ppi 201502ZU4645
Esta publicación científica en formato digital es continuidad de la revista impresa
ISSN-Versión Impresa 0798-1406 / ISSN-Versión on line 2542-3185Depósito legal pp
197402ZU34

CUESTIONES POLÍTICAS

Instituto de Estudios Políticos y Derecho Público "Dr. Humberto J. La Roche"
de la Facultad de Ciencias Jurídicas y Políticas de la Universidad del Zulia
Maracaibo, Venezuela

Vol.40

Nº 73
Julio
Diciembre
2022

Cuestiones Políticas Vol. 40, Nº 73 (2021), 527-538
IEPDP-Facultad de Ciencias Jurídicas y Políticas - LUZ

Conceptualization of smart-philosophy as a post-modern project of non-linear pattern development of the XXI century

DOI: https://doi.org/10.46398/cuestpol.4073.29

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Abstract

The aim of the study is to analyze smart-philosophy, which refers to the priority research based on the new interaction between man and society. The methodological basis of the study is the synergetic approach, in the context of which new realities are "smart" with innovative potential. The informational approach to the analysis of society is based on the synergetic, nonlinear methodology, the analysis of which is applicable to the global transformation's characteristic of autoreflexive societies of high complexity. It also uses methods for measuring the "smart society" - anthropological and socio-axiological, based on people, education, the movement towards the "society of innovation" and knowledge. It is concluded that the breakthrough in the system of information and communication technologies has determined profound meaningful changes in all spheres of social activity, which is the theoretical autoreflexion of modernity and its dominant direction. The result of the study is the conceptualization of the smart-philosophy of the XXI century as the highest stage of civilizational development of mankind.

Keywords: Smart-society; smart-man; smart technologies; smart economy; smart business.

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Recibido el 14/03/2022 Aceptado el 12/06/2022

Conceptualización de la filosofía inteligente como proyecto posmoderno de desarrollo de patrones no lineales del siglo XXI

Resumen

El objetivo del estudio es analizar la filosofía inteligente, que se refiere a la investigación prioritaria basada en la nueva interacción entre el hombre y la sociedad. La base metodológica de la investigación es el enfoque sinérgico, en cuyo contexto las nuevas realidades son «inteligentes» con potencial innovador. El enfoque informativo del análisis de la sociedad se basa en la metodología sinérgica y no lineal, cuyo examen es aplicable a las transformaciones globales características de las sociedades autoreflexivas de alta complejidad. También se utilizan los métodos de medición de la «sociedad inteligente» -antropológicos y socio-axiológicos- basados en las personas, la educación, el movimiento hacia la «sociedad de la innovación» y el conocimiento. Se concluye que el avance en el sistema de las tecnologías de la información y la comunicación ha determinado profundos cambios significativos en todas las esferas de la actividad social, que es la auto reflexión teórica de la modernidad y su dirección dominante. El resultado del estudio es la conceptualización de la filosofía inteligente del siglo XXI como la etapa más alta del desarrollo civilizatorio de la humanidad.

Palabras clave: sociedad inteligente; hombre inteligente; tecnologías inteligentes; economía inteligente; empresa inteligente.

Introduction

The relevance of the research topic is that the conceptualization of the smart philosophy of the 20th century as the highest stage of civilizational development is a universal factor in the introduction of the postmodern project by means of practical philosophy that legitimizes this type of society. In the matrices of smart philosophy, the «human-society» relationship is being conceptualized, which is the central theme of philosophy. This dimension indicates not only the general theoretical sense of posing the problem, but also its praxeological meaning as a whole for the benefit of man.

A new approach to the new format of man leads to the fact that since the mid-80's. 20th century a smart philosophy is developed as an applied science that studies the problems of a person in a smart society and tries to improve the existence of a person with smart technologies. In this regard, smart society is considered at the level of a three-tier model of the social world:

1) smart-city as a society that requires improvement by smart technologies;

2) smart-city as a system-structural world and an innovative city;

3) smart-city as a social micro and social macro world of everyday life.

1. Methodology of research

Methodology of smart philosophy as a variety of creative and axiological approach is a set of methods, principles, technologies, which are based on value and creative attitude of a creative subject to conceptualization of reality. The methodology of smart philosophy demonstrates a generalized model of interaction between people and society, which they are attempting to recreate through the use of intelligent technologies, the intellectual search for recreating society, the formation of values, standards, criteria of digital society and digital people.

Smart Philosophy is an amalgamation of axiological, metaphysical, substantive methods and principles of cognition of society, education, technology, and human values, which are aimed at the formation of the discourse of the culture of high-intellectual, high-tech society, which is based on the development of creative intelligent technologies.

