of which are scientists such as M. Mesarovic [15], L. Zadeh [7], R. Ackoff [1], A. Uyomov [39], Yu. Urmantsev [33], R. Kalman [9], S. Beer [3] and others [1 - 39]. Unstoppable systems research lead to the discovery of new properties and the principles of their functioning, development and transformations. This makes it possible to use new tools, methods and approaches to the study of systems having different properties.

For the purpose to study the economic system, from the viewpoint of research practice, it is possible to use the socio-economic approach. It consists in the fact that the object under study - the economy, is seen as a complex organized socio-economic system. Within such an integrated system diverse socio-economic relations are implemented. Such approach allows you to objectively consider and analyze the system of views, which are forming these relationships. Application of this approach allows you to identify opportunities not only of the individual subsystems (areas), but of the integrated factors of integration of these subsystems, which are not manifested themselves by simple addition. As part of the socio-economic approach, such scientists as V. Radayev [24, 25], P. Bourdieu [4], M. Abo-lafia [34], V. Inozemtsev [8], V. Martsinkiewich [12], M. Weber [39], L. Robbins [26], K. Polanyi [20, 21, 38] consider the economy not just as a set of specific actions, as

well as a complex of economic and non-economic activities (which are often referred to as "social actions" in order to facilitate).

Within the frame of the socio-economic approach to the study of the economic system, the highest level of its classification involves the allocation of social subsystems. The development of socio-economic system is due not only exercise of the economic relations and the use of economic instruments, which are a set of economic, organizational and legal practices, and ensuring the implementation of economic interests and the laws of society, but also the constant reproduction of its social subsystem on a new basis. We suggest use this statement as a theoretical basis for the study of the object research.

Based on a review of existing concepts of socio-economic systems, it is clear that today in the scientific literature has not yet formulated preconceived notion about this system as a kind of some integrity. The main attention is focused primarily for the study of socio-economic relations, implemented within the frame of system. Today such researches are actively engaged not only economists, but also representatives of other related sciences - economic sociology, political science, psychology. When is out of their study area remains the fact that the form in which these relations are realized - the socio-economic system as a way of being content (socio-economic relations), is inseparable from it and serving its expression. Therefore there is a need to study, analyze and add the conceptual apparatus, which is capable for integrally characterize the corporation as a socio-economic system and as objectively necessary environment of its functioning. Such an environment can ensure the development of corporate economy, socio-economic relations within and outside its borders. This will affect ultimately the socio-economic system in which it operates.

The purpose of article is systematics outlined scientific categories and the allocation of the current economic definitions, which will identify promising ways for the formation of complex-structured innovative corporate management model as a socio-economic system.

Using the tenets of the system and socio-economic approaches, studies of the relationship and interaction of economic and social activities, it can be argued that the socio-economic system is the complex system. In this system, a person is a central element, and he functions as a major participant in the reproduction and as a major factor and stimulus of the entire system. Thus, the object of research is

extended from the narrow confines of a simple object - the economic system, up to the daunting object - the socio-economic system.

For the final formulation of a holistic concept of "socio-economic system" you turn to the study of some authors [13, 18, 23], who claim that man as a system is formed by the triad of inextricably related subsystems "bio - labor - socio". The subsystem "bio-man" is the person as a biological entity of nature, the physiological body. Subsystem "labor-man" is the person as a component of the economic system, labor force, labor resource. The subsystem "socio-man" is the person as a social being, a person, a part of society, a part of a social nature.

The constancy of human nature "bio-", there are almost no dispute among scientists throughout the modern history of human development. Apparently, you can also certainly argue that the ratio of the three different sub-systems into a single whole, are undergoing profound changes in their socio-economic development and formation, the new socio-economic systems. The main reason is the development of "labor-" and "socio-" in person.

Using the terminology of economic synergy [6, 23, 27], a socio-economic system must be considered not only as the mode of production, the market, the national economy or the set of interacting economic subjects and objects, but as the complex human-sized system with the current acting in it not just an economic person or a human-person, but as a human being like cosmo-bio-socio creature [27, 36].

