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THE INFLUENCE OF THE CREATIVE ECONOMY ON THE EVOLUTION OF THEORETICAL VIEWS IN THE PROCESS OF REGULATION OF THE AGRICULTURAL SECTOR AND FISHERY DEVELOPMENT

The modern economy, according to scientists, is "a creative economy" or "knowledge economy" [1, p. 4]. For the role of knowledge in the life of man even Plato pointed out: there is nothing stronger than knowledge [2, p. 247]. However, the evolution of mankind to recognize the role of knowledge in economic development took a significant historical period. A. Smith pointed out that people are more likely to discover lighter and quicker ways to achieve any result, when all attention to their mental abilities is aimed at one particular goal. At the same time, he noted that many improvements were made thanks to the ingenuity of machine-builders, and some - scientists or theorists, whose profession is not in the manufacture of any objects, but in the surrounding observation. Because of this they are able to combine the forces of the most distant from each other and dissimilar objects. With the progress of society, science becomes the main profession and occupation of a special class of citizens and falls into a large number of specialties, each of which provides classes of a special category of scientists, which, as in any case, increases the ability and saves time [3, p. 247] . From the point of view of K. Marx, the productive labor force determines: the average level of art of the worker, the level of development of science and the degree of its technological application, the social combination of the production process, the size and efficiency of means of production, natural conditions [4, p. 247]. Modern scholars have established that in the capital structure of the Western countries, the share of physical capital declined from 78-80% to 31-33%, and human capital - increased from 20-22% to 67-69% [1, p. 363]. That is, the above-mentioned interpretation of K. Marx, where the priority given to the human factor of production, and not material, has outstripped its time. The thesis of K. Marx, according to which nature does not build machines, that is - the products of human labor, natural material, transformed into organs of human will, created by the human hand of the

organs of the human brain, and the power of knowledge [4, p. 215], is rightly sounded rightly. It is also important that Marx clearly distinguishes the practical and theoretical aspects of the activity. K. Marx deploys the "Capital" from the thesis: in the analysis of economic forms it is impossible to use neither a microscope nor chemical reagents - one and the other should replace the power of abstraction. In particular, the theory that considers contemporary capitalist production is just the fast-moving stage of the economic history of mankind must use terms that are different from the terminology of the authors who regard this form of production as eternal and final. Any theoretical solution should be improved, as before, with the help of the accumulated practical experience [4, p. 6, 9, 32, 391].According to the definition of J. Bernal, civilization in its material aspect is impossible without science, whose representatives - scientists, are necessarily guided in their work by theories and views drawn from the general fund of human culture. The history of science differs with unevenness: huge outbreaks of activity have been replaced by prolonged periods of stagnation; periods of blossoming of science, as a rule, coincide with periods of strengthening of economic activity and technological progress. It is the theory that has to play and has recently played an extremely important and increasingly positive role in science [5, pp. 15, 30, 33].

The introduction of mankind into a "creative economy" coincided with the final stage of the transition of society from industrial to post-industrial state, which today is considered as a consequence of the information revolution.

In this regard, N. Wiener pointed out that society is directed only to the extent to which the actual transmission of information is approaching and that our body is also affiliated with the availability of means of acquiring, using, storing and transmitting information. However, according to N. Wiener, our present ability to manage the surrounding material environment has far outstrips our ability to manage and understand the social environment. N. Wiener argued that computing machines were used intelligently only in 10% of cases. N. Wiener argues this claim, again, by the human factor: a computer is valuable just as much as the valuable person who uses it. It can allow a person to move forward over the same period of time, but he must have ideas. At the same time, in the early stages of testing the ideas should not be dependent on computers [6, p. 238, 242, 245, 322].

