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EDITOR'S NOTE

In the previous issue of the magazine we published 9 research articles from scientific sections: Higher Education and Business presented at the IVth International Science Conference Knowledge Society and Vth International Science Conference for Young Researchers "Technical Science and Industrial Management".

This issue of KSI Transaction on KNOWLEDGE SOCIETY includes 9 research articles focused on Knowledge Management. This Topic, examining the rheoretical and practical aspects of the Knowledge Management has a fundamental interest for the Knowledge Society Institute, along with the themes of innovations and high technologies. Fortunately, this year were submitted for evaluation a significant number of papers on this topic. We chose the best 9 of them.

All scientific papers were put under independent review from two persons with academic rank. The presented scientific papers are the most valued in field of Knowledge Management in IVth ISCKS. Editorial Board express gratitude to the reviewers for their qualitative and thorough work.

Call for Papers: Issue dedicated on 45 YEARS OF SCIENTIFIC-TECHNICAL UNION OF MECHANICAL ENGINEERING

Paper may be submitted for Special Issue of the Trasactions, until September 30, 2011. Proposal for special issues on topics of current interest in Higher Education, Innovation, Advanced Technologies, Management and Public Administration are always welcome.

Editorial Board

CONTENTS

Predicting crises - Economic dynamism of China and "Bright Prospects"

Прогнозиране на кризи – икономическата динамика на Китай и „светлите перспективи”.

Georgi Najdenov, Kalojan Haralampiev

Георги Найденов,[1] Калоян Харалампиев[2]

*Annotation:***This report presents results from a study of cyclical economic developments in China. The main tasks of the study are threefold: a) to identify the types of waves and on the first place – are there long waves of Kondratiev; b) to make a comparative analysis for synchronicity of the long waves between them, and then – synchronicity with the dynamic of the world conjuncture; c) to explore in which phase of the present long wave is the Chinese economy and to estimate the short term perspectives for economic and social-political development of China. The research discovers three long rows natural indicators: coal mining, cast iron production and steel production. The presence of the classical type long wave with high synchronicity of the wave on the three indicators was established. It was found that in the coming years impends the change of the nature and rate of the economic development. The change of the nature of the economic development is a serious risk not only for China, but also for the whole world.**

Keywords **long waves *of* Kondratiev, China, coal, iron, steel, Twentieth Century**

I. Мотиви, цел и задачи на изследването

Световната икономическа криза 2008-2010 година се отрази разрушително на икономиката на повечето развити страни.[3] На фона на тежките поражения на икономиката в тези страни, развитието на икономиката на Китай предизвиква силен научен интерес, тъй като безспорен факт е, че в условията на световната икономическа криза китайската икономика има висок и устойчив растеж. Икономисти от всякакви научни школи и политически окраски с „въодушевение” пресмятат кога Китай ще настигне и надмине по Брутен вътрешен продукт САЩ. Има „свръхоптимистични” прогнози, че Китай ще стане първа световна икономика още през 2020 година. Тези прогнози се правят чрез екстраполация на темповете на растеж от 1978 година. насам. Нас ни смущават „розовите” очила, които са си сложили професионалните икономисти, учените от другите обществени науки и световното обществено мнение. Тези „розови” очаквания и „светли перспективи”, според нас са неоснователни.[4] Защо?

Защото икономиката на всички страни, в които се е утвърдил, или се утвърждава капиталистическият начин на производство, се развива **циклично**. Голямо е значението на циклите с дължина на вълната 45-60 години, така наречените „дълги вълни на Кондратиев”, свързани с качествени промени на технологиите, на инфраструктурата, на начина на производство и пр. Икономиката на всички капиталистически страни последователно преминава през продължителни периоди на **подем**, а след това и на **спад** в рамките на 45-60 години.

Работната ни хипотеза е, че в Китай икономиката също се развива **циклично**.

Основанията за тази хипотеза са, че в Китай още от началото на XX век, но най-вече през втората му половина, се утвърждава **капиталистическият начин на производство**. От 1978 година в страната започва преход от съветски държавен капитализъм към корпоративен държавен капитализъм.[5] Следователно, за да се направи **прогноза** за перспективите на социално-икономическото развитие, и съответно за „светлите перспективи” на това развитие, е нужно да се изследва има ли дълги вълни и в каква фаза на сегашната дълга вълна се намира китайската икономика. И какви рискове има за социално-икономическото развитие.

Мотивът на нашето изследване е **съмнението ни** в оптимизма за развитието на китайската икономика.

Целта ни е да изследваме дългите вълни в развитието на китайската икономика.

Задачите ни са:

а) Да се установи има, или няма, дълги вълни на Кондратиев в икономическото развитие на Китай;

б) Да се направи сравнителен анализ на синхронността на дългите вълни помежду им и след това синхронността им с динамиката на световната конюнктура;

в) Да се изследва в каква фаза на сегашната дълга вълна се намира китайската икономика и да се направи прогноза за близките перспективи както на икономическото, така и на социалнополитическото развитие на Китай.

II. Статистически данни

Открихме три дълги реда **натурални** показателя:

[3] Относно причините за кризата виж [1].

[4] Въпреки че бихме се радвали да се сбъднат!

[5] Относно концепцията за „съветския държавен капитализъм” виж [2] и [3].

а) на добива на въглища за периода 1903-2009 година. Продължителността на периода е 107 години. Липсват данни за периода 1907-1911 година;

б) на производството на чугун за периода 1912-2009 година. Продължителността на периода е 98 години;

в) на производство на стомана 1912-2009 година. Продължителността на периода е 98 години. Липсват данни за 1950 и 1951 година.

Източник за периода до 2003 година ни беше книгата на B. R. Mitchell "International Historical Statistics 1750-2005: Africa, Asia and Oceania" [4]. След 2003 година данните са взети от статистическите годишници на Китай.

III. Метод

Методът за откриване на цикличните вълни е описан в статията „Cyclic Recurrence of Foodstuffs and Non-foodstuffs Price Level in Bulgaria during XX Century" [5].

IV. Резултати

Откритите цикли за трите натурални показателя за целия изследван период са представени в Таблица I:

Таблица I
Открити цикли за целия изследван период

Периоди	Добив на въглища	Производство на чугун	Производство на стомана
58	X		
56		X	X
51		X	X
39		X	X
31	X		
30			X
27		X	X
25	X		
22		X	
20	X	X	X
17	X	X	X
15	X	X	X
13	X	X	X
12	X	X	X

V. Анализ на резултатите

1. По първата задача – какви видове вълни съществуват, се установи следното:

- **Категорично е съществуването на дълги вълни на Кондратиев**. И по трите показателя има дълги цикли. При това те са с „класическа" дължина – между 45-60 години. В добива на въглища има една вълна с продължителност 58 години, а в производството на чугун и стомана вълните са по две. В двете производства те са с еднаква дължина. Едната е с дължина 51 години, а другата е с дължина 56 години.

- Освен дългите вълни на Кондратиев има и всички други видове вълни характерни за капиталистическия начин на производство - вълните на Меншиков, с продължителност между 30-40 години, строителните цикли на Саймън Кузнец – с продължителност около 20-25 години. Има и промишлен цикъл на Жугляр – 12 години.

- Отново се потвърди, вече отбелязвания от нас факт [6], че при периоди с вековна продължителност (не само на страни от съветския тип държавен капитализъм, но и на страни от първия ешалон на капитализма – например Англия, Франция, САЩ) късите вълни на Китчин не се улавят с използвания от нас метод.

2. По втората задача – каква е синхронността на дългите вълни помежду им и синхронността им с дългите вълни на световната конюнктура, се установи следното:

- Има изключително висока синхронност по трите показателя. Тя е **пълна** при производството на чугун и стомана и при **двете вълни** – с продължителност 56 години и с продължителност 51 години. Когато към вълната с дължина 56 години в производството на чугун и стомана се прибави вълната на добива на въглища, се вижда, че тя също се синхронизира с другите две вълни.

- Каква е синхронността по трите показателя с дългите вълни на световната конюнктура? Това е труден въпрос. Защото различни автори правят различна периодизация на четвъртия и особено за сегашния – пети цикъл. За времето на третия и четвъртия цикъл на световната конюнктура може с голяма убеденост да се твърди, че периодите на подем и спад по трите натурални показателя в Китай (за тези цикли има данни) имат фазово изоставане с по около десетина години (четвърт оборот) спрямо тези вълни на световната конюнктура.[6] Ако приемем тезата на В. Пантин, че в началото на XXI век започва низходяща фаза, от графиката се вижда, че фазовото изоставане се запазва и при петия цикъл – докато в световната икономика започва спад, китайската икономика все още е в период на подем, макар и в заключителния му период.

Може да се направи извод, че подобно на случая с Русия, и за разлика от другите бивши „социалистически" страни, китайската икономика се развива **асихронно** с динамиката на световната конюнктура. Причината за това са големите мащаби, многосекторност и относителна автономност на китайската икономика.

3. По третата задача да се установи в каква фаза на сегашната си дълга вълна се намира китайската икономика и да се направи прогноза за близките перспективи както на икономическото, така и на социалнополитическото развитие на Китай, може да се каже следното:

3.1. Установената от нас цикличност позволява да се направи екстраполационна прогноза за бъдещото развитие на трите натурални показателя в Китай. Разбира се, тази прогноза е валидна само при допускането, че „и в бъдеще изследваното явление ще проявява закономерностите на развитие от миналото" [8]. Допълнително, освен самата екстраполационна прогноза,

[6] Приемаме за най-достоверна периодизацията на световната конюнктура на В. Пантин [7].

са изчислени и грешките на прогнозата[7]. Резултатите от прогнозирането до 2020 година са представени на фигури 3-5 в Приложение 1.

Разработените екстраполационни прогнози показват, че в динамиката на добива на въглища се очаква растеж, но с доста по-забавени темпове спрямо предходния период. В динамиката на производството на чугун и стомана след известен период на растеж дори се очаква спад, като този спад е по-ясно изразен при производството на чугун.

3.2. Тази прогноза е сериозно основание за нашия „**песимизъм**" за икономическото и социалнополитическото развитие на Китай в близко бъдеще. Защото очевидно е, че в близките години китайската икономика ще стигне „билото" на сегашната вълна на икономическата конюнктура. Тоест китайската икономика скоро ще е в ситуация, в която беше българската икономика в средата на 70-те години. Ще се стигне до необходимост от промяна както на икономическия, така и на политическия модел на развитие. А това е свързано с много **рискове**. **Първо**, защото е много вероятно икономиката да започне да „боксува", да „тъпче на едно място". Както стана в България! Не че това означава по-лош живот за населението. Напротив, в периодите на „застой" и икономическа, политическа, нравствена и пр. дезорганизираност населението живее по-добре. Но се натрупват нерешени проблеми, напрежения и пр., които могат да „избият" в сериозни бунтове и сътресения. Второ, защото в китайската икономика в близките десетина години ще приключи първичната индустриализация. Тоест, значителна част от работната сила упражняваща ръчен труд в аграрния сектор (в момента около половината от работната сила), ще бъде всмукана в промишлеността, и урбанизацията на това сегашно селско население също ще напредне значително. Това неминуемо ще доведе до **промяна** на **политическата система** в Китай. Световната практика показва, че авторитарните политически системи са подходяща форма на политически отношения в периода на генезиса на капитализма и първоначалната индустриализация. Впоследствие, след като приключи този период, в рамките на едно или най-много две десетилетия се извършва трансформация на политическата система – преминава се към плуралистична политическа система. Например в България генезисът на капитализма и първичната индустриализация приключиха в средата на 70-те години. Авторитарната политическа система се трансформира в плуралистична в края на 80-те години. Тази неизбежна трансформация е **силно рисков фактор** за социално-икономическото развитие на Китай. Защо?

3.3. Защото: а) Трансформацията може да се извърши по **мирен**, но може да се извърши и по **немирен** път. Факт е, че китайският комунистически елит под ръководството на Дън Сяо Пин успя да извърши мирна трансформация в сферата на икономиката. Преходът от съветски към корпоративен държавен капитализъм е извършен без голямо социално насилие (като се изключи смазването на протестите на площад Тян Ан Мън). Китайският комунистически елит има рационално поведение, вътрешна мобилизираност и мотивация да извърши тази безспорно сполучлива трансформация. Но възникването на елит, който е **рационален**, **дисциплиниран** и **мотивиран** за извършване на необходимите социални промени винаги е предшествано от десетилетия на социални катаклизми, брутално насилие, нищета и мизерия. Такъв в Китай е периодът на „Културната революция". Тогава значителни части от комунистическия елит и в частност Дън Сяо Пин дълги години „ядоха" много много **бой**. И се поучиха от „грешките" си! Дън Сяо Пин и неговите съмишленици, които в най-ранния период след завземането на властта, строят ресторанти и луксозни заведения и живеят в разкош и богатство, след „Културната революция" пропагандират и налагат сред комунистическия елит скромност, дисциплинираност и висока морална мотивираност към управлението на страната и в частност – икономиката.[8] Впрочем, в България високите морално-волеви качества на **комунистическият елит**, който успешно извърши трансформацията на патриархалното българско общество в капиталистическо също в голяма степен се дължат на това, че в продължение на десетилетия този елит „ядеше" много бой, преди да вземе властта. Ще има ли китайският комунистически елит енергията, дисциплината, мобилизацията и т.н. за да извърши нова мирна и сполучлива трансформация на икономиката и на политическата система – ето това е въпросът! Предстоящата в близките едно, две десетилетия трансформация и на икономиката, и на политическата система в Китай, за мен е голямо **рисково поле** не само за Китай, но и за целия свят.

