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## SOCIAL INNOVATIONS AS SEGMENT OF INFORMATION SOCIETY DEVELOPMENT

**Key words:** *socium, Steve Jobs, the introduction of information and communication technologies, social innovations, ASAN*

**Açar sözlər:** *sosium, Stiv Cobs, informasiya-kommunikasiya texnologiyalarının tətbiqi, sosial innovasiyalar, ASAN*

**Ключевые слова:** *социум, Стив Джобс, внедрение информационно-коммуникационных технологий, социальные инновации, ASAN*

### Introduction

The article discovers the importance of social innovations under the circumstances of ICT as the main driver of public governance, and the role of personal and organizational relationships of the workers belonging to the mentioned sphere in improving the living standards of population; as well as levels of the process of introducing information and communication technologies into our lives.

The article also establishes such indicators of society's needs as individual, group, general consumer, the solution of which mainly depends on the communication and professionalism of workers in this field, who can form public leverage for this sphere. The main attention is paid to understanding the correlation and interaction of people with social innovations and the security system of social technologies. From the methodological perspective, the article is mainly based on such concepts as "sociality", "manufacturability", "safety" and "security".

"Innovations have nothing to do with how much dollars you have. When Apple entered the market with Mac, IBM spent at least 100 times more on research and development (R&D). It is not about the money, but the people you have; how you manage them and how better you understand them." [1]

This is a professional conclusion, an output, that has been reached by Steve Jobs against the background of his successful practice. And really, innovation requires investing more efforts than material capital.

Now, the level of application of information and communication technologies in various sectors of life is the main indicator of the intellectual development and scientific potential of each country and reports on the transparency of that society.

Of course, there were certain problems in the application of new information for many years. And the problems – they exist always and everywhere. But their solution depends on, how we approach to it.

If we want to introduce information and communication technologies into our lives, this requires us to solve the following problems:

- expansion of modern technology and push the importance of "Internet of Things" forward;
- development of such technologies as "5G" and "hologram" technologies;
- improving the quality of television and radio broadcasting of information programs;
- enhancing the number of computer, mobile phone and other technology users;
- improving the legal framework in connection with cyber-attacks in order to preserve identified individual information.

Information and communication technologies become an integral part of our daily activities and social-economic relationships in all sectors of society, while developing intensively.

Social innovation - it is the introduction of novation into social spheres of society with the aim of successful promotion of technological discoveries, resolution of social conflicts and improving the lives of citizens. [2]

The author of definition for "social innovation" is Mohammed Yunus, founder of mechanism of microfinancing and microcredit, winner of Nobel peace price of 2006. But the roots of introduction of these social innovations go further. For instance, in 1774, I.G.Pestalozzi worked over the idea of raising the education of children from the lower layers of society to productive work in order to ensure their future. [3]

Social innovations assist the economic development of society and improve the life quality of population, solve complex situation in society, smooth the transition from one stage of technological processes to another. The objective of those innovations is to establish the balance of social, economic and environmental needs of society.

Ideally, social innovations should be consistent with the structure of a developing society. Then, it will become ideal, and the society will respond.

Currently, world community plans to facilitate solution of five mega-tasks with the help of social innovations: urbanization, environmental friendliness, energy, mobile technologies and healthcare.

“Establishment of space industry in Azerbaijan was the result of practical work implemented in recent years. It means, we should always look forward and see the perspectives. We should not be satisfied just with the achieved successes. A success achieved today should become the foundation for bigger steps tomorrow. Especially, we should always be one step forward, leave both our competitors and the time behind in the field of information technologies developing rapidly all over the world.” [4]

This speech was made by President Ilham Aliyev at the expanded meeting of Cabinet of Ministers dedicated to the results of social-economic development in 2009, where he talked about the measures taken for the development of information and communication technologies.