In formulating a holistic concept of socio-economic system, it is possible to borrow a term as "universum economy" from the categorical apparatus of the economic cybernetics [5, 10, 30]. The universum is seen as a contradictory unity of nature and human society - economic, social, spiritual, political and environmental (natural) areas, so it is truly a new universum economy, but not the well-known "knowledge economy" or "information economy." However, the demarcation line between them in modern conditions is largely erased, and that is why their homology defines more rigidly the general imperatives for traffic, laws and patterns of self-organization and interactions. Economic-political, economic-social, economic-spiritual, economic-ecological areas of interpenetration of universum spheres are expanding significantly. In modern conditions, any relatively large subject area or problem is universum-synthetical one. The socio-economic system as a complex human-dimension system is a synergistically system in many respects - ontological,

epistemological, axiological and others. This universum synergy to the same extent is internally immanent to the most socio-economic system as externally introduced. Thus, it is possible to assert that the socio-economic system, as a synergetic system, has also a property of the universum system.

So, you can say that in the socio-economic system the social and the economic subsystems so intertwined and penetrated each other, that economical is always associated with the social, hence, in the socio-economic system, the central element always remains for the person. Exactly the person brings specific universum basis in the socio-economic system. This makes it possible to explain why the existence of such systems can be possible only as a part of such highly complex human-dimension self-organizing systems as an integrated and universum [8, 10]. Using categorical apparatus of economic synergy, economic cybernetics and given the position about the triad of human subsystems, it is possible to generate the following definition of the socio-economic system: "Socio-economic system is a complex integrated human-dimension systems, which is emerging in the context of the evolution of integration and universum systems. It is having both common characteristics and specific properties, patterns of development, mechanisms and forms of economic and social interactions, realized by the person as a central element of the system, which is a major participant in the reproduction of "socio-human" and a major factor of the development of the system."

The problem of purposeful transformation of society and socio-economic system is particularly relevant for modern Ukraine, which is forced during a short period of time to cover the distance of one epoch substantially modifying the economic system, social relations, cultural and information environment. The most acute is the problems of the formation of such socio-economic system which would permit to go towards the information society, to actively implementation of new technologies, would provide systemic competitiveness of the national economy, would allowed to build a social state with high living standards of the population.

The formation of mixed economy, the establishment of institutions and the creation of new adaptive and modern models of organization functioning in different economical industries which have different scales and legal forms of ownership, requires a radical change of vision and approaches to extensionally-organizational placement of national economies elements, as for socio-economic systems.

In this regard, there is a need to identify this form of organization and development of economic and social systems, which would consolidate a high competitive advantages, innovative orientation and a significant expansion potential.

For the formation and development of spatially localized systems we propose a step-wise changing of the existing institutional forms, creating of highly differentiated structures of corporate integrative interaction, which can provide an evolutionary transformation of economic, social and technological set-up of the economy; the usage of new type of conglomerates model as a basis of universum economy [10, 34].

We put forward the postulate that the corporations of the new format can act conglomerates thus Intact all the benefits and opportunities of the corporate system in such a socio-economic system can be seamlessly integrated as equal members, small and medium-sized enterprises, social and financial institutions operating in the sphere of influence of corporations.

On the generating basis of relevant theoretical positions and the identified characteristics of spatially localized systems formation, we assume that the originating as a local "spots" of economic growth, they are transformed into territorial-production complexes (here and after abbreviated - TPC), and then – through the implementation of missing infrastructure and institutional components in a diverse forms of clustering, which architecture is shown in Fig. 1 [14, 16, 28].

The experience of economies development illustrates that economic growth zone are subsequently formed into separate structural unit of the TPC, and this indicates the need to build a fundamentally new system of regional, territorial and corporate governance, that can provide a manifestation of agglomerative, synergetic effects for satisfaction of the growing needs, corporation economy and creating of preconditions for using the model of balanced development of country's socio-economic systems [14, 28, 29].

At the same time, as a methodological basis of solving of diverse and multi-aspectual tasks in this area we have chosen the theory of fractal, which allows to perform a research of transformation, evolutionary process of reorganization of territorial "spots" and areas of economic growth in the TPC, and then in various cluster forms.

