

## ინოვაციური ეკონომიკა და მართვა

### INNOVATIVE ECONOMICS AND MANAGEMENT

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## მდგრადი განვითარებით პრინციპებისა და ინოვაციური მენეჯმენტის ურთიერთ- კავშირის ძირითადი თავისებურებები

### THE MAIN PECULIARITIES OF INTERCONNECTION OF INNOVATIVE MANAGEMENT AND PRINCIPLES OF SUSTAINABLE DEVELOPMENT

**ანოტაცია.** სტატიაში განხილულია მდგრადი განვითარება, როგორც თანამედროვე მსოფლიოს უმთავრესი გამოწვევა და თუ რაოდენ დიდია მისი მიზნების განხორციელებაში ცალკეული ორგანიზაციების მენეჯმენტის მნიშვნელობა. მიმოხილულია მდგრადი განვითარების ეკოლოგიური, სოციალური და ეკონომიკური ასპექტები, ასევე ამ მიმართულებით არსებული თანამედროვე ტენდენციები თუ კონცეფციები. იმისათვის, რომ სამყარომ შეინარჩუნოს სიცოცხლისუნარიანობა მაქსიმალურად მომჭირნობით უნდა გამოვიყენოთ არსებული რესურსები და შესაძლებლობები, ხოლო აღნიშნულის მიღწევა პრაქტიკულად შეუძლებელია ინოვაციური მენეჯმენტის გარეშე, ანუ სხვადასხვა ორგანიზაციების მიერ, მმართველობით საქმიანობაში მდგრადი განვითარების მიზნების გათვალისწინება და აღნიშნულზე დაფუძნებით ახალი პროდუქციის/მომსახურების თუ გარკვეული პროცესის შემუშავება და განხორციელება უმნიშვნელოვანესი ნინაპირობაა მდგრადი განვითარებისათვის. ინოვაციური მენეჯმენტისა და მდგრადი განვითარების კონტექსტში განხილულია ეროვნული ინოვაციური სისტემის ჩამოყალიბების საჭიროება და მისი თავისებურებები.

**საკვანძო სიტყვები:** მდგრადი განვითარება. ინოვაციები. ინოვაციური მენეჯმენტი. ეროვნული ინოვაციების სისტემა. ინოვაციური პროექტები.

**ANNOTATION.** In the article, it's been discussed the sustainable development as the most important challenge of the modern world and it's been discussed the great importance of the management of a certain organizations in the implementation of its goals. It's been reviewed ecological, social and economic aspects of the sustainable development, also the modern trends or concepts, existing in this direction. In order to be retained the vitality by the world, we should use the existing resources and opportunities with thrift as much as possible and it's practically impossible to reach the above mentioned without innovative management, or considering the goals of sustainable development in management activity by various organizations and based on this, to work and carry out of a new product / service or certain process is the most important prerequisite for sustainable development. In the context of innovative management and sustainable development, it's been discussed the necessity of formation of national innovative system and its peculiarities.

**Key words:** Sustainable development. Innovations. Innovative management. National innovation system. Innovative projects.

## INTRODUCTION.

The special attention towards the problem of sustainable development was paid from the beginning of 70-ies of XX century around the world and it was dedicated many international events, including, international conferences, dedicated to the issues of environment and development in Stockholm (“Zero Growth”) in 1972 year and in 1992 year - Rio-De Janeiro (“Agenda for XXI century”), report of the international committee of the united nations on environment and development (1987) – “our common future” and others, on which it was expressed the concern about that, in case of maintaining the existing technology of production and the existing rates of economic growth, catastrophe would be threatened to mankind. As a result of it was got the conception of sustainable development, the essence of which is that, continuous development of economics should be continued in order to improve the satisfaction of human`s needs, but without the infliction of damage to the future generation`s livelihood [1].