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[8] Първото данцибао, с което започва културната революция, е написано от студенти, протестиращи, че в преподавателския стол на университета менюто е от сто ястия, а на тях им се полагат само две купички ориз дневно.

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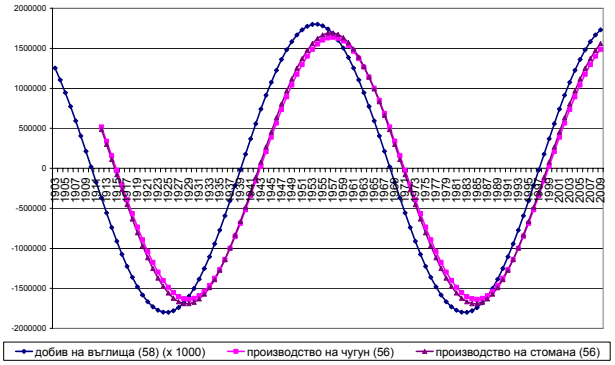
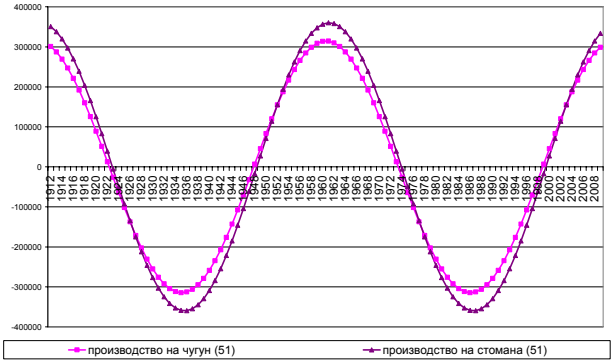
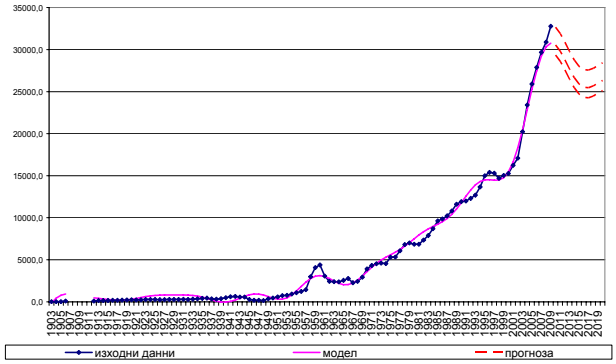
Приложение 1



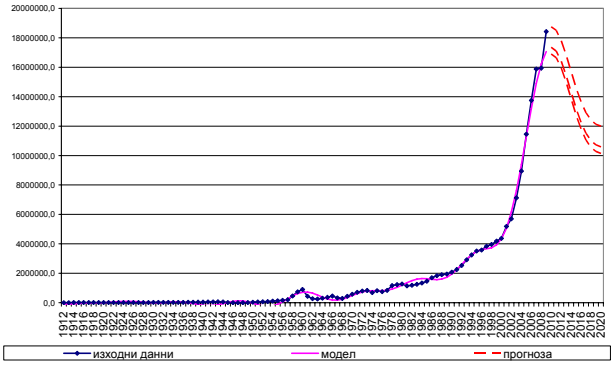
Фиг. 1. Дълги вълни на Кондратиев в трите натурални показателя



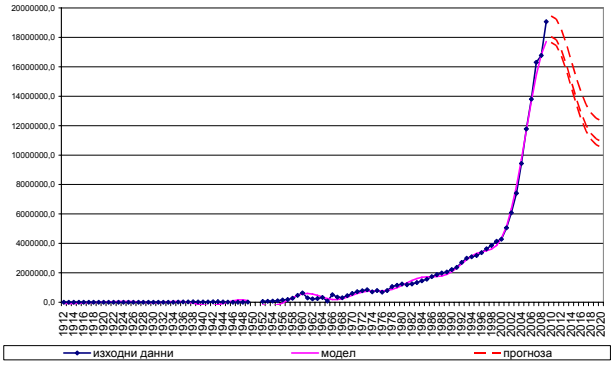
Фиг. 2. Дълги вълни на Кондратиев в производството на чугун и стомана



Фиг. 3. Прогноза за добива на въглища в Китай до 2020 година



Фиг. 4. Прогноза за производството на чугун в Китай до 2020 година



Фиг. 5. Прогноза за производството на стомана в Китай до 2020 година

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Cycle in Relation to Human Capital Development - Innovation Waves
Релацията цикличност в развитието на Човешкия капитал – иновационни вълни

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Лоретта Парашкевова[1]

Abstract: **In the present article are examined the role and significance of human capital in the industrial and scientific and technical revolutions, in the formation of technical orders and in the cyclic economic and social development.**
Key words: **Innovation, Cycle, Human Capital.**

I. Увод

От появата си, човешкото общество постепенно натрупва знания, които създават условия за развитие на образованието и науката. Формира се слой от високопрофесионален научно-технически, управленски и интелектуален елит, под чието ръководство протича поредния цикъл в развитието на човечеството. Теорията на човешкия капитал, днес, е естествено обобщение на всички (частни) икономически теории за развитие. Нещо повече, теорията на човешкия капитал подпомага разбирането за процесите на циклично икономическо, обществено и държавно развитие, предоставяйки възможности за дългосрочно прогнозиране на развитието на световната икономика.

В тази статия се разглежда ролята и значението на човешкия капитал в индустриалните и научно-техническите революции, при формирането на технологичните редове и циклично икономическо и обществено развитие.

II. Взаимовръзка между циклите на развитие на човешкия капитал и икономическите цикли

II.1. Икономическите цикли и индустриалната революция

Първата индустриална революция и първият технологичен ред (1770-1830 г.), анализиран от Глазев чрез дългите вълни на Кондратиев, съвпадат по време (таблица 1) [1]. Този цикъл в развитието на световната икономика е възможен благодарение на бързото развитие на производителните сили и формирането на капитализма. Но машините, технологиите, оборудването и самият капитализъм могат да се определят и от етапа на развитие на човешкия капитал и неговите главни съставни части – култура, възпитание, образование, знания, медицина, икономически науки, усъвършенстване на религиите, развитие на икономиката, на обществените отношения и на държавността.

Капитализмът с неговата урбанизация, с първите машини и оборудване, с инициирания от тях огромен ръст в производителността на труда става материално въплъщение на ускореното развитие на човешкия капитал, на неговото ново качество – интелектуалната мощ и знанията. Именно образованите индивиди, професионалистите осъществяват индустриалната революция, инициирайки научните, иновационните, промишлените и технологичните иновации въз основа на натрупаните от предходните поколения знания и конкуренцията.

Именно, капиталистическата конкуренция заставя капиталистите да използват в промишлените производства нови устройства, машини, оборудване, да рискуват, комерсиализирайки иновациите. Икономическият цикъл предизвиква трансформации и в обществено-политическия слой на цивилизационната структура [6]. Възниква, налагайки се постепенно и идеологията на капитализма – протестантството – религия на креативността, търсенето, културата и свободата. Не случайно, първи навлизат в ерата на капитализма най-образованите протестантски страни – Англия, Франция, Швейцария, Швеция и др. Сред изоставащите са католическите и православните страни, както и локалните цивилизации от Азия (Китай, Индия, Япония – лидери в предходни обществено-икономически цикли) и Латинска Америка.

Качеството на натрупания човешки капитал предпоставя изхода от конкурентното състезание в полза на посочените европейски държави. Западноевропейската цивилизация се оказва много по-производителна от всички други локални цивилизации. Това се отнася не само до икономиката, но и до културата и образованието, дефинирани от инвестициите в тях и от постиженията на науката.

В края на XVIII век Западна Европа изпреварва почти два пъти Китай както по грамотност на населението, така и по брутен вътрешен продукт (БВП) на глава от населението. Образованието, науката, културата, възпитанието, здравето, манталитетът, креативността на духа, умножени по растящата икономическа свобода се превръщат в главни конкурентни предимства на западноевропейската локална цивилизация. Китай много по-рано от европейците прави големи за глобалната цивилизация открития и иновации, но след това „заспива” за векове (дори за хилядолетие), пробуждайки се едва в последната четвърт на XX век. Индустриалната революция е инициирана, в голяма степен, от постиженията на математиката, механиката, физиката, химията, икономическите науки. Базовите иновации от този икономически цикъл тласкат напред развитието на текстилната промишленост и на машиностроенето. Положителната промяна в количеството и качеството на човешкия капитал на глобалната цивилизация (образование, култура, здравеопазване, наука, предприемачески потенциал, качество на елита и управлението, качество на живот и държавни институции и т.н.) позволява създаването на стругове и машини – големите иновации през този икономически цикъл. Главна движеща сила на

индустриалната революция е ръстът на знанията и появата на професионалисти, способни да генерират иновации и да изобретяват машини, които de facto са следствие от развитието на количеството и качеството на човешкия капитал. Влиянието на човешкия капитал върху икономическия растеж може да се проследи на примера на Япония. Страната на изгряващото слънце, придържаща се векове към политика на изолация, винаги е разполагала с човешки капитал, в т.ч. по отношение на образованието и продължителността на живота. През 1913 г. средната продължителност на обучение на възрастното население в Япония е 5,4 години, докато в Италия – 4,8, в САЩ – 4,3, а средната продължителност на живота – 51 години (както в Европа и САЩ) [2]. Качеството на човешкия капитал позволява на Япония през втората половина на XX век да ускори технологико-икономическото си развитие и да влезе в групата на развитите страни в света.

Таблица 1. Техническите революции – основна характеристика

Елементи на техническия прогрес	**Периоди на концентрация на бифуркационни иновационни точки**		
	Края на XVIII – начало на XIX в. (първа промишлена революция)	**Края на XIX–начало на XX в. (втора промишлена революция)**	**Средата на XX в. (трета промишлена революция – научно-техническа революция)**
Средства на труда	Поява на машинно производство	Машинно производство; масово производство на машини	Формиране на системи от машини, комплексна механизация и автоматизация на производството
Двигателна сила и енергия	Парна машина	Електродвигател, двигател с вътрешно горене	Електрификация на производство-то, атомен реактор, реактивен двигател
Предмети на труда	Масово производство на желязо, чугун	Масово производство на стомана	Качествена металургия, масово производство на алуминий и пластмаса
Транспорт	Железопътен транспорт (локомотив), пароход	Дизелен, автомобилен и авиационен транспорт	Единни транспортни системи, контейнеризация, реактивен транспорт и ракетна техника
Строителство и строителни материали	Ръчен труд, тухла и дърво	Първи строителни механизми; цимент и железобетон	Индустриални методи на строителство, нови строителни материали и леки конструкции
Форми на организация на науката	Индивидуална научна дейност	Възникване на специализирания научен труд	Превръщане на науката в индустрия на знанията
Образование	Обща грамотност; поява на професионалното обучение	Масово общо и специално образование	Значително повишаване на средното равнище на образование, бързо развитие на висшето образование

Особено значение за развитието на човешкия капитал имат манталитетът и културата на народа, които позволяват формирането на етика и на качество на труда, изискуеми за новия етап от развитието на предприемачеството. Манталитетът и културата са едни от най-важните съставки на акумулиращия се човешки капитал – главният интензивен фактор на генериране и развитие на иновации.

Новите и бързо развиващи се съставки на човешкия капитал – образованието (общо и професионално), науката, предприемаческия потенциал, конкуренцията, (протестантската) култура и идеология позволяват внедряването на иновации (тъкачния стан, парната машина, помпите и др.) От друга страна, иновациите в професионалното образование, в промишлеността, в държавното управление, в обществения живот инициират и осигуряват рязко повишаване на производителността на труда.

Тези и други фактори в първата половина на XIX век водят до формиране на индустриалната икономика и общество. По време на този етап от глобалната цивилизация настъпват някои от следните промени в човешкото общество [7]:

- Натрупват се знания, създават се и се комерсиализират иновации (в промишлеността);
- Индустриализацията чрез механизацията на производството и прехода от ръчния към механизирания труд позволява прехода от манифактурното към фабричното производство;
- Конкурентните икономически отношения, нововъзникващите пазари допринасят за формиране на демокрацията и на първите елементи на гражданското общество;
- Повишава се качеството на живот на населението, културата, образованието и науката подготвят поредния етап от икономическия цикъл, основан на развитието на технологиите и промишлеността;
- Човешкият капитал се мултиплицира под въздействие на инвестициите в образованието и науката, на специализацията на научните изследвания и на научните организации, на увеличаване на продължителността на живота и възможностите, инициирани от икономическата и политическата свобода, повишаване на ефективността на елита. Не могат да бъдат пропуснати и факторите, свързани с ускорения процес на урбанизация и ръста на градовете, особено големите, допринесли за увеличаване на ефективността на националните икономики, положителните промени в културата, в семейството, религията, политиката и т.н.

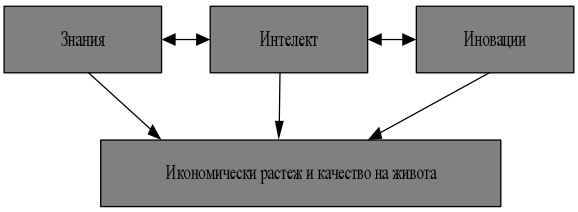
Независимо от големия брой интерпретации за характера на този етап от индустриалната революция, експертите в сферата на хуманитарните науки (в частност социолозите, политолозите и икономистите) посочват като най-важни някои от следните изменения:

- Появяват се нови оръдия на труда – машините;
- Икономическият растеж се ускорява и самоподдържа чрез нарастване на производителността на труда;
- Възникват нови обществени класи – тези на предприемачите и на наемните работници.

