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## BUSINESS PHILOSOPHY: MODERN TRENDS AND DIGITAL SOLUTIONS

### Abstract

This article focuses on the modern vision of business philosophy. The authors of the article correctly substantiated the significance and extreme need to use philosophical knowledge and thinking both during the initiation and implementation of entrepreneurial ideas and during the practical implementation of entrepreneurial activity and direct business. Modern realities give the businessman the opportunity for independent choice, and a professional approach in business conduct is essential. The philosophical thinking of the entrepreneur, according to the authors, is the way to efficient business. Mastering the philosophy of business and the practical use of its provisions will ensure sustainable long-term success in the entrepreneurial environment. The realities of pervasive digitalization can fill with new semantic content modern processes in business with the parallel natural development of morality and culture. The new digital ecosystem is designed to combine the brilliant potential of the machine with an unsurpassed human mind to introduce technological innovations in business structures at the most favourable level.

*Keywords:* business, philosophy, digitalization, idea, person, technology, education, morality, digital ecosystem.

### Introduction

In the social structure of Russian society, a relatively large segment of the population represents a serious component, choosing business and entrepreneurship as the way of its existence. Global virtualization and the development of private initiative, the dynamic development of competition and the promotion of entrepreneurship, and the modern challenges of the informatization of society actualize the need to rethink the philosophical vision of the direction of business activity, in particular, and business in general. Of course, the modern trend is a significant increase in interest in philosophical knowledge: the business itself and the individual involved in it are included in the concept of the world, in the system of his knowledge.

In foreign and domestic literature, scientific

interest in research issues is actively manifested: these are the works of classics such as M. Weber, J. Schumpeter, and V. Zombart, and the work of the Soviet school of philosophy, performed at the intersection of philosophy and economics (V. Ya. Elmeev and others), as well as the latest works of Russian researchers: Enikeeva A. A., Skripko V. I. (2016), I. Ivchevski (2022), J. Uriah (2018), etc. Of great interest are the works of Yu. Vorontsova (Vorontsova, Gil Martínez, Arakelyan, & Yeremyan, 2021), A. Chernyshov (2018), I. Dzyaloshinsky (2020), A. Timchenko and A. Tymoshenko (2020) devoted to issues of philosophical knowledge in the conditions of digitalization.

The philosophical and conceptual understanding of the philosophy of business developed in parallel with the economic practice of economics; however, it is worth noting its fragmented

nature and emphasizing the need for further research.

#### Philosophy and Business: The Realities of Our Time

Humanity has taken a huge step forward with the development of new technologies and the introduction of Internet technologies in all spheres of life (Baurina, Khudyakov, & Uchirova, 2020). All this forces us to change preferences and the current view of the surrounding reality. For this reason, the appeal to a new philosophical thought is very relevant today. On the one hand, a business can be interpreted as extracting material wealth from ideas and activities. If you look from a different point of view, then this is fundamentally new thinking that can rationalize and improve.

All possible solutions in business are very banal and well-studied: it is difficult to surprise others. The philosophy here helps expand the range of familiar concepts and look at familiar things differently. In the course of learning philosophy, the human discovers new knowledge and expands the idea of the world and its structure. Establishing causal relations makes it much easier to “fountain” ideas, initiate new and sought-after solutions, and bring really new and necessary ones to the world.

Philosophy treats history as a cyclically developing mechanism, which simplifies understanding the modern picture of the world and its consistent development. Modern challenges of reality that directly affect human life are not stopped for a moment, and they are continuous and unpredictable (Geert, 2022). The digital economy's completely new reality is based on digital, electronic technologies (electronic business, the Internet of things, electronic commerce, etc.). On the other hand, the digital economy is all transactions (business, economic, cultural, social) on the Internet made thanks to digital communication technologies.

The philosophy of modernity is designed to help the individual navigate the surrounding in-

formation streams and quickly select and process the necessary information. Overstated personality requirements pose a severe problem for spiritual development. It is not easy to find a consensus on the artificial principles of a prosperous life (career, work, money, consumption, etc.) and the natural desire of a person to comfortably perform his natural functions (health care, family creation, rest, etc.) with

Modern realities bring a person under the independent choice of what he wants to achieve in life, which is more essential for him at this moment. It is essential to learn how to allocate time and find a balance between duties and hobbies.

