

і науки, для чого ці сфери мають у достатній мірі фінансуватися та у безперервному режимі орієнтуватися на світові найкращі практики, управління знаннями та розробку інновацій, збалансованість регіонального ринку праці. Обов'язковою умовою при цьому має стати створення інноваційно-інтелектуального середовища на основі раціонального та взаємовигідного поєднання діяльності освітніх, наукових та бізнесових структур регіону з метою створення інновацій та нововведень;

7) стратегія смарт-спеціалізації регіону має стати складовою національної та регіональної політики в області НДДКР, для чого в її розробці мають прийняти участі всі стейкхолдери від представників органів національної та регіональної влади, освіти та науки й до бізнесових кіл та підприємців.

Лише детальне вивчення, розуміння змісту та привласнення кожної з виокремлених вимог щодо специфіки реалізації смарт-спеціалізації на регіональному рівні дозволить регіону досягти синергетичного ефекту від тих зусиль і вкладених ресурсів, які було витрачено всіма учасниками процесу. Ключову роль при цьому має відіграти регіональне керівництво, яке має ініціювати, координувати, консультувати, спрямовувати, стимулювати та організовувати роботу по вибору та організації діяльності потенційно інноваційно ємного для регіону виду економічної діяльності та створювати умови для досягнення цілей, поставлених кожним учасником процесу.

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TRANSFORMATION OF THE WORLD ECONOMIC SYSTEM IN ACCORDANCE WITH CURRENT TRENDS OF SOCIETY DEVELOPMENT

The article considers the need to transform the world economic system in response to the modernization of modern society as a result of the unrestrained development of scientific and technological progress; determined the main dominant features of world society, which will be manifested and become apparent as a result of the implementation of the concept of sustainable development. Keywords: the concept of sustainable development, eco-innovation, scientific and technological progress, technological singularity, modernization of the world economic system, transformation of society.

Today, the whole progressive world has embarked on the path of sustainable development, as a concept of organizing socio-economic relations based on resource conservation and greening of production and all spheres of the economy. Effective implementation of this concept is possible in terms of scientific and technological progress, the dominance of innovation in economic processes, the introduction of eco-innovation in all spheres of society. The desire of transnational corporations to take a leading position in the world market, gaining a competitive advantage, stimulates the development of innovation. Digitalization and widespread use of artificial intelligence accelerate the change of technological generations, intensifying the process of technological singularity, in which unbridled scientific and technological progress can go beyond human understanding, which will lead to unpredictable consequences. Thus, the modernization of the world economic system must provide for its systemic transformation in accordance with new trends and potential threats to international economic security.

In our opinion, to prevent the possible negative consequences of the technological singularity, all subjects of international relations should move today to ensure the common interests of mankind, common ideology, namely the harmony of human life and the planet, which will be the conceptual basis of the new world in contrast to the capitalist worldview, in which the individual is a priority, and in comparison with the concept of sustainable development, the center of which is the health of the planet, will be based on a happy and comfortable human existence on a healthy and safe planet. To do this, humanity needs to take three global steps. It should be noted at once that in this case we use the phrase "global steps" not by chance, because such steps are comprehensive for the world and mandatory for all nation states, because the effectiveness of their implementation will depend directly on the degree of involvement of the world.

Therefore, we propose to take the following three "global steps" to avoid potential threats from the technological singularity [3]:

Step 1. Increasing the scientific and technical potential of the state, namely:

- directing the available material, labor and financial resources in the field of scientific and technical activities;
- focus on the production of eco-innovations;
- integration of the latest technologies into the socio-economic processes of the state;
- development of high-tech infrastructure and organization of life of the country's inhabitants on it.

Step 2. Cultivation of traits of a "happy" person (happy, because the functions of exhausting physical, mechanical and some types of intellectual work took over artificial intelligence), namely:

- development of empathy in interpersonal relationships;
- priority of democratic values, humanism and morality;
- development of creative abilities of a person, his dreams and fantasies;
- prevention of marginalization in society.

Step 3. Consolidation of the world community around solving the problem of technological gap between states, namely:

- ensuring the rule of international law in the processes of governing the state in order to guarantee political stability in the world;
- the priority of global interests over the benefits of individual nation-states;
- development of a competitive environment in the world technology market, opposition to its monopolization.

Our proposed "global steps" to avoid potential threats to humanity from the technological singularity will ensure the effective transformation of modern society in accordance with the pace of scientific and technological progress, modernization of socio-economic processes within the concept of sustainable development, which, in our opinion, will guarantee political stability in the world and the implementation of a new harmonious concept of world order, where mutual support and empathy will prevail over individual interests, and man will develop, above all, as a spiritual being, which is its main difference from the machine.

The modernization of society, which today acquires the features of a technological singularity, concerns more aspects of human life than it may seem at first glance. After all, the latest technologies not only increase the level of human comfort, facilitate his life, optimize production and social processes, but also expand the human worldview, change life priorities, transform the moral component of human life into new forms. The concept of sustainable development is not only an economic model, but also a new philosophy based on the reappraisal of values, according to which the desire for individual enrichment loses its primacy in the list of life priorities and, instead, dominates the public good, global health and collective security, the absence of which in the near future will make impossible the development, and later life, of even the richest and most influential individuals.

Given the above, we can determine the main dominant features of world society, which will be manifested and become apparent as a result of the transformation of the world economic system in the implementation of the concept of sustainable development, which include:

1. Eco-innovative orientation of the world economy.
2. Tolerance and empathy.
3. Peace and strengthening the importance of collective security.
4. Increasing the role of supranational institutions.
5. A new international redistribution of labor.
6. Structural changes in the spheres of human employment.
7. The emergence of new marketing trends with the development of a circular economy and more.

In our opinion, it is extremely important in the conditions of unstoppable scientific and technological progress to pay special attention to the uniform introduction of innovations in the economy and life of the population of all countries, which is the basis for modernization of modern society, that in turn will exacerbate the global problems of mankind.

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