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HYBRIDIZATION OF THE INTERNATIONAL ECONOMY

ГІБРИДИЗАЦІЯ МІЖНАРОДНОЇ ЕКОНОМІКИ

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Currently, the totality of modern geopolitical challenges and threats in the new information reality can be characterized as hybrid warfare, which includes a wide range of actions aimed at destruction of all spheres of social life of the rival state. Hybrid wars are now becoming the main instrument of geopolitical confrontation, which actualizes the search for counteraction to such threats. Whereas previously military security was reduced exclusively to quantitative indicators of the country's combat effectiveness, then in the new information reality the country's military security strategy requires different approaches to the development and implementation of measures to organize the country's security system and take into account the specifics its various segments. Therefore, at the beginning of the XXI century it is important to analyze the specific features of the hybridization of the international economy.

Keywords: hybridization, economy, globalization, changes, security.

Сучасні теорії глобалізації стали з'являтися у середині 80-х минулого сторіччя. Глобалізація є багато-аспектним процесом, що охоплює різноманітні сторони функціонування суспільства. Однак при всьому різноманітті тематики робіт із глобалізації більшістю дослідників глобалізація розглядається як розширення, інтенсифікація та поглиблення світової взаємозалежності та взаємопов'язаності, що виявляється у всіх аспектах сучасного життя. Розширювальне тлумачення глобалізації нерідко веде до її ототожнення з інтеграцією та інтернаціоналізацією. У той самий час, слід зазначити, що інтернаціоналізація як форма організації світогосподарських зв'язків є лише попередником глобалізації, певною стадією у розвитку світового господарства. Відмінною рисою глобалізації є історичний процес, у якому господарський зв'язки стають все менш відокремленими, і міжнародні господарські зв'язки набувають всесвітнього характеру. Ознаками господарства, що досяг рівня глобалізації – це єдина законодавча база, єдині банківська та податкова системи, єдина валюта, відсутність бар'єрів на шляху руху факторів виробництва до місць їх використання та готових продуктів до кінцевого споживача, єдиний механізм управління економічними процесами на рівні світового господарства загалом. Сукупність сучасних геополітичних викликів і загроз у новій інформаційній реальності можна охарактеризувати як гібридну війну, що включає широкий спектр дій, спрямованих на руйнування всіх сфер суспільного життя держави-суперника. Головним інструментом геополітичного протистояння стають нині гібридні війни, що актуалізує пошуки протидії таким загрозам. Якщо раніше військова безпека зводилася виключно до кількісних показників боездатності країни, то в новій інформаційній реальності стратегія військової безпеки країни вимагає інших підходів до розробки та реалізації заходів щодо організації системи безпеки країни та врахування особливостей її різноманітні сегменти. Тому на початку XXI століття важливо проаналізувати особливості гібридизації міжнародної економіки.

Ключові слова: гібридизація, економіка, глобалізація, зміни, безпека.

Statement of the problem in general and its connection with important scientific or practical tasks.

The instruments of hybridization are both new factors and phenomena, such as hybrid wars and color revolutions based on technologies of controlled chaos, and non-state actors of international relations (including the network structures of international terrorism, private military campaigns). The main sphere of activity of this group of subjects is becoming the segments of world politics that are most susceptible to hybridization – international and internal conflicts of a hybrid type, color revolutions. The emergence of such bright and hard-to-predict politicians like Donald Trump and Kim Jong-un gives new dynamics to the process of hybridization (and chaotization) of world politics.

Analysis of recent research and publications in which it was initiated solutions to this problem and on which the author relies.

Among scientific researches in the field of the importance of the development of the hybrid war and the hybridization of the international economy presented a number of theoretical, methodological and methodical approaches by foreign and domestic scientists such as B. Milner, I. Nonaka and X. Takeuchi, P. Senge, V. Bukovich, K. Viig, D.Ye. O'Leary, D. Snowden, Y. Vovk, M. Martynenko, A. Degtyar and M. Bublik, A. Nalyvayko, N. Butenko, N. Smolinska and I. Hrybyk, S. Leonov and other scientists. At the same time, it is important to note that at the beginning of the XXI century, the understanding of the of the specific characteristics of the hybridization of the international economy.

The purpose of the article. The purpose of the article is the analyses of the specific features of the hybridization of the international economy, based on the hypothesis of the presence of the hybrid component during the beginning of the post-industrial period until the formation of the creative economy.

Presentation of the main material of the study. The factors are catalysts for the hybridization of world politics:

- reducing the ability of the international security organization to prevent and resolve conflicts. This is largely facilitated by US actions to use force contrary to existing norms and rules, the creation of an American strategic missile defense system;

- increasing chaos in international relations caused by the illegal use of force by Washington and the US-instigated coups apostate in the Middle East, North Africa and Ukraine;

- development of network forms of international terrorism, proliferation of WMD and their delivery vehicles;

- intensification of NATO military preparations with their clear orientation against Russia, the alliance has a wide network of partner programs and projects covering key regions of the world.