Започналата във Великобритания индустриална революция преминава през три етапа (от гледна точка на иновациите): 1) поява на машините (първоначално в текстилното производство, а после и в другите отрасли); 2) изобретяване на парната машина (двигател); 3) създаване на механизирани средства за производство. Същевременно, от гледна точка на развитието на човешкия капитал етапите на индустриалната революция могат да бъдат разгледани през призмата на:

- Развитието на образованието и науката и повишаване на ефективността му;
- Идеологията на капитализма, която позволи не само да се генерират нови поколения иновации, но и да се създаде нов управленски елит;
- Появата на професионалното образование и професионалните научни организации;
- Появата на предприемаческия потенциал и свободната конкуренция, т.е. развитие на капиталистически икономически отношения.

Индустриалната революция de facto се основава на повишаване на качеството на трите опорни точки на икономическия растеж, на общественото развитие и на качеството на живот*:* натрупване на знания, ръст на интелекта (професионализма), генериране на иновации (фиг. 1).



Фиг. 1 Опорни точки на икономическия и технологичния растеж

Втората индустриална революция (последната третина на XIX век – началото на XX век) стартира с нов цикъл на увеличаване на качеството на натрупания човешки капитал (фиг. 2). Професионалното образование се задълбочава и приема масов характер, науката се развива и се специализира, културата бележи нови върхове. Втората индустриална революция създава втория, третия и четвъртия технологични редове, формирайки развито индустриално общество с висока производителност на труда. Масовото генериране и комерсиализиране на иновациите също влияят положително на производителността на труда. Постепенно, на базата на научните изследвания се заражда индустрията на знанията.

Третата научно-техническа революция започва от средата на XX век и продължава до наши дни, довършвайки конфигурирането на четвъртия технологичен ред. Продължава и петия технологичен ред и инициира се шестия технологичен ред, осъществявайки прехода на развитите страни към следващия постиндустриален цикъл. В страните-икономически лидери започва формирането на икономика на знанието и информационно общество, които превръщат света в „глобално село".

Превърналата се вече в класическа, класификация на технологичните редове на Глазев свързва всеки пореден технологико-икономически ред със съответния етап в развитието на човешкия капитал и с неговото ново по-високо качество преди всичко в сферата на образованието, науката и иновациите. От средата на XX век започва създаване и усъвършенстване на теорията за човешкия капитал преди всичко от американските икономисти Т. Шулц и Г. Бекер, които получават Нобелова награда за лансирането ú. Човешкият капитал започва да се разглежда, и в теорията, и на практика, като интензивен фактор на развитие, като основа за увеличаване на БВП в съчетание с иновациите и високите технологии. Разликата на човешкия капитал от природните ресурси, класическия труд и финансовия капитал визира необходимостта от постоянно нарастващи инвестиции и съществуването на значителен времеви лаг на възвръщаемост.

В края на 1990-те години, развитите страни влагат около 70 % от всички средства в човешки капитал, а във физически капитал – само около 30 %. При това, държавата в страните икономически-лидери инвестира по-голямата част от инвестициите в човешки капитал. И именно това е една от нейните най-важни функции по отношение на държавното регулиране на икономиката. При ниски нива и качество на човешкия капитал инвестициите във високотехнологичните отрасли нямат възвръщаемост или тя е много ниска. Успехите на Финландия, Ирландия, Япония, Китай, Южна Корея потвърждават извода за това, че фундаментът за формирането на човешкия капитал е манталитетът и националната култура. Трудолюбивите, спазващите законите народи достигат сравнително бързи успехи в развитието на икономиката.

II.2. Технологичният ред през призмата на теорията на развитие на човешкия капитал

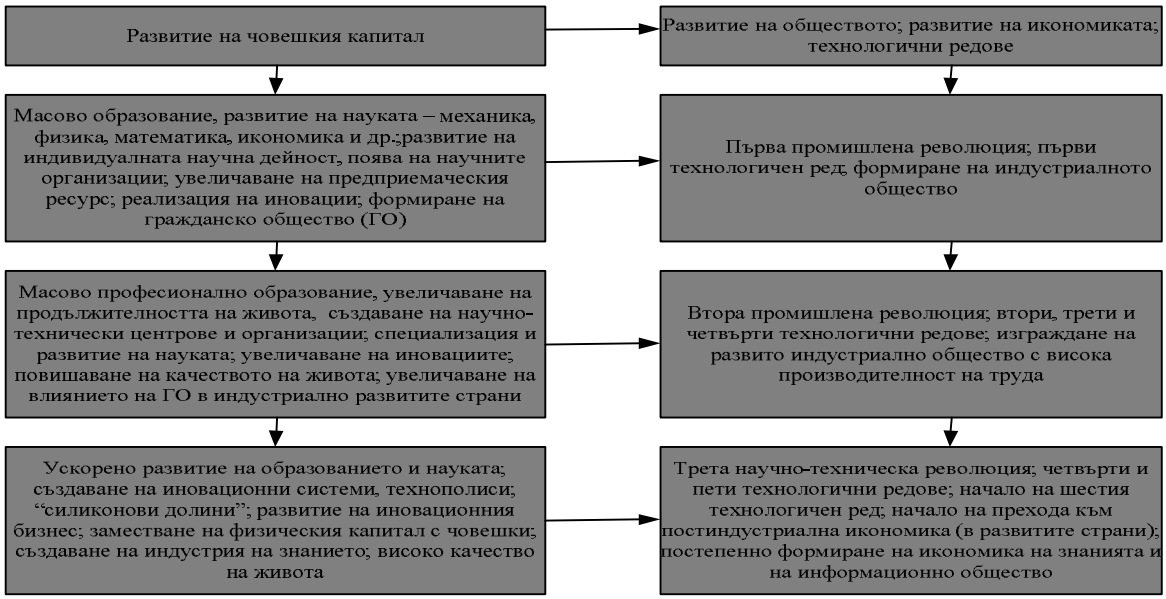
Известният австрийски икономист Йозеф Шумпетер още в началото на XX век поставя началото на съвременната теория на иновационното развитие. Шумпетер дефинира икономическия растеж чрез увеличаване на мащабите на производство на стоки от традиционните производства. От друга страна, икономическото развитие предполага качествени промени, предизвикани от големите иновации [8].

Насрещното движение на стоки и пари Шумпетер нарича циркулярен поток на икономическия живот [8]. Повишаването на качеството на човешкия капитал, следствие от натрупаните знания, и икономическото развитие, под влияние на развитието на човешкия капитал (знания, равнище на компетентност и професионализъм, качество на живот и производителност на интелектуалната дейност и др.) нарушават тази монотонност, пораждайки иновации и чрез тях – нови отрасли на промишлеността. Обобщавайки опита на предходното иновационно и икономическо развитие, Шумпетер доказва, че иновациите инициират съкращаването или прекратяването на остарелите отрасли. Иновациите възникват заедно с разумния човек, една от първите базови иновации (през неолитната и ранникласовата световни цивилизация [6]) е каменната брадва, последвана от откриването на медта, бронза, желязото, оръдията на труда и оръжията от тях, мотиката, плуга и т.н., сложността им нараства според количеството натрупани знания и увеличеното качество на акумулирания човешки капитал.

Появата на големите иновации зависи от повишаването на знанията и компетентността на човешкия фактор до равнище, когато се извършва поредния пробив-откритие. Затова икономическото развитие се определя от бифуркационните точки, трасирали пътя на индустриалните и научно-техническите революции. Икономическият цикъл, дефиниран от Шумпетер се обяснява именно с накъсания характер и появата на иновациите. Шумпетер въвежда предприемаческата способност и в частност нейния иновационен характер като четвърти фактор на производството. Той обръща особено внимание на обективния стремеж на предприемачите към внедряване на иновациите с

цел изпреварване на конкурентите на пазара и увеличаване на печалбите.

Предприемаческата способност е най-важната съставна част на човешкия капитал като интензивен фактор на развитие. В съвременната икономика човешкият капитал заменя четвъртия фактор на производството, а по-точно ръста и развитието на предприемаческата способност, превръщайки я в своя важна съставна част. И ако за класическите фактори на производство – земята, труда и физическия капитал действа законът за намаляващата доходност, то за човешкия капитал като интензивен фактор на икономическото развитие този закон не е валиден.



Фиг. 2 Релация човешки капитал – технологико-икономическо развитие

При това човешкият капитал действа като интензивен фактор на развитието чрез образуващите го компоненти – знания, предприемачески потенциал и професионалисти – в това число иноватори и предприемачи. Иновативността, креативността и производствената мощ на човешкия капитал расте заедно с развитието на образованието, науката, генерирането на иновации, развитието на индустрията на знанията.

Таблица 2. Технологичен ред – дългите вълни на Н. Кондратиев

№	1	2	3	4	5
Период на доминиране на технологичния ред	1770-1830	1830-1880	1880-1930	1930-1980	1980-2040 (?)
Лидери на ТУ	Холандия, Великобритания, Франция, Белгия	Същите + Германия и САЩ	Същите	Същите + ЕС + Канада + СССР + Япония + Австралия	Европа + Сингапур + Китай + Ю. Корея + Индия + Бразилия + Мексико + Русия (?)
Ядро на ТР	Текстил, водни и вятърни двигатели, **чугун**	Парен двигател, железопътен транспорт, машиностроене, черна металургия **въглища**	Електротехника, тежко машиностроене, неорганична химия, авио- и автомобилостроене **стомана**	Авио-, автомобило-, тракторостроене, цветна металургия, органична химия, **нефт**	Електроника, робототехника, биотехнологии, оптика, фототехника, космос. **газ**
Ключов фактор за развитие	Текстилно машиностроене	Парен двигател, стругове	Електродвигател, стомана	Двигател с вътрешно горене, нефт	Биотехнологии, микроелектроника, ядрена физика, изчислителна техника

Доказаните от руския икономист и (макро) социолог Николай Кондратиев и развити от Шумпетер (дълги) вълни в икономиката могат да бъдат разгледани през призмата на теорията на човешкия капитал. Смяната на технологичния ред, определящ съществуването на икономическия цикъл съвпада със смяната на иновационните вълни. Източник на иновационните вълни от позицията на теорията на човешкия капитал са натрупаните знания т.е. миксът от неговите елементи като култура, образование, наука, иновации, интелект, инструменти на научно търсене. Шумпетер класифицира технологичните редове чрез особеностите, присъщи на производителните сили в различните етапи на капитализма. Неговата концепция за икономическо развитие може да бъде разширена с човешкия капитал, включващ

натрупаните знания и професионалистите, които ги притежават

Водещите отрасли и видове дейности, корпорациите конфигурират ядрото на технологичния ред , а иновациите, около които то се формира следва да се разглеждат като ключови фактори. Всеки технологичен ред е в съответствие със прилагащите го страни-лидери, икономически ред, държавност, обществен живот, социална сфера, перспективни научни направления. Бъдещият технологичен ред се заражда в недрата на текущия такъв и дълго време съществува заедно с някои от предшестващите го технологични редове [6].

Днес, светът е в началото на формирането на постиндустриалната цивилизация и зараждането на шестия технологичен ред (част от него са нанотехнологиите, клетъчните технологии, методите на генното инженерство и др.) [6]. Иновационните вълни и цикли имат сложен характер. De facto, това са вълни на натрупаните знания. Развитието на човешкото общество се осъществява чрез промяната на главния субект на процесите – образованите човешки групи, професионалистите, елита, и чрез формирането, усъвършенстването, ръста на интелектуалните обекти, овеществени във вид на книги, патенти, лицензи, методи, технологии, в т.ч. и IT носителите на натрупаните знания.

II.3. Човешкият капитал – главен фактор за формиране на икономиката на знанията

Иновациите винаги са определяли и ускорявали развитието на промишлеността и икономиката, но терминът иновационна икономика се лансира и разпространява едва през 1990-те години. Иновационната икономика е икономиката, способна да генерира и ефективно да използва всички полезни за обществото иновации (патенти, лицензи, ноу-хау, заимствани и собствени нови технологии и т.н.). Иновационната икономика включва иновационната система – инфраструктура, която подпомага реализацията на научните и бизнес идеи и въплъщаването им в иновационни продукти. Иновационната икономика се създава и развива под влиянието на акумулирания човешки капитал. Същевременно, иновационната икономика позволява непрекъснатото натрупване и увеличаване на съзидателния човешки капитал и осигурява нарастването му по стойност и качество.

Иновационната икономика често се асоциира с постиндустриалното общество. Човешкият капитал е главен фактор на развитие на иновационна икономика. Натрупаният човешки капитал определя равнището на иновационната икономика и таванът на нейното развитие.

Важен елемент на иновационната икономика е венчърният научно-технически и технологичен бизнес – рисков бизнес за реализиране на научните открития, изобретения, големи технологични иновации [5]. Венчърният бизнес е насочен към получаване на високи печалби и нови технологии и към създаване на нови мощни компании – световни технологични лидери.

Иновационната икономика се характеризира с:

- Високо качество на човешкия капитал;
- Висок индекс на икономическа свобода;
- Високо равнище на развитие на образованието и науката;
- Високо и конкурентноспособно качество на живота;
- Висок дял на иновационни предприятия (над 60-80 %) и иновационна продукция;
- Заместване на природния и физически капитал с човешки капитал;
- Разнообразие на пазари и създаване на нови пазари;
- Формиране на индустрия на знанията.