Azerbaijan is a developed industrial-agrarian state with developed manufacturing, where oil and gas production, oil processing industry and other sectors took the most important positions. [5]

After the decision made for transition to information society, new pages have been opened in public life of the country, investments began to be contributed to the development of non-oil infrastructure.

Azerbaijan is stepping up every day for some development indicators. Only according to the Doing Business Report, which was published on October 31, 2018, Azerbaijan progressed from 57th place to 25th in terms of the ease of doing business, thereby obtaining the highest rating among countries in the Europe and Asia region. This rating indicator can be a big step in the subsequent development of ICT. [6]

“Excellent opportunities exist in Azerbaijan for the development of ICT. This is relatively new sector for us. The Ministry of Communication and Information Technologies was established about 5-6 years ago. We managed to achieve big success in this field for a short period of time. World Economic Forum highly appreciates the development of information and communication technologies in Azerbaijan, we occupy one of the leading positions in CIS region, and perhaps even the first.” [4]

Azerbaijan’s performance in the sphere of ICT is successfully continued over the strategic course, which was laid by the great foresight of Heydar Aliyev, the national leader. The “National Strategy on information and communication technologies for the development of the Republic of Azerbaijan (2003-2012)” approved by him in 2003, provided great opportunities to the rapid development of the country in the field of information and communication technologies.

The mentioned multi-annual state strategy stated the whole public and the world regarding special interest of Azerbaijan for ICT sector.

President Ilham Aliyev expressed the thesis at the Geneva World Summit on the Information Society on December 12, 2003, which has become the main strategy of state policy today: “We will turn “black gold” into “human capital,” which will become the foundation of a new stage in the development of the national economy.” [7]

In recent years, the development of ICT has become one of the leading factors affecting the development of society. Intensively developing societies enjoy the benefits that are provided to them by information and communication technologies. Today, nobody will doubt that the way towards the establishment of information society is starting point for the future of humankind.

Social innovations – those are ideas, strategies, technologies that contribute to addressing socially significant tasks, leading to social changes in the society. They may include novation made in the system of education, healthcare, communications that use innovative approaches and technologies. [8]

Today, everyone recognizes that innovations are not only the instrument of income, but also it is an opportunity to help in solving global challenges facing humankind. They pose a huge impact on improving life quality of people.

Social innovations are able to satisfy a number of needs of the society, however, there are various attitudes towards them. Some social workers are particularly committed to partnership approach, while cooperating with non-governmental organizations and civil society. Others are not very welcoming to social changes.

The convergence of society plays great role in the introduction of social innovations – when the representatives of various sectors, who worked isolated from each other, unite their efforts for creation of innovative products and services assisting the development of society.

Modern social innovations are aimed at supporting economic progress, ensure the protection of environment and the society. Namely such innovations are socially-significant ones.

Practically, a lot of social innovations have been applied, which have been created by chance, but achieved great success in solving socially-significant problems. Let's show some foreign examples of them:

✓ “Saving paper” – one of the printing staff started to realize that large amount of paper was simply thrown away after a working day. He began to collect this paper and make inexpensive notebooks, jewelry, diaries from that material, involving mothers of many children to this work. This program has helped society to recycle and reuse “waste paper”. [9]

✓ “School grandfathers” - In Sweden, when teachers often lack experience in preventing conflicts, “grandfathers” come to help and this improves the situation in the school. The initiative was launched in a small Swedish town in 1996, when about 1,000 unemployed men between the ages of 50 and 65 began to go to school - but not as teachers. They began to participate in the life of the school, helping children and teachers. [10]

✓ “Big Newspaper” – one of the successful projects in Great Britain, where one organization produces a professional magazine and sell it to homeless people for half price, who in turn, sell those magazines to the people passing through the streets at full price. This project helps homeless to develop important skills, adapt in society and continue to find work. [11]

✓ “Save the Food” - the project is designed to unite those who need food with those who are ready to share their food. According to the project, Finland has created special mobile applications and shelters that bring together those in need of free meals, which usually include students, large families, the elderly, homeless people and others. [12]

The biggest step in introducing social innovations in Azerbaijan is the establishment of an innovation center of ASAN community service that implements various social programs.

