

International Business Management 2015 vol.9 N7, pages 1710-1713

The role of socio-economic medium in diffusion of innovations

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Abstract

© Medwell Journals, 2015. The currency of the topic is conditioned by theoretical and practical importance of studying and understanding correlation of the system of normative regularity in innovation sphere with economic behaviour. Similar search meets such trend of contemporary economic theory and social sciences as steadfast spreading of a spectrum of noneconomic research of economic-organizing sphere. The study deals with the study of socio-economic medium of innovation distribution, being based on the system of social institutes of a certain territory. The goal is defined to study the theoretical approaches to the problem of the impact of institutions on distribution of innovations. The study reveals the role of social capital in ensuring of stable relation in society due to real and potential resource pool. A socio-economic, institutional constituent of the medium of diffusion of innovations is in the focus of attention. The main elements of this medium is civil liability, cultural-historic identification, awareness of importance of the position of solidarity, confidence, sense of involvement and the other components of social institutes. Integration of these factors into the strategy of development of the country as a whole forms a growing interference effect, influencing establishment of stability and cohesion of community as a stylobate of innovation creative process.

<http://dx.doi.org/10.3923/ibm.2015.1710.1713>

Keywords

Diffusion of innovations, Economic security, Institutionalism, Path dependence, Social capital, Social stability