Formation of adaptive development conditions allow Clusters form a variety of shapes cluster, based on the effects of conglomerates, followed by the creation of a unique locally-integrated system of socio-economic type [17].

We also seem economically viable, while creating a model of corporation strategic potential development as an open social-economic system, to use the mathematical apparatus of study of fractal types of models, which are describing the evolution of modeled system of fractal objects.

The applied estimation procedures of socio-economic transformations did not fully meet the contemporary challenges, because they usually does not contain methods of interpretation of expected research results. The lack of full theoretical elaboration and establishment of high importance for problem of identifying of economic growth points allows to actualize the issue within the framework of this research.

Within the generating process of new economic growth points it is necessary to meet the next criteria requirements: the complexity, efficiency and social orientation, that will allow to ensure safe and balanced development of the corporation economy [2, 31].

First of all, the points of economic growth have to provide complex regional development, as all sectors and spheres of life in the region make a subject of goal-setting, as well as proceeding within its boundaries economic and social processes, which may or may not have clearly defined borders of the socio-economic system, but, nevertheless, entitled to all of its features.

The criterion of efficiency is fundamental in generating economic growth points, as the use of existing financial and resource potential should ensure the growth of investment volume, growth of economy in assets (capitalization of industrial, security and commodity markets) and as a result - the maximum cost-effectiveness and resources profitability. Social orientation of economic growth points becomes apparent in categories such as life expectancy and health status, the level and way of the population life.

Accepted in country "Social standards of life quality" enable to determine the suitability of new approaches development to the management of spatially localized systems. Agreement on the key elements of the "The Concept of Sustainable Development" Ukraine joined to after the summit in Rio de Janeiro (2012), must be supplemented by requirements of:

1. Enhanced scientific and methodological tools;
2. Areas of innovation development;
3. Specific for Ukrainian economy socio-economic parameters, particularly the target reducing of corruption level.

Defined and grouped under an array of indicator vectors indexes we propose to implement as basis for economic-mathematical modeling of deterministic universum model of a corporate economy fractal type (UME) (table 1, fig. 2). During development were studied [11, 22]. Some analysts believe that the Ukrainian economic model of development refers to non-deterministic one, that is, under certain input parameters the source result rather indefinite, the stochastic until the probability. Experts in the field of macroeconomic argue that the economic model of the national economy as an object can't to be represented in the form of classical economic-mathematical model, because we are dealing with a non-linearity (the multivariance of ways of development and the necessity of choosing) and indeterminacy, randomness and irreversibility of evolutionary processes. We are convinced of the opposite, and we consider the model of the Ukrainian economy as a deterministic, provided the correct information base, qualitative methodological tools and effective goal setting.

Table 1

Parameters of generating the deterministic universum model of corporate economy fractal type (UME)

Indicating vectors (V)	Designations in model, vector direction	Estimated figures (Z)
Scientific-methodological terms	↑ SMT	Level of universum economy Level of universum synergies Level of cluster infrastructure implantation
Demographic indicators	↑ D	Population (thous. pers.) Population density (pers. /sq km) Average number of employees (pers.) Rate of natural increase, infant mortality Proportion of older people relative to the total population Migration balance of region and country

Continued Table 1

Economic indicators	↑ E	<p>Number of companies registered in the public register of the region (units)</p> <p>Volume of shipped goods, fulfilled works and services of own production, and by organizations under "pure" types of economic activity per capita (thous. UAH)</p> <p>Volume of direct investments into the fixed capital per enterprise (thous. UAH)</p> <p>Square of housing space per capita in the region population (sq. m)</p> <p>Volume of gross agricultural output per capita (thous. UAH)</p> <p>Volume of retail sales through all channels of sales per capita in the region population (thous. UAH)</p>
Financial indicators	↑ F	<p>Market capitalization (industrial, stock, commodity)</p> <p>Net financial result per one enterprise (thous. UAH)</p> <p>The total income per capita - wages, taking into account purchasing power parity - the cost of consumer basket (thous. UAH)</p> <p>Deficit (surplus) budget of the region, taking into account the country's budget parity (thous. UAH)</p>
Social indicators	↑ S	<p>Number of employees</p> <p>Size of social payments</p> <p>Level of cash savings of the population and others</p> <p>Level of consumption of basic foodstuffs</p> <p>Level of health care, education</p> <p>Level of various material goods (housing, means of communication, own cars, information devices)</p>
Innovative development	↑ ID	<p>Volume of investments in infrastructure</p> <p>Volume of investment in new research and technology</p> <p>Number of new companies with innovative technologies</p> <p>Number of clusters with profitability level higher than the industry average</p>
Options (level) to combat corruption	↑ CC	<p>Quantitative rotation of managerial staff in the public sector</p>