The methodological foundations of the smart-philosophy model are reduced to using the principles of the study of smart society:

1) constructive;

2) symbolism;

3) idealization;

4) instrumental and functional significance.

The epistemological assumption about the nature and nature of the rationality of a smart society is implicit in the theories of human adaptation to the environment. Anthropological and socio-axiological methods and approaches allow us to disclose the dimensions of a smart society, based on a person, education, movement towards a «society of innovations» and knowledge. The method of reconstruction provides an opportunity to display new strategies of the relationship between man and society in the modern project of postmodernism.

Regulatory methodological ideas are the principle of complementarity of various discourses about the emergence and functioning of smart-philosophy, which makes it possible to comprehend the ambivalence of the social and political processes of the information society. The concept of

sustainable digital development economy is today the most powerful and important, as it can lead a country out of the crisis on the path of sustainable digital development and develop strategies and priorities for the future that cover large-scale digital industries (Nikitenko *et al.,* 2019).

The methodological and general scientific significance of the theory of smart society as the basis for the development of modern smart philosophy creates the conditions for the formation of a new smart worldview. A new smart worldview that can be defined as a system of views on the world that necessitates overcoming entropic processes in society and requires the use of smart technologies for the arrangement of a person and his way of life.

A new smart worldview requires that the ideas of a rational (innovative) discourse aimed at the sociocultural and socioeconomic progress of society be realized in it. "The new world view of the 21st century is a noospheric worldview that aims to realize Vernadsky's idea in ontological socio-natural processes" (Voronkova *et al*., 2021: 122). The anthropological dimension of a smart world outlook comes from a mind that promotes a proper understanding of the subject of research and acts as a necessary condition for understanding the cultural and logical category of smart philosophy (Voronkova *et al.,* 2021).

The research problem is the conceptualization of the dimensions of smart-philosophy, which is determined by the development of smart technologies, based on the types, specifics and prospects for the development of the information society. An essential feature of all European models of smart philosophy is a rationally organized person who equips his being in accordance with the laws of informatization, which requires the improvement of smart technologies.

The purpose of the study is to analyze the dimensions of smart-philosophy, which testify to the progress of the information society, which is evolving towards a smart society. The reflexion of a smart society is based on anthropological, spiritual-aesthetic, axiological foundations, because a person owns a "social body" capable of acting in the spiritual and aesthetic processes of the society-existence in correlation with sociocultural activity (Voronkova *et al*., 2022).

2. Conceptual-categorical research apparatus

Conceptualization of the measurements of smart-philosophy provides extrapolation of innovative information technologies and multi-formatting of the society, which harmonizes the factors of culture, science, art, education, which requires the introduction of smart technologies. Multiprocesses in the information society are associated with logical-mathematical, logical-

semantic, multi-semantic poly-models-structures and such methods of information transfer as television, telephone, fax, which modify and develop all the processes of informatization. As a result of this evolution, a «smart society» emerged as a postmodern project in the non-linear paradigms of practical philosophy (Voronkova, 2020).

For us, it is very important to characterize the term «smart». Smart is a property of an object that characterizes the integration in the given object of elements previously unrelated, which are carried out using the Internet. For example, Smart-TV, Smart-Home, Smart-Phone Smart-technologies, which lead to the expansion of labor mobility: education, public service, design and other fields of activity. Recently, global trends in the development of Smart: Smart cities began to emerge; Smart-country; Smart-Mobility; Smart-economy; Smart-education; Smart-life.

The modern concept of Smart-government is based on the new Smart Networks platform, and modern design detail is modified by introducing various types of design (graphic, ecological, web-design). The Smart Networks platform foresees the use of communication networks to manage systems of different nature. A reasonable network is expressed as the realization of the three components of the development of the Internet:

1) inter-machine interaction (M2M), that is, technologies that allow machines to exchange information among them or transmit it unilaterally;
2) the calculation (SS);
3) analysis of large data (Big Data). Therefore, the logical continuation of the information society is a smart society (smart-society), which develops on the basis of Smart-technologies (Castells, 2000).

Note that for the first time the term «smart society» was introduced by P. Drucker in 1954, the first letters of which designate: S – Self-Directed; M – Motivated; A – Adaptive; R – Resource enriched; T – Technology. Smart criteria, which must meet the objectives: 1) specific – specific (what needs to be achieved); 2) measurable – measurable (in what the result will be measured); 3) attainable – achieved (through which you can achieve the goal); 4) relevant – actual (determining the truth of the goal); 5) time-bounded – the relationship with a specific time (the definition of the time relationship with a specific time (the definition of the time interval after which the goal can be determined.)