Основният процес на иновационната икономика е заместването на физическия и природния капитали с човешки капитал, а движещата ú сила е конкуренцията във всички видове дейност. Конкуренцията предизвиква предприемачите и мениджмънта да създават иновационна продукция. Свободната конкуренция е основният стимулатор на ръста на знания, генериране на иновации и създаване на ефективна иновационна продукция. Иновационните система и икономика, венчърният бизнес в развитите страни конфигурират модели за подражание за развиващите се страни. Иновационната икономика е система от няколко съставни части: 1) образование; 2) наука; 3) човешки капитал; 4) иновационна система, която включва: законодателна и материална база (центрове за трансфер на технологии, бизнес-инкубатори, технологични зони, технополиси, иновационни центрове, клъстъри, територии за усвояване на високи технологии, венчърен бизнес и др.); 5) иновационна промишленост, реализираща нововъведенията; 6) благоприятна среда на функциониране на човешкия капитал. Ефективната иновационна икономика следва да притежава поне ефективни иновационна система и промишленост, както и качествен човешки капитал и благоприятна среда за развитието му, които са в неразривна връзка.

III. Заключение

Анализът на тези процеси показва, че човешкият капитал и цикличността му са сред главните фактори на генериране на иновационни вълни и циклично развитие на световната икономика и общество.

Индустриалните, научно-техническите и технологичните революции са реализирани от образовани хора, от професионалисти, въоръжени със знания. От социо-икономическа гледна точка това означава, че промените в икономиката и обществото, базовите иновации са инициирани от човешки капитал във всеки цикъл на развитие на локалната и световните цивилизации и държави.

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Promoting competitiveness and growth in the context of the Lisbon Strategy and «Europe 2020»

Насърчаването конкурентоспособността и растежа в контекста на Лисабонската стратегия и стратегията «Европа 2020»

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Annotation: The purpose of this paper is to identify specific key to Promoting competitiveness and growth in the context of the Lisbon Strategy and «Europe 2020» in Bulgaria.

Key words: Structural Funds, Europe 2020, Lisbon Strategy, Operational Programme, Administrative Capacity, Competitiveness

Европейската нормативна уредба определя Националната стратегическа референтна рамка (НСРР) за водещия документ, на база на който България договаря усвояването на средствата от европейските Структурни и Кохезионни фондове за периода 2007-2013 година. НСРР отразява и стратегическите насоки на Общността за създаване на повече и по-добри работни места и превръщане на Европа в по-привлекателно място за работа и живот. НСРР е в изпълнение и на Лисабонаската стратегия, както и на нейната актуализирана версия и стратегията „Европа 2020".

Визията на Националната стратегическа референтна рамка е през 2015 г. България да стане динамична и конкурентоспособна страна-членка на ЕС, с високи качество на живот, доходи и социална чувствителност. За постигането на тази дългосрочна цел, България работи за повишаване на конкурентоспособността на икономиката си и за осигуряване на по-високи доходи, заетост, квалификация и социална интеграция.

Следователно, изпълнението на Националната стратегическа референтна рамка чрез оперативните програми е в пряка връзка с насърчаването конкурентоспособността и растежа в контекста на Лисабонската стратегия и стратегията „Европа 2020". Това предполага един интегриран подход за растеж, като очертава ключовите сфери на дейност, които, с финансовата подкрепа на европейските фондове, ще дадат значителен принос за сближаване на българската икономика с тези на останалите европейски страни.

Насърчаването конкурентоспособността и растежа в контекста на Лисабонската стратегия и стратегията „Европа 2020" обхваща следните 4 стратегически приоритета на НСРР:

1. Приоритет „Подобряване на базисната инфраструктура"

Разглежда инфраструктурата като основен фактор за привличане на инвестиции и създаване на нови работни места, за повишаване на конкурентоспособността на икономиката като цяло. Към този приоритет основно отношение имат Оперативните програми „Транспорт" и „Регионално развитие".

2. Приоритет „Повишаване на качеството на човешкия капитал с акцент върху заетостта". Според този приоритет се предвиждат инвестиции за развитие на човешките ресурси както в публичния, така и в частния сектор. Този приоритет е основно изпълняван от Оперативна програма Развитие на човешките ресурси. В тази връзка могат да бъдат отбелязани следните приноси за постигане на целите на Лисабонската стратегия и "Европа 2020":

- повишаване на заетостта;
- намаляване на броя на бедните и социално изключените;
- стремеж за намаляване на преждевременно напусналите образователната система;
- повишаване на професионалната квалификация;
- повишаване на дела на младите хора със завършено висше образование;
- подкрепа на секторите с най-висок потенциал за растеж и разкриване на нови работни места.

3. Приоритет „Насърчаване на предприемачеството, благоприятната бизнес среда и доброто управление". Този приоритет е в отговор на необходимостта от допълнителна подкрепа за развитие на предприемачеството. Той се изпълнява основно от Оперативна програма „Развитие на конкурентоспособността на българската икономика 2007-2013". Могат да бъдат идентифицирани следните съответствия между тази оперативна програма и европейски и национални политики в сферата на насърчаване на растежа и конкурентоспособността:

- заложените в Лисабонска стратегия потребности от:

А. Инвестиции в развойна и изследователска дейност, увеличаване на иновациите;

Б. Създаване на благоприятна среда за

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стартиращи фирми и развитие на иновативен бизнес;

В. Икономически реформи за работещ Общ пазар.

В тази връзка разглежданата оперативна програма е доминиращият (на практика почти единствен) източник за финансиране на националната политика за развитие и е основен инструмент за провеждане на активна икономическа политика за повишаване на конкурентоспособността на предприятията.

Целите на основните направления при изпълнението на Оперативна програма „Развитие на конкурентоспособността на българската икономика 2007-2013" са:

- Насърчаване на развойната дейност и внедряването на иновации в предприятията;
- Защита на индустриалната собственост на българските предприятия и изследователски организации;
- Развитие на благоприятна про-иновационна среда в подкрепа на бизнеса;
- Модернизация на технологиите и управлението в МСП;
- Осигуряване на по-достъпни и качествени консултантски и информационни услуги за бизнеса.
- Намаляване на енергоемкостта и разнообразяване на енергийните източници;
- Укрепване на производствения капацитет и достъпа до пазари чрез използване на предимствата на бизнес кооперирането;
- Облекчаване на условията за (не)банково кредитиране на предприятията;
- Осигуряване на финансиране за високорискови инвестиции;
- Повишаване обема и икономическия ефект от привлечените инвестиции;
- Осигуряване на актуална и качествена информация за външните пазари.

4. Приоритет „Подкрепа за балансирано териториално развитие". Този приоритет е насочен към осигуряване на балансиран растеж във всички райони на страната. Основни оправивни програми, които го изпълняват са „Регионално развитие" и „Околна среда".

Разбира се направените връзки между приоритети на НСРР и Опертивни програми са само условни и показват основното влияние, което някои програми имат върху даден приоритет. Трябва ясно да се подчертае, че съществува необходимост всяка една Оперативна програма да способства за постигане на всеки един от приоритетите (макар и в различна степен).

Въз основа на всичко споменато дотук можем да изведем следните направления на развитие на политики по стимулиране на растежа и конкурентоспособността в контекста на Лисабонската стратегия и „Европа 2020":

1. Необходимо е да се стимулира развитието на човешкия капитал посредством различни програми за обучение и квалификация на следните целеви групи:

- ученици, при които се развива професионалното обучение и квалификация и се мотивира бъдещата им работа в определени приоритетни сектори на националното стопанство, включително и посредством стипендии;
- студенти, при които трябва да се създаде възможност от една страна да се повиши качеството на обучението посредством постоянна актуализация на университетската инфраструктура и повишаване на мотивацията на академичния състав, от друга да се интензифицира връзката предприятия – университети, а от трета да се мотивират студентите;
- работещи в предприятия, при които основното трябва да е непрекъсното повишаване на квалификацията съобразно с промените в науката и техниката;
- безработни, на които да бъде дадена нова квалификация съобразно актуалните нужди на пазара на труда.

За да бъде успешна тази политика, трябва да се гарантира финансирането на множество програми, насочени към широк спектър от бенефициенти, всяка от които финансирана с малки средства.

2. Подпомагане на предприятията при повишаване на организацонния им капитал посредством:

- стумулиране на научните изследвания и иновациите с цел създаване на нови продукти, процеси и технологии;
- повишаване на качеството на процесите посредством внедряване на международно признатите стандарти на качество;
- стимулиране на предприятията да създават собствени търговски марки, патенти и др. авторски права;
- стимулиране на интензификация на взаимодействията на предприятията с университетите и научно-изследователските центрове;
- създаване на технологични паркове и др.

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Investment Risk Management in the Company

Anatoliy Asenov[1]

Abstract: **Over the last several decades the public has witnessed the financial integration of product ranges among the big financial institutions. This is due to the increasing globalization, the development of new financial instruments, and the advance of the innformation technologies. These factors have forced institutions to face various risks, develop a methodology for the assessment of the risks and come up with techniques for reducing them. We believe that this process requires not only a change in the risks management approach in the companies but also a reconsideration of the risks that affect them under the conditions of integration within the financial sector. This calls for a systematization of the risk research and rethinking of the theoretical foudations. With reference to this, the aim of this paper is to study the investment risk management under the conditions of financial integration.**

Key words: **investment risk, innovation, strategy, scientific product**

The traditional approach to risks is related to various definitions of the concept of "risk". According to Hr. Draganov [8] risk is an economic concept which is a natural aspect of an aim-oriented activity. Its realization leads to diversions from the expected results. He points out that the term "risk" is of an Italian origin (risico) and means "to take a decision whose outcome is unknown, uncertain".

W. Bauer and C. Murawski [4] suggest another translation of the Italian word, namely: "possible damages or negative consequences due to unpredictable circumstances". They suppose that "risico" is derived from the

Arabic word "rizq" which means "something to gain benefit from" or "something given to someone without profit". "A daily ration God gives to people" is the religious Islamic definition of "rizq".

The detailed W. Bauer and C. Murawski's studies of the origins of the term "risks" led them to the Aramaic language which originated from Syrian language which in turn sprung from the ancient language Pahlavi. In Pahlavi "rôcik" means "a daily ration (bread)".

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It is considered that until the Middle ages the word "risk" had a neutral meaning with reference to people's incomes which were a subject of uncertainty. It is supposed that it started to express a negative result in the Middle Ages Italian language. According to B.Iliev the "risk" is "revealed through the distribution of the common gamage and is characterised by its expected value and dispersion" [10].

Several elements of risk are mentioned in the specialized literature. They are as follows: random risk; risk caused by change; risk caused by a mistake; a risk which is a diagnosis; and a risk which is a forecast. B. Iliev claims that the last two elements refer to the risk caused by a mistake and the risk caused by change respectively. In general, in the specialized literature [9] there is an agreement and consolidation around the risk classification offered by D. Farny [8].

The administrative risk occurs when "the calculated expenses are lower than the done ones" while the management risk is related to losses suffered by the company due to inadequate management decisions. Since this differentiation of risks is not complete and does not include the risks which are directly related to the company's operations, Hr. Draganov separates them into two main groups, i.e. risks related to the main operations and risks which are not related to the main operations.

The latter are further subdivided into two categories – risks pertaining respectively to the internal and external company environment.

The risk related to the internal environment involve losses due to theft, diversion, stuff disloyalty, rearrangement of the technological systems, bad management structure.

The second category, i.e. risks related to the external environment, involves risk cased by political and natural reasons as well by reinsurance. B. Iliev, D.Gushterov, and V.Vasilev offer another classification of risks from the point of view of solvency [9].

According to them companies face two types of risks, namely technical and investment risks. The technical ones result from the company's operations and are divided into two categories - current and specific risks.

The financial and insurance theories offer different definitions of investment risk. According to D. Dochev and T. Nedev, the risk is the possible deviation from the real rate of return compared to the expected one [6].

Hr. Draganov supports the idea that in insurance the term "risk" should be treated differently and does not coincide with the traditional definition of risk. This is

due to the specific activities of the insurance companies which are affected by random events not following any predictable regularity.

Therefore, the investment risks are connected to the profitability, liquidity, and stability of the investment portfolio of the insurance companies. These risks involve the risk of "devaluation"; the liquidation risk; the interest rate risk; the risks referring to distribution, evaluation of risks, investments, and the use of derivatives.

Y.Yotov and Zh. Hristozov use a classification of the risks from the financial theory according to which they are divided into systematic and non-systematic. The group of the systematic risks is related to these factors which refer to the micro and macro economic factors, that is the state of the economy, its effectiveness, the interest rates, the incomes of the economic agents, the inflation.

The risks in this group cannot be diversified but some of them could be subject to hedging. These risks are the risk of changes in the assets' value; the inflation risk; the political risks; the currency risks. The nonsystematic risks depend on the specific activities of the companies and the sectors they operate in. They could be reduced through diversification and involve the actuary, credit, industrial, and liquidity risks.

K. Hines studies risks through the integration of the financial services, namely by determining the approach of full servicing. With reference to this challenge to the management, the regulation organizations and investors, it is necessary to analyze, study, and assess the relations and correlations among the economic, financial, and insurance variables.

For example, the credit risk is interpreted differently in the bank and insurance sectors. This requires the appropriate identification of risks, their understanding, and assessment.