		Ukraine's position in international rankings of corruption Public awareness of anti-corruption propaganda in the mass media Relevant legislative basis and monitoring system of anti-corruption focus
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The parameters of scientific-methodological terminology (group SMT) for the positive vector dynamics actually reflect the direction of socio-economic transformations taking into account the universum synergies and implantation of cluster infrastructure. At the same time we consider the level of the cluster infrastructure implantation, as the unequivocal correlation of this parameter with the effective corporate and innovative components of the economy as a whole.

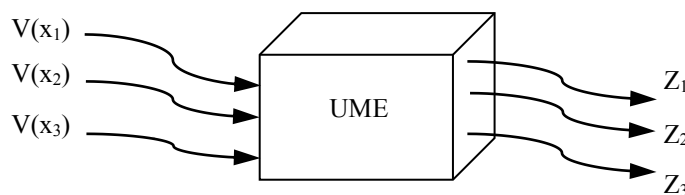
UME model describing the system $V(x_1, x_2, \dots, x_n; R)$, is presented as follows:

$$UME = (Z_1, Z_2, \dots, Z_m; Q), \tag{1}$$

$$Z_i \in Z, i = 1, 2, \dots, n$$

Q, R – the multiplicity of relations over X – the multiplicity of input parameters, outgoing conditions of the economic system,

Z – the multiplicity of economic relations, the representations of elements and subsets of X (fig. 1).



R – the multiplicity of indication vectors (SMT, D, E, F, S, ID, CC)

Q – the multiplicity of economic relations

Fig. 1. Parameters of generating of deterministic universum model of corporate economy fractal type (UME)

We also offer the represented multiplicity of parameters (table 1) Z_{1-m} to maximize in the vector dynamics, as the positive characteristics of macroeconomic development of the universum economy. Then, the economic-mathematical model of the universum synergies will be (Innovative development):

$$ID_{UME} = \sum_{i=1}^n \sum_{j=1}^m x_i \cdot x_j \cdot V_{ij} \cdot z_i \cdot z_j \rightarrow \max \quad (2)$$

The task (2) is solved by method of the gradient projection or by method of the possible directions. The optimum ratio of the economic development can also be determined with the help of the Solver electronic optimizer of spreadsheets in Microsoft EXCEL.

After studies we have been able to formulate the following research hypothesis:

1. For the first time where offered methodological terms of the universum economy, the universum synergies and the implantation of cluster infrastructure, which together allow us to formulate the actual direction of contemporary socio-economic development of the corporate economy. And generate new models and technologies of management of conglomerates as new type of corporations.

2. Here developed terminology for research of targeted the transformation of society and economy in the additive socio-economic system. Such studies are particularly relevant for the modern national economy, containing the controversial characteristics of deterministic and non-deterministic economic model, as well as slightly projected agglomerate and synergistic effects.

3. Here proposed the architecture of the information model of innovative management of development conglomerate with investment cluster basis as a priority of innovative development of corporate economy.

4. It is developed and brought to the form of economic-mathematical model the parametrial characteristic of formation of the deterministic universum model of the corporate economy fractal type as a socio-economic system.

Future prospects authors see in the studies of latent symptoms which affect at the gradual formation in the beginning – economic growth zones, and then - TPC, and the transformation of conglomerates in the socio-economic system comprising signs of the universum economy.

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