The term «smart» in Russian means a reasonable one, that is, one that has a number of trans discursive intentions that promote the development of intelligent technologies and the formation of a rational society in its various modern versions. The key characteristic of the term «smart» is the ability to interact with the environment and to provide a system of skills

community to react to changes in the external environment: 1) adaptation to conditions that are transformed; 2) independent development and self-control; 3) effective achievement of results, which in general are theoretical post-modern authorship (Buhaychuk *et al.*, 2022).

3. Results

3.1. Concepts of the development of the smart society and its semantic dominants

In the process of the evolution of civilization, the concepts of a smart society were formed in the basis of modern state programs in South Korea. In South Korea, the National Social Agency developed a "Smart Society Strategy", which is extremely relevant. The concept of smart society penetrates into all spheres of human life – management, business, education, design – makes them flexible, intelligent, intellectual with the use of knowledge and innovation. The development of a smart society is associated with the beginning of an era of knowledge that has evolved into the mind and intellect that formed the Smart Society.

It is proved that the basis of the Smart Society is the development criteria of the «knowledge society», digital technologies, and digital society – all that are called the "digital era" of civilization. Smart-society includes a project to develop a strategic-innovative perspective for intelligent work, which is the basis of a reasonable (innovative) city that is based on a reasonable infrastructure, and plays a central role in creating an innovative culture (Buhaychuk *et al.*, 2022).

Smart economy, smart innovation. Smart innovations give rise to the problem field of a new paradigm for the development of society, which is considered the most important factor in the formation of a smart society, which is based on the concept of smart economy. It is no coincidence that this increase is fixed in the document «Europe 2020: A strategy of intelligent, sustainable and inclusive development» (Smart growth) – a strategy that includes the development of neo-economy or a reasonable economy.

Neo-economy is based on knowledge and innovation and promotes sustainable development, based on more efficient use of innovative resources. This concept is based on inclusive growth and the strengthening of high employment of the population, which is generally conducive to the development of the human factor, its resources (Kyrychenko, 2019).

Smart economy is an economy that is based on comprehensive modernization and innovative development of all areas based on next-generation technologies that provide high added value, energy efficiency,

the formation of a quality environment and social stability and are moving towards the development of the fourth industrial revolution –Industry 4.

The meaningful filling of the Smart Economy is based on energy-saving technologies and ecological infrastructure in which a new quality of services is generated, which users themselves generate, citizens of the smart society, interacting with public authorities and private businesses not vertically but horizontally, making business intelligent and creative. At the same time, such a situation is expected for the "fifth level service", when the service itself "finds" the client, and not vice versa.

The effectiveness of ICT allows enterprises to achieve significant economic success due to the problematic field of rapid adaptation to the rapidly changing business environment, the use of remote offices, continuous communication with consumers and partners. Smart society cooperates in a nationwide network in which labor activity is organized on the basis of the formation of collective (social) intelligence, which gives rise to «smart work».

As a result of the evolution of the information society into the smart society, as a result of the development of civilization, new demands are being made for labor resources, in the context of which the mastering of collective network competence is the main one (Sadovnicova *et al.,* 2020).

"Smart society" includes the development of "smart technologies", education, city management, and the formation of new technologies, which is associated with the development of the Internet and contributes to the effectiveness of the new role of information technologies, which act as the only infrastructure of a new society that is determined by intellectual technologies (Kyrychenko, 2017).

3.2. Development of Internet technologies and education as the basis for the development of smart-philosophy

The development of Internet technologies and education creates unique conditions for the emergence of a project for new labor relations with employees and employers. Within the framework of innovative technologies – smart stuffing, new high-tech approaches to attracting staff are being formed. It is proved that specialists who work in the same team for a common result are used consistently, and the majority of workers can perform labor functions in a remote mode. The implementation of smart-stuffing technology takes place on the basis of the distributive intellectual Internet b2b platform, with which employers at a considerable distance attract and redistribute among themselves the available competences of employees, and also conclude contracts with remote workers using electronic document-accounting.

The relevance of the research topic is that information and innovation technologies as a factor in improving the efficiency of economy and business in the context of globalization 4.0 represent a set of norms, values, views, technologies and algorithms of action, which underlie evolutionary changes that transform all spheres of activity. Information and innovation technologies in the form of innovations stimulate the development of business and local economies, contributing to improving the well-being of the population (Cherep *et al.*, 2019).