According to Hines, risks are as follows:

- Market risk – the risks which appears when there is a change in the assets prices;
- Credit risk – this is the risk of late payments or inability of paying on behalf of the other contracting party, i.e. the one emitting the bonds;
- Economic risk – the risk of changes in profits due to economic changes ;
- Currency risk – it is related to changes in the currency exchange rates ;
- Insurance risk – the risk connected to possibility of not realizing the insurance operations as it is expected;
- Interest rates risk – this is the risk of changes in the values of the assets and liabilities due to changes in the interest rates;
- Legal risk – it is related to instabilities in the legislation system;
- Liquidity risk – the risk for a company to sell its assets under their market value to meet its liquidity needs;
- Assessment risk – this is the risk of wrong assessment during a strategic planning process or a dynamic financial analysis;
- Operational risk– it is the risk of direct or indirect losses due to inadequate control, human acts or external events;
- Political risk – the risk of losses due to political instabilities;
- Reinsurance risk – the risk of late payments on behalf of the reinsurer, i.e. they could not fulfill the obligations of the reinsurance contract;
- Hedging risk – the risk related to a situation in which the counterpart in a hedging deal cannot fulfill its obligations;
- Regulatory risk – the risk of changes in the regulatory environment which may have negative effects for the company. For example, treating the accounting policy referring to investments in off-balance sheet assets, the assessment of their risk;
- Shareholder's risk – it is related to changes in the market capitalization of the company (if it is public) under the influence of outside investors. For example, the extensive selling of shares over short periods of time. This risk is important since it is directly related to the price of capital and the opportunity for additional financing through emitting shares.

The Society of Actuaries divides risks into five categories [7]:

- C-1 risk (risk related to assets);
- C-2 risk (price risk);
- C-3 риск (risk related to managing the assets and liabilities);
- C-4 risks (mixed risks);

Another alternative is the financial classification of risks. It facilitates the thorough description of risk by distinguishing six types of risks [3]: insurance (actuary), systematic, liquidity, operational, and legal risks.

The actuary risks occurs as a result of incorrect actuary calculations which in turn lead to paying higher sums than the expected ones for covering damages or receiving an income from the insurance premiums which does not cover sufficiently the accepted risk.

The systematic risk is the risks caused by changes in the value of the insurance company's assets and liabilities. These changes result from changes in the systematic factors. This risk is often related to the market risk and could often be minimized through hedging but could not be fully reduced through diversification.

The changes in the assets and liabilities' value are supposed to be caused by three main economic factors which represent the basic types of systematic risks, namely insurance rate, basic, and inflation risks. Although the insurance rate risk is an element of the market risk, its importance for the financial institutions is considerable. The credit risk is connected with the impossibility or inability of the credit beneficiary to fulfill his contract obligations.

The risk of investing in bonds is managed through preparing rules for investing in this type of securities, on one hand, and control for compliance with the investment restrictions.

The rules allow for evaluation of the credit risk level of a particular asset, the adequacy of its assessment and level of liquidity. The credit risk of investing in securities is restricted by law regulations. The Bulgarian legislation is harmonized with that of the European Union and sets investment rules which restrict the type and size of the investment instruments available to the companies.

The liquidity risks refer to cases when the companies cannot collect the necessary funds to clear their due payments.

The operational risk is defined in several ways. The Basel Committee states that it is the risks of of loss resulting from inadequate or failed internal processes, people and systems, or from external events. This excludes the strategic business risk which refers to management decisions but involves the legal risk. Another type of operational risk arises when institutions suffer losses due to human mistakes or problems in the information systems.

The legal risk involves losses from changes in the law system or unfavorable court decisions.

The market risk is not part of the systematic risk but is typical of all companies because it affects their investment portfolios. It is the risk of potential losses due to unfavorable changes in the prices of the investment instruments and encompasses four types of risks, i.e. currency, interest rate, stock market, commodity risks. This requires a methodology which will facilitate the full and simultaneous assessment of these market risks.

At the beginning of the 1990s the Bank for International Settlements established the principles of market risk assessment [4] according to which the financial institutions have to use a new risk measure, namely the Value-at-Risk.

The value-at-risk calculates the risk exposition of the company on the basis of its exposition to the risk factors. These factors are observed with the help of market data while the dynamic financial analysis is a simulation model of the cash flows.

It is based on the assumptions of the managers and on computer generated scenarios which forecast the future financial state of the company. An investment, in the broad meaning of the word, is interpreted as transforming the liquid assets of a company into other property. The objects of capital investments could take various forms:.

Fixed assets or basic sources such as land, buildings, equipment, facilities, etc.; Intangible fixed assets – apart from the investments in research, they could also involve investments in marketing, advertising, sales, company reorganizations, staff training, etc.; Financial fixed assets – acquisition of partnerships and company ownerships, securities, granted credits, etc.

A characteristic feature of investments is the fact that they represent considerable expenses realized at the initial stage of the investment process which do not generate profits or incomes immediately.

The investments are two types – real investments (made in the sphere of production) and financial investments. Depending on the investment occasion, there are different categories of investments such as:

- *Compulsory* investments which aim at increasing the product reliability and safety or protecting the environment in compliance with the new law acts or other compulsory circumstances;
- *For retaining market positions*, established reputation, etc. mainly by improving the production quality;
- *For rationalization of the production process* and economizing on production costs to increase the productivity and profitability;
- *For expanding* – the aim is to improve the production capacity in the "traditional" spheres of operation;
- *For renovation* of the basic funds used for maintaining the continuous operations and improving the quality of products and services;
- *Risk investments* aiming at development and implementation of entirely new products (innovations) or conquering new markets. Since these investments have the biggest relative share, they will be outlined in more details.

The variety of the activities for the realization of the investment projects within the companies could involve [5]: applied development of the scientific product; designing, preparation of the company for the innovation; trail production, and marketing activities.

Regardless of the exceptional variety of specific characteristic, these groups of activities could be combined over the time.

The risk of applied development of the scientific product

The objective of the applied development of the scientific product is to prepare it for implementing. Usually its development does not take into account the specific conditions under which the new product will be produced or the new technology applied.

For this reason, it is necessary the new product to be adapted to the specific conditions under which the new production process will be carried out and the implementing company will operate.

It is also necessary to determine and specify the technical and technological requirements the new product has to meet because they would determine the innovation choice, namely an own innovation, the purchasing of a license, etc.

In the country the established practice referring the applied development of the scientific product involves the development of an economic and technical task. It outlines and regulates the technical and exploitation characteristics of the new product, the conditions of its exploitation, the requirements for its standardization and unification, the ergonomic requirements, and the deadlines for its development.

CONCLUSION

In conclusion, it could be said that the practice of investment risk assessment and management in the various spheres of activities is becoming more widely used under the conditions of market economy. The necessity of introducing something new always causes a number of psychological problems to the employees on all management levels.

These problems refer to the necessity of breaking the routine, the uncertainties of the future, lack of confidence that the managers have chosen the best direction of action, fear of making staff redundant. The overcoming of such psychological barriers is difficult but of great importance because neglecting the problems could lead to failure of the whole project.

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Innovation Strategies of the Company

Anatoliy Asenov[1]

Abstract: **The intensive scientific, technological, and economic development during the recent decades requires that the companies' organizational culture implements innovations and company strategies management. It is also necessary that compamies stimulate their employees' innovativeness and creativity in various ways. The trend is to create an atmosphere of constructive competition which implies a critical approach to the established and adopted assumptions.**

Based on their main competences and strategic competitive advanatages, the contemporary companies should constantly aim at securing sustainability, problem-free exitence and development in an environment characterised by increasing turbulance.

Key words: **innovation strategy, pseudo innovations, innovatiuon process, strategic solutions**

The realization of the company's innovation strategy requires reconsidering its strategic decisions. This means that companies have to define what specific projects and actions should be realized so that the strategic decisions are implemented and the strategic goals achieved. It is necessary to do this simultaneously with the performance of the routine production activities by taking into account the available company resources and capabilities. According to one of the existing theoretical approaches, the innovation process could be considered as a unity of foundamental research (ivolving the dicovery and study of new phenomena and natural laws), applied research (related to finding methods for using the natural laws to either create new methods or improve the existing ones for performing various activities), and developments (referring to experimental designer, project, or other activities involving the designer or technological preparation for the implementation of an innovation).

According to another approach, the creation of an idea (the invention) could be considered as the beginning of the innovation process while its end is the moment of total exhaustion of the possibilities for distribution of the product or technology in other spheres or companies as well considerable improvement of their features. The invention could occur as a result of a production or consumption problem or the realization of fundamental or experimental research work findings. The production problems could be of various natures – technical, technological, economic, managerial, etc. The consumption problems could involve a considerable and stable demand which exceeds the supply of a particular product which is accompanied by the inability of further expanding its production extensively due to insufficient resources, restrictions imposed by ecological regulations or laws, etc. Thus, the increase of production could be done by improving the currently used technological processes or by implementing new technologies. The consumption problems could also refer to discrepancies between the consumer requirements about some of the technical and exploitation features of a particular product that could not be improved in the desired aspect by using the available technological processes. One of the modern understandings of the innovation processes management in the company is the concept of the strategic architecture. Some authors think that the realization of the company's innovation strategy which is directed towards using the company's basic competences and their transformation into competitive advantages could be done by building new company's strategic architecture. It is accepted that the strategic architecture is established through creating relations among the functional requirements of the customers, the potential technologies, and the basic competences of the company. The strategic architecture comprises the following basic elements: the organization's knowhow; stimulation of experiments and innovations; constructive competitiveness; empowering, optimal potential for creating value; sustainability of the corporation; strategic reformation. In the future there will be predominately organizations which create knowledge and improve themselves through training.

The organization and management of the company's innovations imply the availability of the following main prerequisites: the managers have to know well the types of innovations in the company and the characteristics of their management; the company's management has to be aware of and take into account the factors and limitations of the decision-taking process concerning strategic innovations; the company should have a concept about innovations; there should be particular innovation strategies with reference to products, markets, and strategic action zones.

Innovation as a complex concept that cannot be defined thoroughly and unambiguously in order to meet the requirements of various real - practice situations. Nevertheless, there are some "corner stone" notions which could be used as the basis for developing a sufficiently detailed idea about its nature. The first element is characterized by the fact that innovations are connected to some novelty, a new idea. The second elements refers to the fact that the novelty is used to

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initiate purposeful actions which will lead to real changes in what is being offered (products or services) and the method of its production, distribution, and realization on the market. The third basic element is the real positive assessment the customers (market) give to the new idea and the product it has been incorporated in. Fourth, the essence of innovations could not be understood if they are not studied as a process including logically separated but interrelated phases and operations. The fifth requirement involves the availability of tangible or intangible results from the development of the new idea. This requirement is fulfilled unconditionally when it comes to new products (materials, raw materials, machines, etc.) and technological processes in a worldwide scale. Although with difficulty, novelties could also be found in improved products and processes and could be described by the terms more reliable, safer, having a better design and legal protection, etc. The result of the implemented novelties could also be intangible when it refers to the organization of managerial processes (new organizational structures, new decision taking procedures, etc.), the provision of services in the non-production sectors, etc. In some cases the novelty itself presents the result of the innovation. For example, the use of cheaper but more durable construction materials (a novelty) leads to the production of cheaper products with a better long – term use.

The elements of the innovation concept are:

• novelty;
• real changes;
• positive assessment/evaluation of the consumers (market);
• the innovation as a process;
• recorded tangible and intangible result of the innovation implementation .

The most frequently used classification of company innovations is based on the type of object which the innovation has been implemented in. It is as follows: product innovations; process innovations; market (marketing) innovations; and organizational and managerial innovations. The product innovations are manifested through the development of new products or the improvement of existing ones with reference to their basic characteristic, technical specifications, etc. The result is a higher satisfaction of the customer needs. The process innovations involves the implementation of new or considerably improved production and distribution methods. They may also imply changes in the equipment, human resources, work methods or a combination of the three. The market or marketing innovations are connected to the activities aiming at the commercialization of the products, namely their distribution, communication and methods for influencing the market through prices. The organizational and management related innovations are revealed to the new or improved organizational structures. These innovations may also include the socially or ecologically related innovations which improve the image of the company.

Ø **Basic innovations.**

a) Basic innovations which are the most important ones for the company. They cause changes in the needs system in general as well as in the production system in general;

b) Basic innovations whose importance for the company is of medium scale;

c) Basic innovations which are the least important ones for the company.

Ø **Improved innovations.**

a) Improved innovations of great importance. The range of their implementation is characterized by a new complex of demand (or markets) or a product within the existing demand. These innovations are the basis for the development of industrial subsectors.

b) Improved innovations of lesser importance. These innovations cause a considerable modification of the existing demand or add new features to well-known products. The important improved innovations lead to the development of new product ranges or modifications of the process.

c) Normal improved innovations. They are realized through improvements in the existing demand complex or in the characteristics of well-known products. Their influence on production is limited to improvements in the product ranges or processes.

d) Evolutional changes. This type of innovations is revealed through small improvements of the products or processes.

Ø **Pseudo innovations.** They are as follows:

a) Not very big product innovations which do not increase the effectiveness of products when they are used by customers;

b) Innovations which increase the effectiveness of a process but decrease the effectiveness of the system as a whole;

c) Innovations which increase the system's effectiveness in the short run but lead to considerable losses and instability in the long run.

The classification of innovations which is of great practical importance is based on indicators related to the strategic goals and the competitive positioning of the companies. One such indicator is novelty referring respectively for the company, the market, and the customers. According to it, innovations are classified as follows:

a) Globally new products (radical innovations) which are new both to the company and the customers. These new products are the basis for the development of new markets. They amount to approximately 10 % if the innovations throughout the world;

b) New product range of the company. The company enters a new market with a new product which is familiar to the customers by the sales of other companies.

c) New products expanding the company's existing product range (product mix) which determines its basic activity.

d) Improved products. This innovation refers to the modification of the product ranges of the company.

The changes affect the physical characteristics without modifying the dimensions for their assessment.

e) Products that have been repositioned on the market. These are existing company products that are well-known to the customers but are offered to a different target audience or their uses are relocated in new areas.

f) New products with lower prices. The products are new for the company but known on the market. They are sold at lower prices because of the low purchasing power of some of the customers and the strong competition. The lower price is possible because of the lower production costs.