The successful countries of the world pay the special attention towards the sustainable development, which put emphasis on the innovative organizations, because they`re waiting the great results from them in terms of the growth of global competitiveness and in solving of the world-scale social and economic problems. Itself, the organizations, which are oriented on innovations need manager of the relevant qualification and thinking, who defines the goals of his/her organization correctly and he/she will lead to the creation process of product or service so that finally, to get the more effect with the limited resources, than it was before.

## METHODOLOGY OF THE STUDY.

The basis of the methodological study is, both methods general scientific and economic study as well. In particular: the methods of functional analysis and synthesis, systemic and logical approaches, grouping, comparison, evaluation and statistical analysis. On the basis of the study made, it`s been analyzed the opportunity of getting the product or service of global importance as a result of close interconnection between the sustainable development and innovative management.

## THE MAIN PART OF THE ARTICLE.

The sustainable development includes economic, social and ecological aspects. It`s considered that, the development should be economically advantageous, socially fair and saving for environment. Social aspect of the sustainable development includes the society, based on the ideas of fairness and welfare, the members of which, despite of their material possibilities, have an access to the basic needs, as they`re: food, housing, health care, education, work, human rights, property right and etc. Sustainable social development, firstly means to eliminate all kinds of discrimination and vulnerable groups of people - disabled persons, women, minorities – protection of social rights.

Economic aspect of sustainable development is directly connected with both protection of ecology and environment and social solidarity. Sustainable development doesn`t mean that a person refuses to the kindness, which has given it by technological and industrial progress. He only tries to obtain the economic welfare so that the damage of environment was as little as possible and to take more care of social welfare of the society [11].

Ecological aspect of the sustainable development is directly connected to the eco-innovations, which became actual at the end of the 20<sup>th</sup> century and the term itself appeared at that time. According to the organization for economic cooperation and development, eco-innovation is explained as a production, implementation and exploitation of new product, also it means the production process, service, management and other business methods, the aim of which is to avoid environmental risks, pollution and other negative results, which are accompanied by the use of this or that resources (including energy) [2], in some context, eco-innovation may be directed towards the technological, organizational, social and institutional steps [3]. Driving sustainable innovation is explained as a creation of new market space, product, service processes, which are managed by social, environmental and sustainable issues [4].

After the working out the concept of sustainable development, among its explanations, three approaches are distinguished: status quo, reform and transformation [5].

- Status quo approach towards the sustainable development confirms that while the changes, made in environment and society is necessary, current political and economic institutions can achieve the required results without any changes. supporters of such approach see the growth in terms of sustainable development, especially in economics, business, private ownership, in creation of new technologies, improvement of management and etc.;
- Reform approach considers that in order to achieve the sustainable development, it's necessary the significant changes of existing politics and lifestyle. Supporters of this politics generally prove that, the growth of technologies, energy efficiency, regulations of market modification and the growing democracy can solve the problems of sustainable development;
- Transformation approach is much more radical than others, which confirm that the existing environment and social problems are stipulated by the basic structure of society, as political and economic institutions are, exactly here should be made the basic changes in order to deal with new challenges;

The common sign, which connects the above-mentioned approaches is environment, society and economics. However, all three approaches connect them to sustainable development differently [5], [6].

Various organizations play an important role in the process of providing of sustainable development, which popularize the above-mentioned goals. Including, it should be noted the organization – Ceres. Ceres – is non-commercial organization, which was established in Boston, in city of America, in 1989 year and its main mission is to promote the investment and uniting of business community in order to ensure the development of sustainable world economy. Ceres plays an important role in uniting of interested parties (investors, companies, non-governmental and governmental sector), in order to be made the implementation of the measures of existing problems, to be solved in terms of ecological, social or economic more effectively and intensively, among them, the special accent is made on such problems, as the change of climate, global warming, renewable energy sphere and others are [12].