The evolution of education today comes from e-learning to the formation of the Smart-University, which acts as a catalyst for innovation in education: promotion at the national level; a cyber-learning system in cyber-universities.

Education, which is formed through the use of electronic and collective technologies, is becoming more widespread and effective, and accordingly, smart education prepares smart citizens who are highly intelligent and use the most advanced information technology. Foreign scientists believe that the development of such sectors as Smart Transport, Smart Energy, Smart Education will lead to the emergence of a Smart World, determined by digital technologies in the context of information and globalization (Trusova *et al.*, 2021).

We uphold the view that the necessary condition for the formation of a smart society is a smart education, based on the formation of smart competences as part of the formation of information competence, which includes: knowledge of the smart environment and the order of forming interaction with it; skills of searching and using smart resources and smart technologies. Interaction in a smart environment should be carried out in the context of interaction with the media environment and cyberspace, which allows the individual to adapt to the realities of today (Rybalchenko *et al.*, 2021).

3.3. The Digital Economy of the Internet Age

The digital economy of the Internet era helps to increase the national «human resources». Part of the «human capital» is formed by the development of a smart society and contributes to the increase of «additional property», that is, intellectual capital. In order to timely meet unique challenges and maintain their competitiveness, organizations must have access to human resources at the right time, contributing to the development of «human capital», which is an intellectual platform, personnel and social innovation. It is this vector of the development of smart philosophy that requires its contextualization in modern practical philosophy.

3.4. The principles of the work of smart-business and smart innovations in modern practical smart-philosophy

The mission of smart-business is to provide h**i**gh-quality, highly professional services and introduce innovative technologies and solutions in business management, as a result of which client companies will grow rapidly and successfully develop their business. The principle of smart-business is the formation of long-term relationships with customers as a result of effective staff management and the formation of a package of service quality, which is identified through Smart-innovations that give birth to a new paradigm of a smart society.

Conclusions

Thus, the formation of a smart society shows that the world is in a state of systemic global changes and a global transformation of mankind. As a result of the changes, new requirements are formed, which are put forward to labor resources, the management of collective network competence is in demand.

1. Postclassical receptions of the modern state of the new smart-philosophy project act as a key factor in the global struggle for leadership in the modern world. The ability of citizens to adapt quickly to changes in the environment is determined by the speed of mastering innovations and, first of all, by the level of mastering modern educational technologies – e-learning, which actualizes nonlinear features of the project dynamics.
2. New concepts of smart-competencies and smart culture are a condition for the development and self-development of the subject, his smart education, which includes the formation of an informational outlook, the development of the cognitive and activity of the subject to a smart environment that represent the perspective development of the society.
3. The subject of the smart society of modern media discourse should adapt to this environment in the context of global challenges, develop the psychological stability of the subject to the influence of negative (entropic) destructive manifestations of this environment, be able to protect their internal and personal information field.
4. Smart society as one of the leading concepts-markers of the information society emphasizes the fact that man is not only an economic and political cell of society, but also a sociocultural phenomenon that incorporates all cognitive-creative, cognitive-learning, rational-value.

5. The breakthrough in the ICT system has determined the profound meaningful changes in all spheres of human life; therefore, today there is every reason to speak about the evolution of the information society into a smart society that continues its non-linear progressive development in the network of the 21st century.

Recommendations

1. In the context of the conceptualization of smart philosophy as a post-modern project of non-linear progressive development of the 21st century, the following areas should be singled out:
    a) To promote the training of professional specialists:
    b) To form an elite of humanitarian managers capable of implementing the policy of smart philosophy, forming the key tasks of humanitarian nomination:
    c) Promote personal growth and activity self-determination (anthropological vector); c) develop strategic thinking that contributes to the achievement of a smart society.
2. To promote the development of a smart worldview of managers based on the development of individual abilities, the ability to analyze the phenomena of public life, practical skills in decision-making.
3. To promote the development of smart technologies, which are combinations of scientifically based techniques and special techniques of indirect influence on society through the management of smart technologies.
4. To promote the development of a smart culture based on a culture of interaction in a smart environment, the implementation of smart security measures, computer and information ethics.
5. To promote the development of smart cities and smart technologies, behind which the future of civilization.

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UNIVERSIDAD DEL ZULIA

CUESTIONES POLÍTICAS

Vol.40 Nº 73

Esta revista fue editada en formato digital y publicada en julio de 2022, por el ***Fondo Editorial Serbiluz, Universidad del Zulia. Maracaibo-Venezuela***

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