In general, world politics undergoes hybridization processes, the instruments of which are hybrid wars and color revolutions, which include a wide range of technologies of controlled chaos, affecting the political-administrative, socio-economic and cultural-ideological spheres of individual states and their coalitions. At the same time, the arsenal of political subjects retains and improves military means, including nuclear missile weapons and high-precision conventional weapons systems that can be used in emergency situations.

The influence of hybridization processes is especially acute in the field of intercultural communication, growing migration and expansion of diasporas, multiculturalism, erosion of borders. Thus, new hybrid forms are indicators of profound changes against the background of mobility, migration and multiculturalism.

The processes of hybridization of world politics are closely related to globalization and the information and communication revolution, which determine the development of human society. The authors identified several approaches as the basis for studying the mechanisms of mutual influence of the processes of globalization and hybridization, namely:

The first approach is that the idea of a global culture is seen as the leading trend in globalization. Global culture in the context of globalization and hybridization is becoming highly standardized and universal and determines the main paths of development of human society. Cultural globalization is characterized by the convergence of business and consumer culture between different countries of the world and the growth of international communication. On the one hand, this leads to the popularization of certain types of national culture around the world. On the other hand, popular international cultural phenomena can supplant national ones or turn them into international ones. Cultural globalization is often identified with the Americanization of culture, which is regarded by many states as a prerequisite for the loss of national cultural values and stimulates the struggle for the revival of national culture.

The second approach is based on the assertion of the leading role of globalization in pro-

voking a "clash of civilizations". According to the American scientist S. Huntington, the author of this term, one of the consequences of the clash of civilizations is a radical transformation of modern conflicts, which will be conducted not between countries, but between cultures, and Islamic extremism will become the greatest threat to the world [1].

As a result of the development of such a trend after the end of the Cold War, world politics entered a new phase, in which non-Western civilizations ceased to be exploited by recipients of Western civilization, but became independent important subjects participating in the formation of world history in the course of a natural contradictory process of interaction between world and local civilizations. The aggravation of civilizational confrontation at the present stage is caused by an unprecedented expansion of the North Atlantic civilization around the world, and attempts to Westernize countries and peoples with their own national and cultural identity meet with a natural rebuff from them.

In the third approach, globalization is seen as a process of hybridization, which leads to global mixing and the emergence of new combinations of international forces and participants. One of the dimensions of hybridization is associated with the phenomenon of a kind of "mixing of time", which is characteristic of NATO. The members of this organization are states of different levels of political, economic and cultural development. The avalanche process of NATO expansion has led to the fact that the founding countries of NATO and most of the new recruits of the last twenty years are at different levels of social development, which are characterized by features of premodern (Albania, Bulgaria, Romania, Montenegro), modern (Poland, Estonia, Czech Republic) and postmodern stages (USA, UK, Germany). This feature turns the previously rather monolithic military-political bloc into a vague and difficult-to-manage structure with "interspersed" heterogeneous elements.

Today it is necessary to distinguish 2 types of modern types of hybrid warfare, namely the color revolution and information warfare. Color revolutions are becoming one of the most important factors in the hybridization of world politics. In modern world and Russian politics, color revolutions are one of the most pressing topics that keep society in a state of constant tension: they are indicated in the new National Security Strategy¹ of one of the most dangerous threats to the security of the Russian Federation. It was the color revolution, which received the strange

name of "Euromaidan", that in 2014 turned into ruins Ukraine – a once prosperous country in which GDP grew by 4% per year; it was with the color revolution that armed conflicts began in Libya and Syria. In Brazil, the color revolution is happening right now: this technology is being used to remove President Dilma Rousseff, who does not follow the lead of the United States. And now Russian and foreign centers of liberal democracy from time to time try on the scenario of a color revolution to Russia, hoping to plunge into this madness a country courageously defending its sovereignty and national interests in the face of unprecedented external pressure from Western "partners". However, they are unlikely to succeed: we will be able to defend ourselves. Color revolutions are technologies for organizing the creation of political instability, in which pressure on the authorities is carried out in the form of political blackmail, and a youth protest movement organized according to a special scheme acts as a tool of blackmail [2].