#### Philosophical Thinking of the Entrepreneur - the Way to Efficient Business

In the modern entrepreneurial environment, many examples confirm the growing interest in philosophical education, at the same time, business benefits. For example, former IT specialist D. Horowitz, relying on the knowledge of philosophy obtained at Stanford during training, developed a new vision of the search engine, thanks to which he was able to advance on the career ladder successfully. Man, in his opinion, should perceive modern technologies not as things that facilitate life but as an integral part of the culture of the appropriate stage of development. The crushing, the main word will always remain with the person because it is he who thinks, and the role of technology is secondary since it only helps him. This approach helped create a new search engine based on the social interaction of man and technology.

The career of D. Horovitz demonstrates the value of philosophical education. The PhD is successfully applied in the business environment and allows you to make competent organizational change and innovation decisions. Many successful tech entrepreneurs and innovators (R. Hoffman and St. Butterfield, founders of LinkedIn and Flickr; E. Tenner, a journalist for Atlantic) have a philosophical education that al-

lows them to apply critical thinking skills in various projects that satisfy the needs of society.

Philosophy has proved its benefit in the world of business and technology. We have many examples that philosophy has become the cornerstone of great innovation and innovation. Surprisingly, philosophy and entrepreneurship are complementary and well suited to each other.

Moving away from a business worldview, which is based exclusively on ideals, is very popular. Its essence lies in the source of knowledge that comes from the surrounding reality. It is appropriate to consider crises and defaults in the economy as “educational situations” (Srivastava & Statler, 2012).

Authentic learning and reflection are based on practical experiments, incredibly unsuccessful ones. You can truly understand that you are successful only if you have ever endured a “fiasco”. This insight is the banalest and familiar for many professions. Lawyers teach laws and their application to crimes, and doctors try to treat diseases based on experience. That is the essence of the philosophical approach: a person has a chance to understand: who he is and how he behaves. Total concentration on success takes the entrepreneur beyond his limits and limits his thoughts.

A much broader topic than “success” in philosophy is “failure”. Business needs a philosophy of “failure,” which can translate real problems into a meaningful experience and a source of knowledge. The existence of economic systems is primarily determined by failures (bankruptcy of enterprises, limitation of their liability, etc.) with the simultaneous search for social, legal and philosophical ways to circumvent restraints. Obviously, any new business philosophy should be based on the concept of experiencing an unsuccessful experience rather than on the cynical ideal of success.

Entrepreneurial flair skills are developed precisely by philosophy. Strict standards of argumentation, analysis and the search for new approaches make it possible to master critical thinking skills and make competent decisions in various areas of activity. Similarly, entrepreneurs

need to look for and understand the unique capabilities of existing markets.

A deep understanding of philosophical questions (What is a person? What is life? What is culture? What is society?) gives more prospects when creating and supporting a business than purely economic business education. The humanistic point of view on social laws and processes of being, philosophical thinking and representation of the modern picture of the world make a potential candidate more prosperous and promising for a particular position. Critical thinking skills acquired and developed within the framework of a philosophical education are likely to be useful both for the profitable investment of startups and for solving global existential problems.

#### Digital Reality and the Future of Business Philosophy

Global virtualization of production, new challenges and challenges of informatization of society force modern businesses to radically change their production processes to maintain a competitive position in the market. The concept of smart manufacturing and smart factories is aimed at combining machines, people, information and value chains into a single network (Abdrasilova, Umnyakova, & Kakimzhanov, 2019). Giving new impetus to productivity determines new opportunities to increase efficiency.

Some companies expect the results of the use of smart technologies from the “leaders”, others are limited in finance and do not dare to invest in modernization, and the shortsighted simply do not see the point in this. One can endlessly deny the need for a digital “upgrade”, but the fact remains: behind the “smart production” is the prospect and the future. The failure of the business to make technological changes hampers the digitalization process and is a serious threat to the loss of competitiveness.

The pandemic certainly had an impact on the ongoing business changes. Increasingly, the business of the Russian Federation is moving

away from Soviet stereotypes: noisy production, a large team, and outdated equipment (Bauer, Eryomin, & Smirnov, 2021). Enterprises increasingly rely on innovation: innovations in optimizing costs and accelerating business processes, increasing productivity and production efficiency, improving product quality, etc.

