

PHILOSOPHY AND COGNITION

Philosophical Foundations of the Classification of Innovations in the Context of Globalization

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Abstract. The article analyzes the philosophical foundations of innovation problems in the context of modern globalization. The features of the philosophical understanding of innovations from a historical retrospective point of view are traced. The main features of innovation activity are presented in accordance with the periods of development of intellectual thought. The aim of the study is to determine the levels of socio-ontological understanding of the essence of globalization processes. The theoretical level of the study is characterized by a description of the external features and regularities of the development of globalization. The logical and semantic analysis of the methodological foundations of the study shows that there is a discrepancy between the existing innovation classifications and the priority goals of solving global social problems. Fundamental philosophical assumptions have been formulated for the classification of innovations from a humanistic perspective, and these assumptions are used to develop an original classification of innovations, which allows analyzing the potential of innovation to solve modern global problems. Conclusion. A deeper level of revealing the essence of globalization is the analysis of its qualitative determination in terms of the category of being. Reaching the level of globalization research related to convergent and divergent processes in society is directly related to the disclosure of the socio-ontological foundations of the era.

Keywords: *innovation, philosophy, globalization, activity, society, technology, communication, transformation.*

Introduction

One of the main features of the modern global world space is its innovative potential. The corresponding products of the most diverse activities lead to significant changes in the economy, politics, culture, the functioning of social systems, in other words, in all spheres of life. This changes both the way of thinking of the individual, his worldview experiences, and the world around him.

All this allows us to conclude that innovation represents an interdisciplinary approach that requires not only

PHILOSOPHY AND COGNITION

economic, social, political and other areas of scientific knowledge, but also, above all, its unified philosophical study and justification, since it is this perspective that will allow us to understand the meaning of existence and the purpose of the subjects involved in the production of innovations.

In modern conditions, the globalization of information processes has become relevant in connection with the rapid development and dominance of information technologies that allow politicians to use the information space, the process of interaction between mass communications and their audiences.

1. Morality of society in the context of globalization

The sustainability of the development of society, the theoretical foundations of the development strategy of the spiritual sphere of public life, are ensured when the morality of society and its definitions are determined in accordance with the standards of naturalness. Within the framework of existing standards of naturalness, morality is specific in each society and manifests itself in the richness of the relevant aspects of life in a creative society.

Thanks to various social institutions operating in the moral sphere, the behavior of a member of a professional group is adjusted to the patterns, norms and standards accepted in the group and society. Specialists can adequately fulfill their social role only on the basis of unified ethical norms [6, p.21].

Globalization is acquiring qualitatively new forms in the form of a system of increasing global crises – both in terms of the scale of processes and the depth of social transformations. Post-industrial social transformations have affected all types of societies almost simultaneously, regardless of their level of economic and social development, geographical location, and cultural and historical characteristics.

From the humanistic perspective, the direction of innovative development of society is influenced by cultural factors, but is not determined by them. The creative act that forms the basis of innovation is perceived in humanistic philosophy as an act of free individuality, going beyond the deterministic world. In addition, the values of a particular socio-cultural context and the development goals of specific socio-economic systems may conflict with the humanistic values of the innovative development of human

PHILOSOPHY AND COGNITION

civilization as a whole and continue to create unsolvable global problems. In such a case, the existing socio-cultural context can be transformed through the development of society based on the principles of humanism and continuous improvement, that is, through the innovative development of a humane society.

2. Philosophical aspects of globalizing innovations

Since globalization is essentially a complex of processes currently taking place in various spheres of social activity, researchers pay attention to specific aspects of globalization - economic, socio-cultural, information, political and educational aspects.

A deeper understanding of the socio-ontological essence of globalization involves identifying the necessary external and internal connections and relationships that form the basis of its content. According to dialectics, the discovery of these necessary connections and relationships ensures the understanding of globalization as a qualitative definition of its existence.

Sustainable (balanced) socio-economic development of society, aimed at solving existing global problems and preventing new ones, in essence, implies a progressive, innovative development of a humane society. This type of development implies qualitative changes in all spheres of human activity, which leads to sustainable, significant development and long-term viability of a humane society in maximum harmony with the environment. Value transformations - "priorities of moral reason, eco-humanism, knowledge, harmony of man, society and nature, their safe and indefinite joint development" [9, p.136] - should logically facilitate the implementation of a new civilization model, determine the content of strategic priorities for social development and serve as the main criterion for assessing the importance of innovation. However, in practice, the innovation policy of countries in a market economy is aimed at increasing their competitiveness in the global economy and achieving commercial benefits.

3. Philosophical trends in the context of globalization

Information significantly affects various aspects of society, culture and human existence. In this context, different philosophical trends offer unique perspectives and tools for understanding and analyzing this process. Let us consider some of these philosophical trends in the context of global innovation:

PHILOSOPHY AND COGNITION

Technological determinism claims that technology shapes society and culture, and not vice versa. Digitalization is considered a key determinant in changing social and cultural paradigms. In a digital society, algorithmic control and automation shape new social structures and influence the decision-making process [5].

Social constructivism: reality is shaped by social constructions and interactions. Digitalization is considered a socially constructed phenomenon. Social media shapes public opinion and constructions, influencing the formation of identity [4].

Phenomenology focuses on individual experience and consciousness. In the context of digitalization, this means analyzing how digital technologies affect our perception of the world. Virtual reality and the digital world interact to change our experience of space and time [7].

Existentialism emphasizes individual freedom, responsibility, and choice. In a digital world where we are faced with a multitude of options and information, the philosophy of choice takes on new meaning. In the online world, choice ranges from choosing products to choosing news sources.

Conclusion

The philosophical concept of innovative development remains one of the most relevant and important issues, and its implications, of course, are not limited to the results obtained. Work aimed at further exploring the concept of innovation in various areas of philosophical knowledge should be continued. In particular, it seems appropriate to study the problem of innovation in certain areas of philosophy.

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PHILOSOPHY AND COGNITION

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