The above-mentioned organization in its periodic studies, allocates various companies, which are distinguished with management system of high public accountability, which carries out different kinds of events and activities in terms of sustainable development within their activities, Including [13]:

- The world's third largest aluminum manufacturer metallurgical plant Alcoa spends a significant part of its revenue in the direction of environment protection and energy-efficiency, in order to be maximally reduced the allocation of so called greenhouse gases (Carbon dioxide, methane, nitrogen oxide, etc.). Ford Motor Company carries out some activities in this direction too.
- Towards the purposes of sustainable development is also paid attention by one of the largest food and beverage producing company PepsiCo, which recently annually submits to his shareholders and customers his views in the direction of sustainable development and among them, the special accent is made on the problems, related to the climate change and water resource.
- The management of General Electric, through the department of the management of human resources of the company tries to integrate of sustainable development in organization culture by implementing of special programs.
- Technology supplier company towards the water supply – Xylem, in its structure, has the governing committee, established for the purpose of ensuring the sustainable development, which is responsible on the compliance with the purpose of sustainable development of company's activity
- Computer software development company Adobe, in his activity, has determined as a priority to use renewed energy innovative technologies - Hydrogen heaters and solar elements. Also it's oriented on necessity of energy reduction.

Besides the above-mentioned companies, there're many organizations in the world, which carry out the different kinds of activities within the purposes of sustainable development. Among them, there're state agencies, which also have a great contribution in the achievement of sustainable development. In this regard, developing and under-developed countries are in front of difficult challenges, among them only in several countries are planned to be taken some

positive steps. Among them, it should be noted the stimulating of sales of electro and hybrid automobiles in various ways, for example, by introducing the preferential tax rates or arranging the relevant infrastructure.

The sustainable development is oriented to such basic principles as union (cooperation) is, which itself includes the opportunity information sharing, specialization, transparency and effective activity [7]. Next to the new global paradigms, as we've already mentioned, world society requires more responsibility towards the environment social and economic capital. For this, it's necessary to realize new innovative ideas [8]. Accordingly, the formation of certain kinds of supporter system/model should be done in the countries, which encourages the working out of innovations in terms of sustainable development. If this or that country with its resources can't ensure the overcome of ecological challenges and effective realization of the sustainable development model, it's necessary its harmonization with eco-innovative politics of EU and world's leading countries. Under which, it should be created national innovative system, the main task of which is the identification of concrete ecological problems and the development of joint innovative mechanism, aimed directly on its overcome.

In accordance with the above-mentioned, it's necessary to establish national innovative system in the country with its classical meaning and after that the effective management of innovative processes. National innovative system, "this is a complex system of economic subjects and public institutions (norms, procedures), which take part in creation, storage, distribution of new knowledge and in the process of transforming it as a new technology, product and service, which is used by society" [9].

In the context of innovation and sustainable development, a scientist, working on this issue, L. Kokiauri mentions that, National innovative system – this is the combination of institutions, rules and conditions, which provide the creation of such intangible assets, which as a part of national gain, is known as a name of innovation. They're represented as an objects of intellectual property, which are ready for commercialization [10].

The attention should be paid on a close relationship of the goals of sustainable development and national innovative system and this or that innovative process should be derived with the high-quality management. At the beginning of innovative process it's unknown for innovator what he discovers, because every subsequent action is based on what he finds in the search process. This pace often continues till the final prototype of the product is created, so for the "suspicious" advance phase, it's characterized vague, in fact, it's impossible to plan the action in advance. Moreover, during the search process, you should find out that the idea, which you're planning to carry out, is not innovative and it's already been its substitute product [8].

The above-mentioned phase is mentioned by specialists as a zero level, zero phase of innovations, in fact it's a period, where it's done the identification of possibilities in relation to specific innovations and the development of conception [14]. Accordingly, in this stage, the main direction and accent of innovative management should be made on the purposes of sustainable development, because the production or service, which should be got as a result of innovation process, should not be opposed to the main principles of sustainable development.

The scheme, represented below, makes it more visible the interconnection of the purposes of innovative processes and sustainable development.