Some classifications are mainly related to the market and their impact on the customers. According to the degree to which innovations change the customer behavior they are grouped as follows:

a) Consistent innovations which do not change consumption habits but are focused on higher customer satisfaction through improved products;

b) Innovations which change the methods of satisfying certain customer needs, for example, listening to music or watching films at home, etc.;

c) Innovations which create new consumption.

According to the reason which has provoked the process of development and implementation of innovations, they could be subdivided into "pull' and "push" innovations. In the majority of the cases the innovation idea is a result of production and consumption requirements rooted in the mass practice. These are ideas about the so called "pull" innovations which solve contradictions, discrepancies, etc. in the processes, products, and the market demand. The innovation ideas could also occur as a result of fundamental or applied research findings. These inventions contain a potential for creating or satisfying new social needs or for a fundamentally new method for satisfying the current needs. Such scientific and technical achievements enhance the possibilities for making technical and technological progress. In this sense they are ideas which stimulate the so called "push" innovations. The two different mechanisms for the occurrence of ideas show that the innovation process is a two-way one, i.e. it runs from the science to the production and consumption or the other way round, i.e. from the production and the market to the fundamental and applied research.

According to the degree of coercion for their implementation, innovations could be coercive and non-coercive. The coercive ones fall into two subgroups. The first subgroup involves innovations which are compulsory in order for the company to meet the national or European Union legislative requirements. These innovations refer to the reliability of the production processes, the work safety regulations, the impact on the environment (ecological requirements), products and food safety, etc. The second subgroup consists of innovations which are compulsory for the company with reference to its survival as a minimum goal. The non-coercive innovations are those which are implemented after a decision taken by the company's owners and managers in order to secure its growth and help it catch up or overtake competitors, develop new competitive advantages, etc. The choice is made after considering a multitude of alternative innovations.

The presence of an overall strategy facilitates the company to take decisions referring to the strategic sphere of innovations. The overall strategy provides important information concerning the basic and permanent company goals; the main directions where it is necessary for the company to focus its efforts and look for ways to achieve its goals; the resources through which the company plans to achieve the goals in the main strategic directions.

In general, the common strategy may require the use of a number of resources for securing a position which will help the company to perform more successfully than the other companies in the sector. How and who takes the strategic decisions in the company? The answer to this question depends on several conditions. The first one is related to the fact whether the ownership is separated from the management. The second one refers to the sector in which the company operates. The third one involves the strengths of the key "players" determining the balance in the sector and the degree of competitiveness. These players are the distributors; the clients; the new companies entering the market; the substitute products; and the rival companies. Companies operate under conditions of uncertainty. Thus, they have to forecast the demand by deciding how much to produce. They can take decisions about the prices because they produce differentiated products and could rely on the fact that their customers would continue to buy these products although their prices a little higher compared to the competitors' prices.

The objective of companies is to maximize profits in the long run. In order to achieve this, they have to invest and renovate themselves. A considerable part of the funds used for these purposes comes from the retained profits. The innovations and investments should secure the long-term growth of the companies. The competitiveness forces companies to stay close to their rivals. According to the managerial model, the innovation and investment activities of the company would be considerable, including also the funds planned for reinvestment of the retained profits. The strategic management of the big companies, where the ownership and the management are separated, to a high extent depends on the owners' and managers' definition and understanding of the company.

a) the company is a coalition of various groups of interests within and outside it;

b) the interests of the different groups do not coincide completely or are contradictory;

c) each group has not only interests in the company but also certain power to influence the company's activities so that these interests are satisfied;

d) no single group possesses monopolistic power to force decisions which satisfy entirely and exclusively its interests.

An important conclusion from the behavioral theories is the necessity for the company to achieve its goals and take the more important decisions through compromising. For example, instead of "maximum profit" the aim should be "satisfactory profit".

Requirements to the decision-taking process concerning innovation and investment decisions:

- Due to its strategic character, the company's innovation and investment decisions affect the interests of various groups inside and outside it;
- The innovation and investment projects have to take into account the interests of all groups who have the actual power to influence the company and the particular project;
- The assessment of the innovation and investment projects should be based on a number of criteria connected to the following areas: profitability, growth, relations with the employees and the management, relations with the distributors and the customers, public relations, etc.

Within the framework of the innovation strategy development in the company it is necessary to determine the activities which should be carried out in order for the company to fulfill its particular goals, their distribution in time, and the required resources. The planning horizon varries according to the type of bussiness. It also depends on the time needed for the realization of the research and development tasks as well on the frequiency with which new products or technologies appear.

CONCLUSION

In conclusion it could be said that the company's innovation plan is aimed at determining particular actions for achieving the goals set it its innovation strategy. The most important functions of this plan are to coordinate the efforts of the participants in the innovations process and to interconnect the company's goals and the possibilities for future development. The possibilities are determined, on one hand, by the dynamics of the company's external environment, namely the expected favorable possibilities and threats. On the other hand, they are dependent on the available resources and the company's capacity for innovation activities.

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Necessity and Opportunities for Organizational Stress Management

Stanislava Stoyanova[1]

Abstract: **The problem of the adaptive and functional abilities of people has become very topical in the contemporary, fastly developing social, economic and technological environment. Over the last years this has provoked an increasing interest in the issues of organizational stress because it causes various negative consequences which affect the sustainability of the organizations and the strategies through which stress could be influenced on an organizational and personal level. The possibilities for managing the levels of stress in the organizational environment provide opportunities for the reduction of the negative stress effects as well as utilizing them as a productive and natural impetus for the development of the modern organization. However, if the problems related to stress are neglected by the managers, this could lead to extremely serious consequences both for the individual and the organization.**

Key word: **organizational stress, stressors, organizational change, bilological stress, psychological** stress

I. INTRODUCTION

The organizational stress and the problems related to its management are a comparatively new phenomenon in the contemporary society. It is closely related to the manner of performing working tasks and the lyfestyle of the individuals. Over the recent years it has been the object of considerable interest on behalf of researchers and practitioners in the sphere of management, orhanizational behaviour, orhanizational psychology, medicine, etc. This interest is entirely justified since work stress could lead to many negative results both for the employees and the organization itself. With reference to this it could be said that the study of stress in organizations is of mutual interest not only for the pesonnel but also for the managerial team who want to increase the organization's effectiveness and sustainability.

In line with this, for the purposses of the detailed study of the organizational stress it is necessary to do a brief retrospection of the issues related to the nature of stress.

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II. CHARACTERISTICS AND ELEMENTS OF THE CONCEPT OF "STRESS"

The concept of stress is used more and more frequently in the daily lige of contemporary people although its scientific definition is not well known. This is partly due to the fact that in the scientific literature there is not a commonly accepted definition of stress. The origin of the word is from English and means pressure, tension, deformation, strain. Stress could be generally defined as a change in the behavioural, psychological, and phisiological reactions of the individuals whose aim is the adaptation to various conditions appearing in the process of their social and biological development.

The early research interests in this phenomenon are associated with the name of the American scientist Walter Cannon who developed the **theory of homeostasis**. After series of systematic experiments of stress he introduced the concept of homeostasis and defined it as the ability of the body to maintain a constant state of balance [1]. The idea advocated by Cannon states that stress causes strong emotional reactions - fear and agression, in particular, which force the body to react. These reactions are responses from the "fight or flight" type.

The notion of "stress" has become widely popular due to the work of the Canadian scientist Hans Selye (1907 – 1982). He developed and later elaborated his **theory of biological stress.** According to this theory stress influences the ability of the body to cope with and adapt to tension caused by various factors (or stressors) from the environment on a physiological level. On the basis of his observations Selye defined stress as "non-specific reaction of the body to any requirement it has to meet."[6] Regardless of the type of requirements, the reactions cause a stereotypical biochemical reaction in the organism. This reaction is called a "general adaptation syndrome" and goes through three stages [6]:

- ***First* –** the reaction of anxiety is the stage when the organism shows symptoms of change. It is typical of the initial influence of the stressor.
- ***Second*** – the stage of resistence. At this stage the body fights back and adapts to the situation. This stage is also characterised by the beginning of stabilization.
- ***Third*** – the stage of exhaustion (distress). It starts when the adaptation abilities of the body are

exhausted as a result of the more continuous and intensive influence of the stress factors. This in turns leads to the inability of the body to maintain balance between the external conditions and the internal environment. At this stage the reaction indicators of anxiety appear again. At this case they are irreversible and with fatal outcomes for the individuals.

It is necessary to mention here that stress, being an inevitable part of human live, is not necessarily a negative phenomenon. It could also have a mobilizing effect. According to Hans Selye "stress is the taste of life" [6] and could only be avoided if people do nothing.

Undoubtedly, the physiological aspects of the studied phenomenon form an important basis for its thorough and more-detailed understanding. Nevertheless, Selye's theory is not commonly accepted in the academic circles since it takes into account only the biological factors and does not acknowledge the psychological processes.

Richard Lazarus made an exceptional contribution to the analysis of stress with his ***theory of psychological stress*** (1966). He proved that mixing the importance of the physiological and psychological levels could lead to a wrong understanding of stress since a physiological reaction could occur not only as a result of physical but also of psychological factors that influence the organism. In other words, the physiological and psychological stress cause similar physiological reactions [3].

Lazarus and Falkman defined the so called modern understanding of stress which is widely accepted in scientific literature. According to it, the psychological stress occurs due to the interaction between the individual and the environment. The individual evaluates the environment as challenging, that is the environment put them on trial or requires resources which exceed their coping resources and thus threaten their psychological welbeing [4].

An important aspect of Lazarus's theory of physchological stress is the emphasis he puts on the level of the experienced stress in a particular situation. In this case the individual's appraisal and stress coping mechanisms are of key importance. According to Lazarus, there are three forms of appraisal. First, the primary appraisal refers to the imortance of the situation to the individual's welbeing. Next, the secondary appraisal involves the evaluation of the personal resources for coping with the threat. Finally, the reappraisal is applied when there is a change in the sutuation provoced by receiving new information about it. With reference to the stress coping mecanism, Lazarus defines two main methods: coping which is focused on problem solving (the individual's attitude to the situation is changed by undertaking active measures for achieving positive results) and coping which is focused on emotions (the individual changes only their attitude to the interpretation of the situation or the way they refer to it) [4]

As a result of the retrospective analysis of the stress theories it could be said that while H.Selye's *theory of biological stress* accepts the existence of a common adaptational reaction which is independent from the specific nature of the stressors and the uniqueness of the individuals, Lazarus's *psychological perspective* puts an emphasis on the specific nature of the adaptational reaction. According to this point of view, the reaction depends not only on the nature of the stress factors but also on the individuals' personality charactersistics.

III. FACTORS AND SOURCES OF STRESS IN THE ORGANIZATION

The organizational stress and the issues related to its management are a considerably new phenomenon in the contemporary society because of their closely relation to the performance of work tasks and livestyle of individuals.

Although some scientific progress has been made in the sphere, this problem continues to accompany people's activities and has become particularly intense over the recent years characterized by global competitiveness, dynamic changes in the business environment and an economic crisis. In addition, it could be pointed out that people are exposed to numerous stress factors (stressors) which are often above or on the limit their adaptation abilities. In this case, what is of interest is the workplace stress and stressors within the framework of the organization, though. In fact, it is obvious that the individual who is stressed outside the organization is also much more vulnerable inside it. This creates a new organizational reality which is oriented towards researching the organizational stress. This study is of mutual benefit both for the organization's employees and its management whose main goal is its high effectiveness and sustainability.

Organizational stress can appear as a result of the influence of the environment or the individual characteristics of the employees. It is determined by factors such as [2]:

- the nature of the work - in particular this involves the need for personal realization; professional conflicts; ambiguities related to the roles of the subordinates; too many tasks that have to be done for a short time and require fast work; lack of feedback about the performance of assigned tasks, etc.;

- work conditions in the organization - this refers to factors such as temperature, lightning, noise, frequent downtimes, etc.;

- salary and benefits - if the subordinates think that they receive a deserved payment, this leads to

higher work ethics. Otherwise they may acquire a negative attitude to work;

- the work team - it could be a stress factor, if the individual does not share the same social values as their co-workers or some of them are hostile to them;

- the personality and the management style of the manager may become stress factors if there is not agreement between the manager and the subordinate;

- the type of organizational structure and the individual's place in the company hierarchy – in this case the stress factors may involve unclearly and improperly determined roles related to power and responsibilities; breaching the control boundaries, excessive bureaucracy and paper work, etc;

- organizational change – in particular this could imply the introduction of new work procedures, technologies, downsizing and people being made redundant, people being transferred to work in other cities, etc;

- lack of time - usually this stress factor causes rushing and is due to bad planning and distribution of tasks. It also leads to taking on additional tasks.

- the level individuals have reached while climbing the corporate ladder – this factor may have various aspects as a stressor such as a missed promotion opportunity, lack of perspective on the particular position, lack of opportunities for career development of young employees, fear of being made redundant. The older an employee becomes the more intensive the stress factor of possible uncertainties in the work place becomes.

Although there is a great variety of stress factors that have a negative influence on the organization and its personnel, in particular, many scientists and researchers of organizational stress think that the reasonable stress levels could stimulate employees to perform better and with higher willingness for work. At the same time, the excessive stress could make them feel demotivated which in turn could lead to a drastic decrease in the effectiveness of the performed tasks.

IV. STRATEGIES FOR MANAGING ORGANIZATIONAL STRESS

The management of the organizational stress is a complex and rather ambitious task. In otrder to minimize the negative consequences of the issues related to, it it is necessary to take into account not only the relationship between managers and their subordinates, on one hand, and managing the subordinates' behaviour on the other hand, but aslo the managers' personalities and their resistance to stress.

