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SECTION 30. Philosophy.

SYNERGETIC APPROACH TO THE FORMING OF GEOECONOMIC THINKING

Abstract: In given article some aspects of the synergetic approach to the forming of geoeconomic thinking and also the main aspects of the economic synergetics are considered.

Key words: Economy, economic thinking, geo-economic thinking, synergy, economic synergetics, nonlinear thinking, order and chaos, nonequilibrium systems.

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Increasing the degree of transparency and the complexity of modern social and economic systems, the growth of uncertainty and non-linearity in their functioning, forcing economists refer to the methodology of scientific analysis, formed the other sciences, including natural. Significant methodological possibilities open to economic science in connection with the formation of synergy - the theory of self-organization of complex open non-linear systems of any nature.

The object of analysis is a cooperative synergy coherent interaction of a plurality of subsystems, which macroscopically appears as a self-organization. At the present time, in line with the synergy of research are specialists in different fields and sectors of science. In recent years, it formed a new direction in economic studies - economic synergy. Economic synergetics represents a new direction in economic analysis, which is not canceling the importance of traditional concepts, it shifts the center of gravity on such phenomena as the nonequilibrium, and nonlinearity in the development of economic systems, examines the processes of self-organization in precarious socio-economic environment.

The objective basis for the formation of an economic synergy as a science is the synergies of the economy as an open, complex, non-linear self-organizing system. In this case the synergistic knowledge not only forms a new science - economic synergies, but also creates a new methodology for the economic analysis.

Synergetic approach in economic-theoretical research serves as a method to study the socio-economic dynamics. This synergistic relationship of economics and economic synergy quite clearly displayed object dialectic and the method of science. Learning Economic synergetics object - a complex nonlinear nonequilibrium economic system (synergetic economics), is transformed into a set of techniques and methods for the preparation of new knowledge - in a non-linear method of analysis (method of economic synergetics). From the standpoint of economic synergy as a method of study of self-organizing economic systems, bifurcation, attractor, fluctuations probabilistic characteristics serve as analytical tools, research new socio-economic reality, already established in the economically developed countries of the world.

Economic synergetics as an economic method of analysis requires a systematic analysis of the nature of all categories of economy, the overall priority of the subject-object symmetry in the construction of all spheres of modern sophisticated market, combining the mechanisms of the economy and the mechanisms of social consciousness. Economic synergy also includes in its analysis of the processes of globalization, inter-civilizational convergence, the formation of mass public consciousness, that is the whole complex system of global market macroeconomics. The new science combines economic and institutional, economic and political, historical and cultural, national and global. According to many researchers, the emergence of the



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methodology of synergetic marks the beginning of a new scientific revolution, because it was not just introducing a new system of concepts, but it changes the strategy of scientific knowledge contributes to the development of a fundamentally new scientific picture of the world and lead to a new interpretation of many of the fundamental principles of natural science [4, 255-256]. Synergetics becomes "a new meta-approach modern knowledge" [5, 62]. Many researchers believe that Synergetics as a new cognitive paradigm is close to the notion of "cognitive model" that serves as a way of ordering and interpretation of a particular material, the method is common for scientists of different specialties.

The methodological significance of the economic synergy is also in the fact that it is based on is the establishment of a fundamentally new, non-linear method of scientific thinking, its shape and style. According to Igor Dobronravov, if we consider the methodological consciousness of the unity of method and style, and "style seen as a way immersion method in a specific material, then an extension method to the methodological consciousness means the formation of the corresponding style of thinking" [6, 126]. Thinking Style acts as a way of applying the method, as the method of immersion in a particular material.

Style of thinking also implies the awareness of new scientific truths and their use in scientific research. Formation style of thinking in a certain sense, the methodological efforts synthesizes a certain historical period in the field of science.

Economic synergy contributes to rethinking the principles of knowledge, based on the postulates of classical economics, the linear deterministic thinking style. We can distinguish the following basic features are still the dominant line of thinking, the modern economic analysis:

- Understanding of the processes of economic development only as a linear, progressive and uncontested. If the alternative is, they are only occasional deviations from the main flow, are subordinated to this trend, determined by objective laws of the universe;

- Related to the economic equilibrium and economic order as the only possible and the most effective form of existence of the economic system;

- Attitude to non-uniformity and instability in economic development as a nuisance that must be overcome as something negative and shoot down the correct path;

- Understanding of chaos and chance as by factors that are not critical, ignoring the stochastic economic phenomena and processes as insignificant and minor;

- Rigid determinism, the study of economic phenomena as the causal chains through which the course of development can be figured out indefinitely

into the past and the future. This is determined by the past and the future - the present and the past;

- The study of mechanisms of development of economic systems under the influence of predominantly external to them parameters;

- Cutting off the subject of the knowledge of its value orientations, lack of understanding of the role of social and psychological factors in the development of economic systems, ignoring such methods of economic knowledge as intuition, imagination, creativity;

- Inadequate or simplified representation of the object of research, consideration of the economic system as the sum of economic units of its components.

