

SOCIAL CAPITAL DEVELOPMENT IN A DYNAMIC ENVIRONMENT CONDITIONS

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The stages of the post-industrial world countries transformation in globalization fundamentally changed the idea of the driving forces and the ratio of priority factors of socio-economic development, the role and place of a man in the civilization process. The latest patterns of development of competitive market economies in the 21st century became their socialization and use of social capital as a dominant productive force.

This statement is conditioned by the essence of social capital as a product of social interactions that create social networks, stimulate the trust and make society consolidated. In this sense, it is an important as individualistic component of the social capital, as well as its specificity as a group resource, which allows you to "glue" social ties and interactions through norms, rules and beliefs.

The formation and development of social capital is significantly influenced by the external environment. Therefore, choosing the social capital and modern dynamic environment as the research object is relevant.

The research used methods of scientific generalization, comparative analysis, and structural-functional analysis.

Analysis of the global dynamics of world economies and entire societies made it possible to distinguish three periods described by correspondent models of SPOD, VUCA and BANI world.

The SPOD stage (includes Steady, Predictable, Ordinary, Definite) lasted until the early 80s of the XX century and was characterized, despite economic cyclicity, by stationary, consistency, offensiveness, predictability of threats and challenges, and certain ordinance. The development of social

capital under SPOD was focused on the micro level. The individual success of a person, in business, education and integration in society was determined by the economic wealth of the family, origin (aristocratic origin), family reputation, strong family ties and support.

The SPOD stage was replaced by an era whose essence is defined by the acronym VUCA Volatility, Uncertainty, Complexity, Ambiguity (Grabmeier, 2020, Horney, Pasmore&O'Shea,2010: p. 33). The VUCA concept was developed in the US military to describe the social transformations of that time, the state of countries after the "Cold War", and the necessary actions of the US Army in conditions of possible conflicts (Whiteman, 1998). In the 2000s, significant technological and product innovations, the invention and spread of the Internet, and the informatization of the economy and society became key factors in the spread and popularity of the term VUCA in the business world.

Features of VUCA components mean the next (Grabmeier, 2020, Horney, Pasmore&O'Shea,2010: p. 33, Whiteman, 1998):

Volatility:

- despite the availability of management information about the state of the economy and development trends it is difficult to predict the nature, directions and dynamics of changes in the economy and society;
- changes have not only positive, but mostly negative consequences;
- managing the economic activity and timely making of correct decisions are difficult.

Uncertainty:

- determined nature of causal relationships;

- lack of information about the state and development trends of the industry, market, society;
- impossibility of taking into account a large number of factors of business and social development;
- impossibility of making accurate predictions about possible events and their consequences, so even a minor event can lead to global consequences.

Complexity:

- the presence of a huge and excessive amount of interdependent confusing information;
- significant danger of misunderstanding and defining the company's problems.
- overload and lack of understanding of directions for using information resources in a complex environment;
- the complexity of taking into account many different interrelated factors, which creates new problems;
- difficulties of effective management of accumulated information, technologies, human and other resources.

Ambiguity:

- the unknown nature of causal relationships, regardless of the amount of available information or the number of business development factors;
- untimely receipt, unreliability or ambiguous interpretation of information;
- lack of historical precedents for the development of forecasts, scenarios and mechanisms of economic development;
- high risk of making incorrect management decisions.

The VUCA era actualized the meso-level of social capital development. The unstable and high-risk environment led to the transition to a new type of competition, when not only individual enterprises compete, but systems of business interaction as a whole. Therefore, social capital became the basis of the company's unique asset - mutually beneficial business relations between the enterprise and stakeholders (consumers, staff, suppliers, distributors, retailers, etc.).

Currently, the concept of the VUCA world has been replaced by the concept of

BANI created by the anthropologist and futurist Jamais Casio (Casio, 2020), which more accurately describes the new characteristics of world dynamics and the environment for the development of social capital. Social capital in BANI- world reaches the macro- and even mega – level.

The acronym BANI stands for (Casio, 2020, Grabmeier, 2020):

B -Brittle - the reliability of social and economic systems is illusory, fragile; enterprises, the market and society are vulnerable to disaster at any time and can easily collapse;

A -Anxious - excitement and anxiety caused by constant changes, today is a more common descriptor not only of personal life, but also of the functioning of business and society. A continuous flow of changes can lead to passivity and makes it difficult to make the right decisions and effective management in general;

N - Nonlinear – means the existence of asymmetries, gaps and disproportions between causes and consequences; the absence of a clear and understandable structure of the environment for the functioning of the economy and society.

I - Incomprehensible arises from information overload and the often contradictory nature of information; the market situation offers management answers to the challenges of competition, but the answers do not make sense. Consequently, management efficiency decreases, and social and economic uncontrollability increases at all levels.

Now the development of social capital can become an effective means of overcoming threats and risks of the BANI world, adaptation of social and economic subjects and their active adaptation to the consequences of global dynamics. In particular, the influence of social capital directly contributes to:

- mutual recognition and support, material or symbolic exchange of resources in the network of relations between social groups and society as a whole;

- strengthening group interaction and relationships;
- formation of a harmonious and cooperative culture;
- transparency and balance of communications and information;
- creation of shared values with partners, including the consumer, based on the integration of targeted resources;
- organization of a flexible business ecosystem and coordination of interactions in the process of creating common values;
- openness and transparency in making important economic decisions as a prerequisite for improving business efficiency, preventing and countering fraud;
- saving resources that can be invested in the latest technologies, innovations, etc. in the future.

Keywords: social capital; development; environment; volatility; uncertainty; complexity; ambiguity.

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