Being aware of the great significance of the stress issue in modern organizations, managers have many reasons to look for different methods (strategies) to manage it. Some of the most important reasons are as follows [9]:

First, with reference to the quality of their work life, the employees are more satisfied and productive when the work environment is safe and comfortable;

Second, from an ethical point of view, the managers should reduce work stress because it has a general negative effect;

Third, the consequences from stress lead to considerable economic losses;

Fourth, it is an undeniable fact that in the developed countries an increasing number of employees take legal actions to claim compensations for damages caused by the stress on their workplace.

Being aware of the consequences related to the organizational stress, managers simply could not afford to ignore it. They apply two main approaches to eliminate this problem:

- On the individual level – they train employees to reduce the stress caused by the heavy workload by themselves:
- On the organizational level – they develop strategies for foreseeing and coping with the stress factors.

The objective of the organizational stress management is to use it as a natural and productive force by minimizing its negative effects. The main goal of the organization's management is to secure conditions for manipulating the stress so that it is maintained at levels that allow the individuals and the organizations to function properly and increase their effectiveness. This could be achieved by being aware and applying the followign stress management strategies:

- Strategies for improving the individual-organization relations. These measures refer to improving the work conditions and the work process in the organization;
- Strategies for improving control. They aim at increasing the manager's control on the employees' exact performance of the technological processes on one hand and the appropriate and effective distribution of the tasks among the members of work team, on the other hand;
- Strategies that prevent employees from trying to avoid control procedures. They are also targeted at fighting the avoidance of problems [5];
- Strategies which involve increasing the requirements towards the employees and defining the organizational standards. They are related to the opportunity of the managers to manipulate their expectations of the employees' work and with reference to this to improve the workers' individual achievements;
- Strategies refering to the oppotunities for obedience. They are connected to the assessment and the resulting effects of the assumed and current abilities of the subordinates [8];
- Strategis involving the physiological, psychological, and behavioural responses to stress. They refer to taking actions for relieving the effects of the reactions of disfunctioning caused by stress;

- Strategies which aim at increasing the emplyees's feeling of control by providing them opportunities for participation in the decision taking process, giving them bigger responsibilities or allowing them greater autonomy or independence [7]
- Strategy for improving communications. Good communication makes employees better informed with reference to their work and the coordination of the performed tasks. The appropriate communication could prevent staff from experiencing stress caused by feelings of insecurity or isolation in the workplace.

V. CONCLUSION

In conclusion it could be summerized that stress has become a serious social problem in modern society. Its importance continues to increase because it affects directly the stability of the individuals' organizational behaviour and social life in general. Stress is a problem which corresponds directly to the effectiveness of human actions on one hand, and the sustainable development of organization on the other hand. The opporunities for managing the stress levels within the organizational environment allow not only the reduction of their negative affects but also their utilization as a productive and natural force which beneficial to the development of modern organizations. Therefore, when managers ignore the stress issue, they reveal a very poor management culture. This in turn could lead to serious negative consequences both for the employees and the organization.

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Sustainable Management of the Organization

Stanislava Stoyanova[1]

Abstract: **Under the contemporary dynamic conditions the objective of securing and mainataining sustainability of organizations by all means is becoming more and more difficult task for their management who constantly stives at supporting the balance between the inside resources and the influence of the environment through a wide range of technical, financial, and legal solutions. However, it is also necessary to take into account the fact that the various aspects of human behaviour are of key importance for achieving sustainability. These aspects are characterised by a high level of complexity and degree of predictability. As a result it is necessary to apply various methods for managerial influence upon the behaviour at all levels of the organization in order to achieve dynamic balance and sustainability of the system.**

Key words: **human factor, organizational sustainability, bihavioral sustainability, organizational civil behaviour**

I. INTRODUCTION

Each organization, as a systemic phenomenon, is characterised by certain features. The literature generally points out that the main characteristic of organizations is their being purposeful (organizations are set up with the priority of achieving goals which could be formed insede them or could be set from outside). However, in the recent years there are authors who have stated that the new understanding about the main characteristic of organizations is based on their sustainability.

II. CHARACTERISTICS OF ORGANIZATIONAL SUSTAINABILITY

It could be generally said that sustainability is related to the ability of the system (organization) to preserve a certain behaviour under condition combining the influence of the internal and external environment.
Sustainability is directly related to change and the requirements for adaptation to the environment, i.e. the assessment of the sustainability at the outlet of the system depends on the requirements for adaptation to the permanently chaging environment needed for the functioning of the organization. In other words, from a practical point of view preserving the sustainable behaviour means creating a balance between the internal conditions of the system and its external environment that would facilitate the development of conditions for the best possible utilization of the system's potential [2].

We could define sustainability of organizations as the ability of self support, self regulation and effectiveness which result from the development and improvement of their own strengths, adaptiveness and social functions. It is necessary to point out here that sustainability could be viewed as:

- The ability, potential, and capacity of the organization to realize its goals, mission, and vision. It is not an inherent characteristic of the organization.
- Sustainability is more than just mere survival of the organization. In order to determine an organization as sustainable it is necessary for it not just to exist but to develop, grow and be capable of influencing the level of development of the sphere in which it operates.
- Sustainability is the main indicator of determining the success of an organization. It is not only a resulting condition but an on-going process of investments in final results. It is also a process which requires flexibility in the transformation of the invested resources, capacity and reliability of the organization.

On the basis of what has been stated so far it can be concluded that the organization is an open self-stabalizing system which aims at permenantly maintaining balance between its internal capacities and the influence of the environment for securing sustainable development.

III. CHARACTERISTICS AND CONCEPTUAL ASPECTS OF SUSTAINABILITY

The literature provides various definitions and classifications of the notion of sustainability. Actually, sustainability is a universal characteristic of the organization and could generally be discussed from the point of view of the following manifestations [5]:

Institutional sustainability. The institutional sustainability is the ability of a company to secure a strategic framework for its development, an effective management and an efficient team. To achieve this sustainability an organization should take into account the following elements:

- A strategy - each organization whose aim is to achieve sustainability should develop a strategy. The strategy has to outline the vision, mission, and objectives of the organization. It also has to define the resources required for its accomplishment;

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- Management team / Structure;
- Leadership;
- Management;
- Human resources;
- Company culture;
- Good communication, advertisement and public relations. .

Program sustainability, which is revealed by the ability of the company to secure the best possible conditions and programs. It should make an impact and contributes to satisfying the needss of the target group. The main aspects of the program sustainability are:

- The competencies of the team;
- Assessment of needs ;
- Provision of product and service quality;
- Project management;
- Supervision and monitoring of the interaction between the results and the impact, on one hand, and the results and products, on the other hand.

Financial sustainability is revealed by the ability of the organization to provide the resources needed for the achievement of the institutional and program sustainability. The aspects of the financial sustainability are:

- Infrastructure and resource base;
- Financial stability;
- Profitability;
- Relations with third parties;
- Revenues from services and other activities;
- Financial management;
- Transparency and audit.

After the various aspects of sustainability and their elements have been analysed it could be concluded that the ability of the organization's management to coordinate, develop and operate with the outlined elements makes it possible for the organization to keep its integral characteristics, strategic potential and functional charactersistics within the framework of already set parameters or under conditions of major transformations of the environment. This determines the possibilities for conflict free change in new situations and the achievement of sustainability, flexibility and adaptability of the managed organization.

IV. THE RELATIONSHIP: ORGANIZATIONAL – BEHAVIOURAL SUSTAINABILITY

In order to have effective social and economic results in the society and respectively in the organizations, it is of key importance to have correspondence in the economic as well as in the social behaviour of individuals. The fact that organizations concentrate mainly on the economic interests could lead to questionable success if they do not work simultaneously with this on increasing the sustainability of the moral values system. These values determine not only the behaviour and positive relations among the members of the group but also the agreement between the peronal and organizational interests [1]. In line with this it could be said that there is a direct relation between the sustainability of the organization and the behavioural sustainability determined by the sustainability of the values. In this context K.Kamenov states: "... the system of moral values could become a regulator of the individual's behaviour in the group. The sustainability of these values is in the basis of the moral standards of behaviour which, combined with the legal ones, are the main source of behaviour for the human factor and group activity." [3] (see Figure 1)

In this way the ethics and law, on one hand, model the human behavior and as a result the sustainability of this behavior. The way these are combined in an organization predetermines to a very great extent its resistance.

With reference to this in recent years researchers dealing with the problems of the systainability of human behaviour within the organizations have been advocating the idea of the organizational citizenship behaviour of subordinates. This behaviour involves the efforts of the members of the organization to support the organization, its image, objectives, and sustainability. The job satisfaction of the organization's members as well as its motivational characteristics are combined to facilitate the development of organizational citizenship behaviour. This behaviour could be decomposed to several major types [4]:

- *Supporting behaviour* – voluntarilry helping the others in cases of work related problems, providing help for prevention of problems, supporting understanding, conflict solving, etc.
- *Sportsmanship behaviour* – maintaining positive attitude when facing challenges and problems, sacrifysing personal interests in the name of the organization. поддържане на положителна нагласа пред лицето на предизвикателства и проблеми, жертване на личните интереси в името на груповите.
- *Loyalty to the organization* – defending the organization from outside threats, advertising the organization to outside people, support and committment to the organization even in unfavourable conditiond.
- *Obedience to the organization* – acceptance of the rules and respect and adherance to the regulations of the organization, time saving, etc.
- *Individual incentive* – voluntarily accepting additional responsibilities, being imaginative and innovative in work, encouraging colleagues to do their best in the work, going beyond formal work responsibilities.
- *Citisenship vertues* – involves participation in the management of the organization, information regarding the organization's activities, etc.
- *Self improvement* – voluntary work to update own knowledhe and skills, acquiring new skills to enhance the work of the organization.

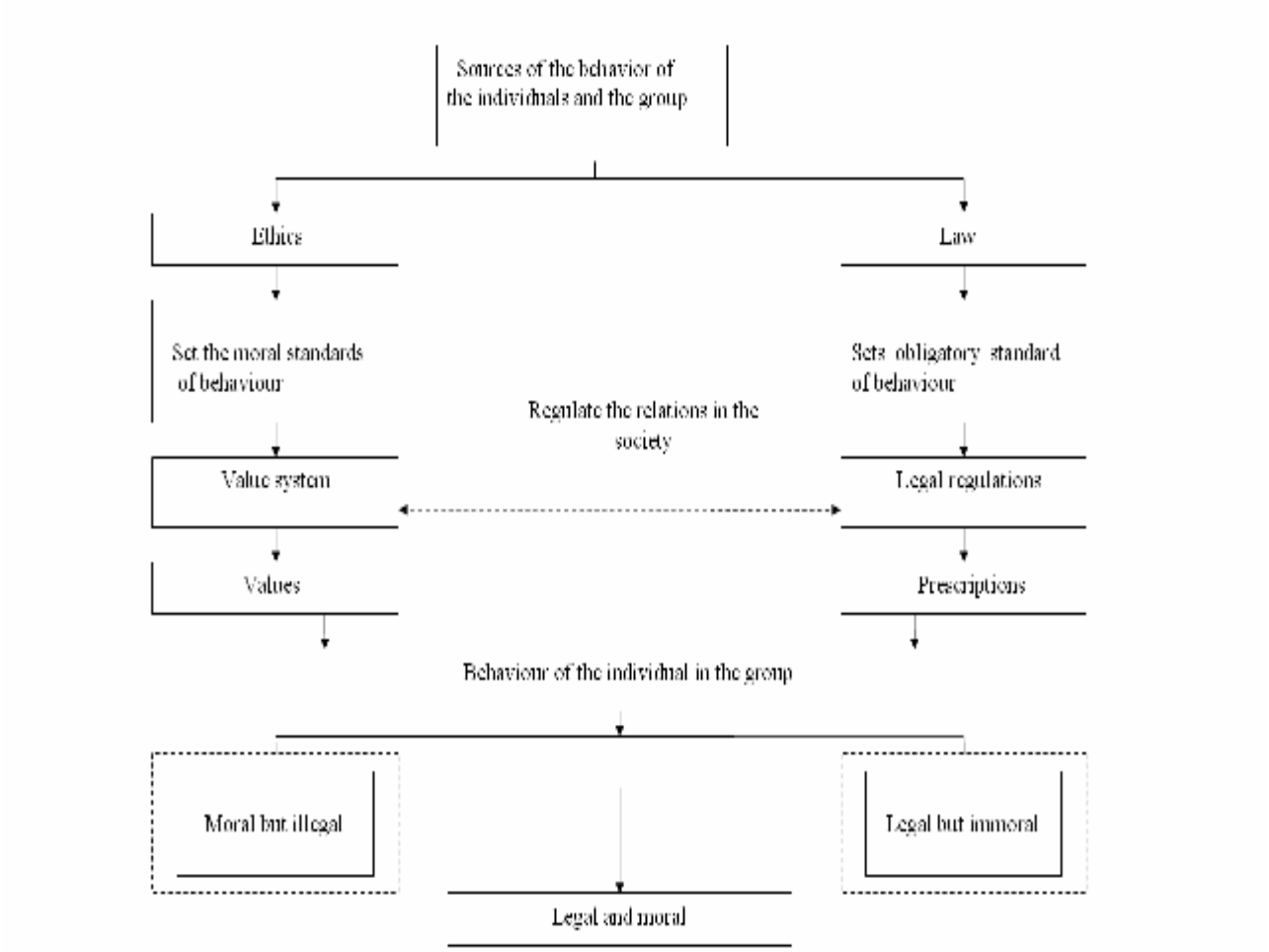

Figure 1. The relation between ethics and law as sources of behaviour [3]

V. CONCLUSIONS

As a result of what has been outlined it could be concluded that the technical, financial and regulatory decisions have an important role in achieving the sustainability of the organization. This does not mean that the importance of the key factor for its establishment, existence and development, namely the human factor, should be denied. On the contrary, it should focus the attention of the subject of management towards finding appropriate methods for influencing the behaviour and complexity of the human relations. These methods should take into account the values, the social and ethicals point of view, the law, motivatiuon, etc. It should also be noted that the model of behaviour adopted by a certain individual could be valuable only if it is accepted as a standard of behaviour by the whole team. This model should be an element of the shared values of the organization. This assures not only aconflic free interaction with the environment (because it adheres to the law, for example) but also leads to sustainability and provides strategic horizons for the organization itself.