At the same time, the only purpose of any color revolution is to organize a coup apostate passed off as spontaneous protests and mass actions of civil disobedience. A necessary condition for the success of the color revolution is the obligatory presence of political instability in the country, which can develop into a full-fledged political crisis. Despite the significant differences between the states in which color revolutions take place, among themselves (in geopolitical, social, economic terms and international situation), all color revolutions fit into the same organizational scheme, which involves organizing according to the template of a youth protest movement, transforming it into a political one. the crowd and the use of this force against the current government as an instrument of political blackmail. This directly indicates that color revolutions, in principle, cannot be the realization of the objective hopes and aspirations of the majority of the population. At the same time, they have their own distinctive features: in color revolutions, the influence on the authorities is always carried out in a special form – political blackmail; the main instrument for influencing the authorities is the youth protest movement. Color revolutions only outwardly resemble real revolutionary movements – unlike real revolutions caused by the objective development of the historical process, color revolutions are technologies that successfully disguise themselves as spontaneous processes. They are distinguished by an almost theatrical level of drama, which Western political scientists are diligently trying to pass off as a spontaneous and spon-

taneous manifestation of the will of the people, who suddenly decided to regain the right to rule their own country. Color revolutions use the factor of military power as a service function that their scriptwriters and technologists resort to when absolutely necessary. Nevertheless, one cannot fail to draw attention to the fact that modern color revolutions really create conditions and reasons for subsequent military intervention.

Information wars in the modern world have become one of the main and already familiar factors of the reality around us. Each of us every day finds himself in the focus of one or another information attack, carrying a charge of murderous aggression directed both at society as a whole and at the consciousness of each person individually. Technologies of information warfare, based on the manipulative control of political consciousness and behavior of citizens, are extremely dangerous: their main task is to divide and polarize society, tear it into many shreds and fragments, make these fragments sincerely hate each other in order to then push them against each other, initiating the struggle for destruction, or to combine their aggression into a single stream and direct it against the current government. In this case, the purpose of information war is to break the will of the enemy to resist and subordinate his consciousness to his will.

The high efficiency of information attacks and confusion, which is a typical reaction of most countries to information war actions, makes information wars one of the main elements of modern hybrid wars, such as the war in Syria or the conflict in Ukraine. Information warfare technologies are actively and very willingly used not only by Western countries (first of all, by the USA, where the term "information war" is officially enshrined in military [3]).

It is necessary to mention that during the whole period of the formation of the post-industrial period it is obvious the development and the presence of the hybrid component, mainly hybrid war. Based on the analysis, we propose the following system of correlation of these categories: the basic concept is the theory of post-industrial society; all subsequent theories are a concept of post-industrial economy with the use of one of the features as a key element of the economy. The first concept is the theory of service economy, which was transformed into the information economy. The theory of information economy, on the one hand, has developed into an innovative economy through a synthesis of theories of human capital. On the other hand – in the digital economy as a result of the digital revolution. Network economics contains all these theories. The concept of post-industrial economy is primarily a

Table 1

Correlation and interrelation of different theories of post-industrial economy

	Service economy	Innovative economy	Informative economy	Network economy	Knowledge economy	Creative economy
The main factor of production	Service	Innovation	Information	IKT	Knowledge	Creative potential
The main economic resource	Intangible product (service)	Intellectual capital	Informative capital	Network / virtual capital	Intellectual, structural capital	Creative capital
The product of the production	Service	Product, service	Service	Service	Product, service	Product, service
Characteristic features of production	Manual / automated work	Production automation	Computerization / automation of society	Computerization of society	Intellectualization of labor	Increasing the "creative beginning" in work
Employment Population	60–90%	50–80%	40–70%	40–50%	80–90%	60–80%
A source of wealth	Information, intellectual rent	Technological rent	Information intellectual rent	Information intellectual rent	Information intellectual rent	Intellectual rent
The period of the development	Middle XX century	1960–2000 years	1970–2000 years	1990–2000 years	2000 years – XXI century	The beginning of the XXI century

Source: created by authors based on [4]

theoretical model, the purpose of which was to predict possible options for the development of a new economy formed at the beginning of the XXI century, based on the real economy of developed countries. The fifth change in the technological structure, based on the sixth information revolution, prompted the search for theorists and practitioners of a new ideology, a paradigm for the formation of world civilization, which they began to interpret as information society, knowledge economy, postindustrial economy, infosphere, programmed society, professional society. The results of the analysis allow us to conclude that the concepts of "innovative economy", "creative economy", "information economy", "network economy", "service economy" and "knowledge economy" are incompletely identical. The main criteria for comparing economic theories are as

follows: the main factor of production, the main product of production, sources of wealth, the influence of the state on the economy and the period of origin and development (table 1).

Conclusion. In general, the formation of a unified comprehensive concept of hybrid war, conceptualization of the concept of hybrid war in political discourse and its further consolidation in regulatory documents make it possible to bring scientific research of this phenomenon to a qualitatively new level. Further research should identify certain elements of a hybrid war, the specifics of operations, and mechanisms for countering hybrid war. A stable and formalized concept of hybrid war will allow it to be introduced into the discourse of national security and defense of countries, to exclude the emergence of new hybrid threats and challenges for the state.

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