“ASAN” – is the State Agency for Public Services and Social Innovations under the President of the Republic of Azerbaijan.

“ASAN” Service is the first state social-innovation project, as well as intellectual product of Azerbaijan presented to the world. Nowadays, several Asian and African countries take advantage of its experience in this field and are implementing it, even some international organizations advise using the ASAN model as an advanced pilot project. [13]

“ASAN” Service carries out various technical and promotional work in attracting startup projects to joint development programs and ensuring their access to service information, in order to accelerate the development of information and communication technologies in the social sphere and solve problems in the public sphere.

One of the bright projects of “ASAN” can be considered the concept of “myGov”. Through this platform, citizens will be able to clarify information about themselves, send requests to government authorities for amendments and additions to relevant information. [14]

In order to receive and jointly develop proposals coming from the citizens related to the implementation of projects and innovations, the platform “The Unified Bank of Ideas” was put into use, which announces interim contests, evaluates and analyzes ideas. [15]

As part of the INNOLAND acceleration program, a new “Demo Day” program has been developed, according to which startups are given a chance to find a sponsor by speaking to investors and experts. Investments in the amount of more than 600 thousand AZN have been attracted thanks to this program up to date, 25% out of them are foreign investments. [20]

### Conclusion

We have discovered in the article, that there is several importance of social innovations under the circumstances of ICT as the main driver of public governance, and the role of personal and organizational relationships of the workers belonging to the mentioned sphere in improving the living standards of population. We have tried to indicate all the possible levels of the process of introducing information and communication technologies into our lives.

The article also establishes such indicators of society's needs as individual, group, general consumer, the solution of which mainly depends on the communication and professionalism of workers in this field, who can form public leverage for this sphere. Exactly they can formulate generally available leverages of application for this field. We have mentioned here that main attention is paid to understanding the correlation and interaction of people with social innovations and the security system of social technologies. From the methodological perspective, the article is mainly based on such concepts as “sociality”, “manufacturability”, “safety” and “security”.

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### Sosial innovasiyalar informasiya cəmiyyətinin inkişafının seqmenti kimi

#### Xülasə

Bir çoxlarına məlumdur ki, "innovasiya" anlayışının mahiyyəti konkret bir sistemin fəaliyyət göstərməsində məqsədyönlü dəyişikliklər kimi müəyyən edilir. Bu dəyişikliklər həm kəmiyyət, həm də keyfiyyət dəyişiklikləri ola bilər.

İnformasiya və Kommunikasiya Texnologiyaları (İKT) sahəsində innovasiya proseslərinin inkişafı bütün sosial infraqurstruktura böyük təsir göstərir: bizim idarəetmə tərzimiz, cəmiyyətlə qarşılıqlı münasibət modellərimiz dəyişir. Həmçinin, maddi və mənəvi motivasiya, sosial baxış və s. də dəyişir.

Beləliklə, biz bu məqalədə müəyyən etdik ki, bu sahədəki sosial innovasiya özündə müxtəlif sosial problemlərin sosial xidmətlər və sosial innovasiya işçiləri tərəfindən həll edilməsi prosesini əks etdirir.

### Социальные инновации как сегмент развития информационного общества

#### Резюме

Многим известно, что суть понятия «инновация» определяется как целевое изменение в функционировании определенной системы. Эти изменения могут быть как качественные, так и количественные изменения.

Развитие инновационных процессов в сфере ИКТ показывает огромное влияние на всю социальную инфраструктуру: меняются наши стили управления, модели взаимодействия с обществом, изменяются материальная и моральная мотивация, социальный взгляд и т. д.

И так, в этой статье мы определили, что социальные инновации в этой сфере представляет собой процесс разрешения различных социальных проблем социальными службами и работниками инноваций.

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