Projects for digitalization of production are actively advancing in the Russian Federation: new plants are being built within the framework of the Industry 4.0 concept, and machine learning and artificial intelligence are being introduced (Winkelhaus & Grosse, 2020). Economically efficient projects are of interest.

The constant increase in the cost of production, the presence of a mature market, the retention of competitive positions in the long term, and the desire of enterprises to increase the margin of business encourage enterprises to introduce smart technologies (Vorontsova, Arakelyan, & Baranov, 2020). Enterprises interested in digital technologies prefer the following types of solutions: accurate digital modelling of all elements of the production process; analytics and BigData; orchestration of all production systems (production, non-production). In addition, the stability of systems under external influences and cybersecurity are very required. Also popular are additive technologies for “growing products”, augmented and virtual reality, production process control systems (MES), machine vision systems operating “digital twins”, forecasting analytics systems, etc.

For business digitalization, it is critical to move from multiple on-premises IT solutions to single platforms and standards and migrate infrastructure to clouds accordingly. The pandemic clearly proved the demand and importance of ensuring the operability of production systems in crisis conditions. For sure, many manufacturers will think about increasing the automation of production processes and ensuring the integrated safety of personnel. Contactless technologies, intelligent cloud video surveillance systems and AI-analytics of production processes (Lu, Liu, Wang, Huang, & Xu, 2020) will gain great popu-

larity. Obviously, such solutions will establish a system for quick response to crises and help to correctly predict them, which, in the end, will reduce financial losses and, without a doubt, will increase the efficiency and competitiveness of the business.

It is popular opinion that in today’s model of the world order, humanity, as a whole, dissolving into a global digital network, loses the meaning of its social existence. Digital technology, obviously, should fill modern processes in business with new semantic content. They will have to act as a continuation of morality and culture, their natural development.

Modern business system integration and analytics should combine modern advanced thought and experience of past generations (King, 2018). The new digital ecosystem will combine the knowledgeable capabilities of machines with the most potent intellectual stress of the human mind and allow you to build the necessary algorithms for working with the masses of information to obtain high-quality content. Such an approach can become the foundation for making verified strategic decisions in business and allow transformations to be carried out in the most positive way possible.

Russian thought, abandoning archaic technocracy and economism, can offer the world community a historically established own vision of the trajectory of a new socio-humanitarian picture. An undeniable advantage in assessing lessons can be given by an inevitable delay in Russia in matters of digitalization relative to developed countries. First of all, this will be relevant in preserving and increasing human capital.

## Discussion

This article’s scientific novelty consists of valid justification of the importance and need of using philosophical thinking when realising the enterprise ideas, adopting competent perspective business solutions within unique opportunities of the existing markets, and implementing business activity and direct business. Authors worked out

basic approaches to business digitalization which development and practical application will provide steady long-term success in the enterprise environment in the conditions of digital transformation. The new semantic content of digital technologies in business includes the natural development of morals and culture that will allow the creation of the necessary operation algorithms with arrays of information for receiving qualitative content.

### Conclusion

Thus, philosophical knowledge in the modern business world is very demanded and vital. The philosophy expands a circle of habitual concepts and allows us to see familiar, apparently, things under other foreshortening. The person, thanks to philosophy, opens up to new knowledge and expands ideas of the world and its device. Establishing relationships of cause and effect, it is much simpler “to gush forth” the ideas, initiate fresh and demanded decisions, and introduce really new and necessary to the world. Skills of enterprise intuition, initiation of fresh creative ideas, competent argument and critical thinking are developed by philosophy. In addition, this science is designed to orient the individual in numerous information flows and select and process the necessary information carefully. The humanistic point of view on life processes, philosophical thinking, and a clear idea of a modern picture of the world build up certainty and contribute to the success of a businessman. Philosophical judgment of digitalization of business comes down to the definition of a role and the importance of the person in the natural and natural and socio-humanistic planes today. Understanding this strategic development paradigm requires interpreting modern business’s fundamental philosophical and methodological bases with a “figure in the head”.

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