The represented scheme mainly consists of three components: innovative management, "suspicious" (initial) stage of the project and the goals of sustainable development. Which finally creates the product, which is innovative and competitive on wide markets. Of course, all these are depended on how properly will be directed and implemented the innovative development processes of product, in which the great role has management [8].

According to the goals of sustainable development, aspiration of the modern state should be: to solve all problems in this regard, including in ration with management; Besides the difficulties, related to the ecology and natural resources, we're able to separate out various discriminatory attitudes between the citizens of the country, including gender inequality, which should be maximally eliminated, in order all – men and women were given a chance to carry out his/her idea; To be created innovative projects. The review on existing procedures should be made in both public and private sector as well and its adjustment on modern environment. When the discrimination is less in this regard,

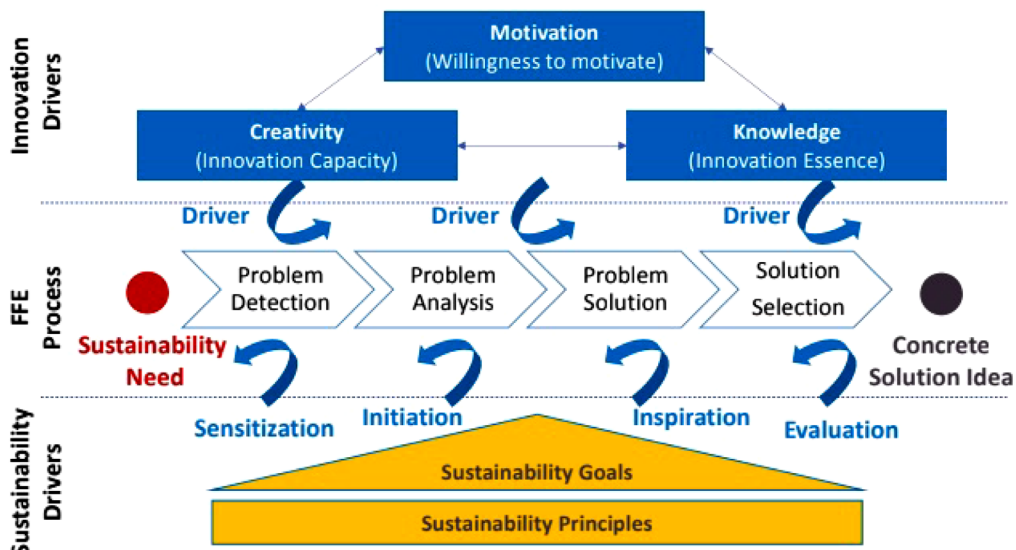


Fig. 1. Model for the development of sustainable solution ideas [8].

the problem will be reduced as well. The implementation of the idea will be even more simplified, even if the idea is distinguished.

Conclusion. Thus, if we want to be many organizations and managers in this or that country, which will be focused on innovations, it's desirable to spread the relevant knowledge with various sources, including, first of all, we should provide students and pupils with the relevant information about the interconnection of innovations and sustainable development in educational institutions, because to be conducted the practical or theoretical knowledge, got by them, correctly from this time and to be used it maximally effectively. In view of the fact that, the innovative project or process, created and developed by taking into account the goals and principles of sustainable development will surely be successful and important in order to maintain the competitiveness of the organization and in whole, it should bring some benefit for the relevant territory.

The provision of sustainable development is impossible in many countries of the world without changes of existing approaches and trends. As a result of existing development trend, there're many ecological problems today: massive deforestation of tropical forests, extinction of species, air pollution in cities, climate change and others. Accordingly, it's necessary a rapid reaction and search of innovative ways, in order to change individual behavior or institutional structures and policies to introduce and carry out the principles of sustainable development. In particular, the achievement of sustainable development means to carry out a number of actions with new vision, in the existing practice of production and consumption and in state management as well.

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