In general, linear thinking is typical psychological tendency to think linear circuits, circuits directly, without deviations and stops, climbing from the lowest to the highest.

Under the influence of synergy generated non-linear style that reflects the scientific knowledge on the defining features of thinking, post-nonclassical stage of development of science (see also our work -. [3]).

The term "non-linear thinking" was originally introduced in the scientific analysis of the representatives of the natural sciences in order to emphasize the instability and ambiguity of a situation of choice, its irreversibility and spontaneous process of formation of new structures. As they say Prigogine and I. Stengers, "our vision of nature is undergoing a radical change in the direction of multiplicity, complexity and temporality" [3, 41]. If the linear thinking is focused on the universality of action reversible dynamical laws, the mastery of a non-linear way of thinking implies the awareness of the existence of new scientific picture of the world, new methodological principles of analysis of nonlinear self-organizing systems, new standards of seeing the world and a scientific explanation of new facts, recorded by scientific analysis.

Nonlinear thinking is fundamentally at odds with the idea of universal laws, the stability of cash and social orders. Under his influence the disintegration stage-linear models of social development, to develop new approaches to it as a principle of openness, variability and alternative processes necessary to assume a "choice". The non-linear way of thinking associated with the formation of a new vision of the world as a complex evolving whole, naturally including a man and his activities. The non-linear way of thinking expressed these methodological principles, as the principle of symmetry breaking and random principle, as a necessary complement.

Thus, the economic synergy is formed as a new methodology of knowledge of self-organizing mechanisms of functioning of the socio-economic systems. Its development entails a radical

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transformation of the methodological bases and the style of scientific economic thinking.

The main feature of the synergistic approach to socio-economic system is that it is always focused on the analysis of the dynamic interaction of economic agents, to find domestic sources of growth, to identify cooperative opportunities and solutions to obtain positive synergies. Economic synergy in terms of methodology, enriches economic theory such important principles as:

- Self-organization as a result of a certain ratio of order and chaos, equilibrium and non-equilibrium, stability and instability in the development of complex open nonlinear socio - economic systems;

- Bifurcation (multivariate) ways of further development of economic systems of self-organizational understanding of their future as a set of alternative paths rather than a single, predetermined in advance;

- Ambiguity and volatility of the situation of choice, its irreversibility and spontaneous process of formation of new structures;

- Nonlinear interaction and self-organization in the management of synergistic social and economic systems, the importance of small but precise resonance effects on the system, which is on an unstable stage of its development;

- An accident as an independent factor, which performs a constructive role in the bifurcation points;

- Defining the role of the subjective factor in the development of synergistic social and economic systems, synchronization mechanisms of mass public consciousness and the development of the economy;

- Active interaction of economic and social, economic and political, historical and cultural, national and global development in synergistic social and economic systems.

Thus, to the peculiarities of the economic synergy as the theory and methodology of modern economic research, include the following. Firstly, the economic synergy, as an area of economic theory focuses on nonlinear phenomena in economic evolution, describes nonequilibrium processes in the economy and shows the possible outcomes. Second, an important object of analysis is the study of the economic synergy mechanisms of new structures in

the economic systems far from equilibrium, on the basis of coherent cooperative interactions. In this case the economic synergy reveals the internal causes of self-structuring of economic objects. Third, from the standpoint of economic synergy economy - it is not just a set of different micro Units, and a complex network of macroeconomic interactions that occur in the course of inter-firm, cross-sectoral and institutional linkages. Fourth, the economic synergy, creating a new concept of chaos, offers analytical tools for the study of deterministic chaos economies, opening thus a new direction in the theory of economic dynamics.

Fifthly, economic synergy sets new ways of posing problems, and offers a non-linear model to solve them. In this regard, the economic synergy is of particular importance for the theoretical economy, increasing its theoretical rather than descriptive. Sixth, with the advent of the economic paradigm of synergy is possible to dialogue between the natural and economic sciences and their interdisciplinary synthesis.

At the same time, the economic synergy is in a deep relationship with the most important areas of economic and theoretical knowledge. In a sense it can be considered as the most important area of the theory of economic dynamics which includes the theory of business cycles, and the theory of economic growth and many others.

Of particular importance is the economic synergy that this theory can explain the new dynamic economic processes that can not be explained by traditional theories and methods.

Economic synergy sources of cyclic economy development see the special complexity, nonlinearity, instability and disequilibrium of modern socio-economic systems. Economic synergetics offers new analytical methods for the study of not only exogenous but endogenous chaos socio-economic systems. It shows. What is the basis of cyclical development is strongly influenced by stochastic factors and processes. From the standpoint of economic synergy, if the system is unstable, even the smallest fluctuations can cause significant changes in the behavior of a dynamic economic system.

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