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Relationship between selfestime and personal success

Polina Dobreva[1]

Abstract: **Selfestime is being formed since childhood while the conscious is developed. While growing up every person gather information for himself. This information give us possibility to value our selfestime. This is the way when we measure our possibilities and the possibilities of others. Selfestime could be personal and social. It depends on what human is according to himself and according to others. Both of them could be developed in two parts – real and ideal. So we have ideal personal selfestime (what we want to be), real personal (selfestime) the human according to himself, ideal social selfestime (the way human want to be known from others), real social selfestime (how the human think that others look at him) [3]. Selfestime contains information that every human has for himself, for example – communication skills, sensitivity and act., and the way that human feels when he heard the following qualities. And the last but not the least – the way that we react. Usually person react in way that is expected.**

Key words: **selfestime, personal success, positive reflection.**

I. SELF REFLACTION

In the most common way selfreflaction is the opinion of a person for himself. It contains the qualities that we have (Me-real) and the qualities that we are willing to achive (Me-idel). If person has really measure his qualities real, he could be more adaptive. William James is considering a method for estimating selfestime . In order to get more inside into the methods the following formula is explained. Selfreflacion = Success/ claims [6]. In that way we could increase our selfreflaction in two ways. First is by increasing out success and second is through decrease the claims. In order to have positive reflaction for yourself the following facts should be considered:

1. Trust in family, good relationships with parents and siblings. The confidence of human could be increased by trust, motivation, by taking part in important for society activities, by approval that is given from others, by different advancements at work place, by own ambition and ect.

2. Position in different groups. The group is community of people with common ideas for life. The group could be componented form youngsters, collegues at work or at the university, friends and ect. The influence of the group is very important. Every person should find his own group that fits of his interests, ideals, dreams, behavior and ect. The way person act, react, and behave is important for selfestime.

3. A stereotype is a popular belief about specific social groups or types of individuals. The concepts of "stereotype" and "prejudice" are often confused with many other different meanings. Stereotypes are standardized and simplified conceptions of groups based on some prior assumptions. [4]

4. Tolerance. We should be more tolerant with others that are different from us. This difference could be: skin color, physical and mental disabilities, religion and others. Specific for physical and mental disabilities is that they could be real and fake. Usually youngsters in early youth age gives funny names or making jokes with this schoolmates. The physical and mental scarfs could stay in the rest of human lives.

5. Social stigma is a severe social disapproval of or personal discontent with a person on the grounds of their unique characteristics distinguishing them from others in society. Almost all stigma is based on a person differing from social or cultural norms. Erving Goffman defined stigma as 'the process by which the reaction of others spoils normal identity' [1]. The three forms of stigma recognised by Goffman include: The experience of a mental illness (or the imposition of such a diagnosis); a physical form of deformity or an undesired differentness; or an association with a particular race, religion, belief, etc. [1].

II. VALUE SYSTEM

The way goals and priorities are prioritized is called a value system. A **value system** is a set of consistent ethic values (more specifically the personal and cultural values) and measure[1] used for the purpose of ethical or ideological integrity. A well defined ***value system*** is a moral code. For every person the value system is unique [5].

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One or more people can hold a value system. Likewise, a value system can apply to either one person or many.

- A personal value system is held by and applied to one individual only.
- A communal or cultural value system is held by and applied to a community/group/society. Some communal value systems are reflected in the form of legal codes or law

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Idea Management

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Abstract. In every business, employees have different ideas. It needs to be listened carefully. It will be heard different conversation and meanings also; wishes for products in organization to have different characteristics, asking all the time why management simply don't offer products/ services that are important and necessary for customers. Those conversations are connected to ideas for improving of the way of working or products/ services. Managers establish that innovations are critical for their organizations and ignoring good ideas is big mistake. But there is solution for that: idea management. The aim of this paper will be explaining some aspects of idea management and its importance for the organization.
Keywords: idea, idea management, employees, management, managers.

INTRODUCTION

Idea management is structured process for generating and getting ideas from employees and assessing of those ideas to discover which one has potential.

In a small sized and middle sized firm, approach for getting ideas is opening e- mail where employees can write their own ideas. Then, team inspects and decides which ideas should develop. On the other hand, more and more organizations implement software for idea management with characteristics designed for support of process of innovation.

Most products that originate from idea management today include some of those functions.

- Meaning of ideas which are proposed.
- Meaning of ideas which are "adopted".
- Tools for collaboration which let people to tell their ideas.
- Tools for reword.
- Tool for revising of ideas for qualifying ideas which promise.
- Tools for communication

Most of those tools include many functions which improve process of idea management, like, e- mail with new ideas, supporting of creative meaning etc.

1. Creativity as determinant of innovation: principles that determine process of creativity

Often organizations are facing with pressure for creating values for their customers and stakeholders. Business must feel necessity for creating new products/services if they want to reach success in the marketplace. And, from their arise necessity for organizations to act proactive and to work in a direction for developing of creativity as essential competence; which means well developed ability or characteristics which is central organizational ability for success. Focus of creativity may be innovation from traditional aspect of viewing things, invention of some product/service, but also development of new processes, new ways of communication with customers or new ways of attracting and keeping the best talent.

Shortly, creativity is the most essential competency in organization because creativity is the one that makes things different and better. Creativity is the best path for creating values. Employees make many things to be creative and to create values. For example, organization can train their employees for creative thinking or implement portfolio system for monitoring the projects or to ensure system for prototype for improving of process for developing some products/services.

Those practices may help in some specific level and often is arguable if really those practices are helpful for creating values.

Often good initiatives lead to dissatisfy results:

- Creative programs wrote by employees didn't give good results,
- Good ideas can be merchandise,
- Spread development system that doesn't produce penetrative products/services,
- New projects for interprise which doesn't give feeling or bussines.
- "Smell for moon" initiatives for quality, changing or culture.
- Enetprise that didn't fit to strategy an aims.

DETERMINING CREATIVITY

Creativity can't be explained just with searching for the reason. As well as, child birth, creativity leads us, not just to explanation, but to respect.[4]

- Organizations, departments and individuals can use creativity in a direction to estimating of any results. So the question is what is creativity? Simple answer is:
- Posses of abilities or power for creating: Human beings are creative.
- Productiveness, creating new products/ services.
- Characterized by originality, expression, artistry: creative writing.

Synonyms for creativity are: originality, expression, artistry, innovative, inventive. From this point of view it can be explain definition for creativity: creativity is intentional activity (or set of activities) which produce valuable products, services, processes or ideas with are new and better.

As alternative, concept of creativity is that creativity is act of doing something new. Creativity is quality from different features such as: a gift, cognitive process, social environment, personal characteristics and chances.

Definitions for creativity are: descriptive for activities which results with:

- In producing or bringing of something new,
- In investing on some existing objects with new characteristics,
- Accenture new abilities,
- Executing of away different from others.

For understanding creativity it is necessary to make distinction between creativity and innovation. Creativity is network for generating new ideas, approaches or actions, and innovation is process of using of creative ideas in some specific context. Fig. 1 explains distinctions between creativity and innovation in organization.

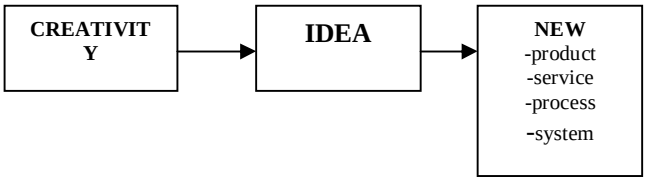

Fig. 1 Distinctions between creativity and innovation in organization

GROUP AND INDIVIDUAL CREATIVITY

Creativity often is individual, but groups can produce things that one person can imagine. Creativity can be easy recognized in world of art and science. But, creativity is necessary everywhere. Today's world is moving rapidly with big steps. Business is competitive. That is the reason that organizations use different approaches for nursing creativity:

- Indoctrinate and train for creativity,
- Using creative tools,
- Installing of departments for creativity,
- Establishing of creative environment inside the organization.

Group creativity starts with idea- vision of one person. Usually, creation is build over some mental pattern, structured from experience or training. The best individual thing is not spontaneous eruption of ideas.

In groups, visions are structured in reality through series of processes, which uses tools, resources and people in different ways. Group creativity is necessary and certain.

Creative individuals have different characteristics that make them different from other employees. Furthermore, they have wide range of knowledge in area in which they research, and perfectly developed skills; and work they do become from inside motivation. They are striving to be independent, unconventional, directed to taking risks, and to be open for new experiences. In organizational context creative persons take initiatives, work effectively in teams and have wide spread networks "in waiting" for individuals which are called when they are needed.

GENERATING IDEAS

Phase of generating new ideas is first phase in the phase of concept development. The goal of this phase is to generate more ideas for new product/ service which letter will be evaluated in the phase of concept evaluation. Before elaborating of procedures for generating ideas for new product/service it is essential to determine different terms: product concept and idea.

Product concept defines essential benefits and main supportive benefits of new product/ service and describes how those benefits are secured. It can't be verbal or descriptive which will be evaluated, letter formed top managers, department of marketing, engineering, production and potential customers.

For Idea it is not necessary to be complete and specified as concept. Ideas, often is for pronouncing as descriptive statement. In the phase of generating ideas interests is directed toward generating more ideas, instead looking the form in which ideas are told. Value of their separating is that ideas may exist in that kind of form, but the concept must be complete and specified for:

- customers to bring intelligent decisions in testing the concept,
- engineering to visualize as existing technology, which can be used in implementation of concept,
- marketing define program for marketing and to predict reaction of of customers for concept.
- decision making in the high level for evaluation of one concept against another concept in the phase of evaluation.

SEARCHING FOR NEW IDEAS

Before the phase of searching new ideas, it is necessary to be discussed about strategy for intraprise, to get direction for improving ideas. As leader in searching for ideas, it is necessary to get some information like:

- type of venture,
- area of focus,
- concept of product.

Productive searching new ideas for them product/ service must be productive. One of approaches for focusing in searching new ideas is the focus on change. Some new situations that were changed later often secure great possibility for new product. Through systematic researching of inside and outside environment in proactive and aggressive way, may be identified changes that may lead to new product/ services. This means that searching new ideas must be directed to new productive areas. In addition are shown different types of changes that can be productive.

- Unexpected success,
- unexpected failure,
- Unexpected event,
- Changes in industry and/ or market structure,
- High developed business area,
- Demographic change,
- Changes in technology,
- Convergent technology.

Everybody can be creative. There are too many ideas around us. but employees must become aware about that. The main "trick" is to stop with obstructing them. Once is done that, and thinking will be free, ideas will flow out. The hard part is taking the decisions to abandon ideas. If there are multiple people involved, the task can become political and that's where leadership needs to step in to help set the ground rules. If you're working alone at idea

management, it can be difficult to get to the last step of idea management, the point where you're left with one remaining idea. You may be an entrepreneur who faces a tough decision about running forward with this last remaining idea because you still won't have all of the information you'd like to decide if it's worth it or not. You may be inclined to go back to the beginning and restart your idea management process. It is hard to know the right thing to do.

Here is a list of other problems with Idea Management:

- It is often confused with Knowledge Management, which suffers from a negative stigma.
- Taking the initiative to formalize the process and establish "the purpose, scope, responsibility, ownership, tools and procedures for idea management". Similarly it's important to set "expectations of Return on Investment (ROI)".
- Collecting too many ideas and not to being firm enough on criteria.
- Getting idea management started: sometimes the ideas just sit in the proverbial "suggestion box" unread for years. For one thing, you can't proactively patent those ideas, let alone build businesses out of them. Sometimes you just lose the employees who came up with the ideas, so it's important to harness peoples' inclination for creativity.
- Failing to invest in idea management sufficiently for the process to run itself.
- Not recognizing the potential for inter-departmental idea management. What happens if department x has an idea for department y that would help the overall company function more efficiently?
- Lack of tools and proven best practices for idea management.
- Some companies function by giving a lot of praise to individual inventors. Without systemic changes, these inventors may be forced to "defend a pile of accolades," keeping ideas to themselves rather than participating in the collaborative idea management process.

CONCLUSION

In product development or innovation more generally, organization deals with lots of lists. Idea management is an early phase in product development where you generate a list of ideas for possible products organization could create. There are other situations where organization has to manage lists of ideas though. Another is feature planning where organization goes around asking customers what features they would like to see in the product and you generate a list of these ideas. The difference with idea management is that it occurs when organization didn't even have product and it may not even has any customers. It's the blank white board of product development. All businesses are created first by ideas. Then once organizations are in business it needs ideas for design, engineering, manufacturing, marketing, advertising, creative problem solving, customer retention, etc. The difference between success or failure in business could be just one idea. Idea management systems and process can help organization make innovation a discipline. They can help make the hunt for new possibilities each and every department's business.

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