P. Druker also pointed out the decisive role of theoretical knowledge, intelligence, information and science in the development of society. He argued that we needed a new concept of information and a new understanding of the learning process [7, p. 33], precisely because the modern economy is shaping information - a new "important resource" that differs substantially from any available resources [8, 48]. It is concluded that it is necessary to completely revise both the fundamentals of economic theory and the basic concepts of management. According to the researcher, in some areas of knowledge the correctness of the action depends too much on the correctness of the theory. Same as in the economy, without which there will be no effective regulation, accurate determination of the ratio of intellectual contribution and its intellectual results, understanding of scientific and technological progress as an economic event and its integration into economic theory and economic policy. If reality does not meet the prediction of theory - the theory must be replaced [7, p. 123,

127, 135, 144, 145]. And here he emphasizes the "human factor": the effectiveness of companies operating in newly created industries will depend even more on how the management will be able to cope with the task of attracting, managing and retaining intellectual workers. Japan, at one time, went through the attraction, training and mobilization of every drop of human energy, and used all the talent that its gifted citizens possessed [9, pp. 37, 111-112]. P. Drucker agrees that the progress of the economy determines the development of information-based theoretical scientific knowledge and the mobilization of their carriers.

According to V.M. Heyets, the state establishment must be creative in its actions, which is possible in the conditions of constant approximation to society and the knowledge economy, when the content of power changes from power of force and power of capital to the power of knowledge [10, p. 177]. It is also necessary to take into account the important conclusion of the experts that the formation of the knowledge economy is possible only if the national innovation systems (NICs) in the countries trying to create such economy are formed and effectively functioning. The need for them is due to the property of rapid updating of knowledge through their accelerated moral aging [1, p. 25].

We also recall the Charter of the Global Information Society (GIS) adopted in Okinawa in 2000, which has already become an integral part of the development strategies of virtually all developed countries of the world. Consequently, the evolution from the priorities of labor force and means of production to innovation and information systems, in particular in the agrarian sector, is objective (Fig. 1).

Prominent scientists pointed out the role of the agrarian sector in the development of mankind. Thus, J. Bernal wrote that human survival in the face of natural disasters and human barbarism is the responsibility of human civilization exclusively [11, p. 222]. L. Morgan pointed out that the lowest stage of savagery of mankind ended with the introduction of consumption of fish food and fire use, while the lowest stage of barbarism began with the taming of animals in the eastern hemisphere, and in the west - the cultivation of maize and vegetables on the basis of irrigation [12, p. 9 -10]. A. Toynby developed the Law of Challenge-and-Responses on the basis of the thesis that mankind historically was forced to move away from gathering and lay the foundations of agrarian civilization [13, p. 136]. That is, civilization evolved from the consumption of fish (extensive use of data of biological natural resources) into agriculture and then gradual intensification as a fishing industry. Simultaneously with the emergence of agriculture, the state also arises. According to Platon's definition, the state arises only when each of us can not satisfy ourselves, but still has many needs. In other words, the state creates our needs, and the first and greatest need is to obtain food for existence and life [14, p. 145]. This is indicated by the Eastern philosophical schools. Confucius in this regard noticed that the first state affair - food [15, p. 106].

A. Smith, of course, provided the most expanded scheme for the reproduction of public wealth for his time. In general, he acknowledged that the land itself is the largest, most important and most stable part of the wealth of any great country. In each developed society, the main commodity exchange occurs between urban and rural residents [3, p. 274, 381]. It also outlines the genetic link of the emergence of

civilizations with their proximity to the water arteries. The peoples who are the first carriers of civilization lived near the Mediterranean Sea. From all countries on the shores of the Mediterranean Sea, Egypt first began to engage in substantial amounts in agriculture and industry and to improve them. And Upper Egypt, at no point, extends more than a few miles from the Nile, and in the Lower Egypt, this large river is divided into a plurality of sleeves, which, with the help of simple artificial structures, provided water connections not only between large cities, but also between all significant rural settlements [3, p. 81]. Only under the condition of developed agriculture, if the farm is located near the fish-rich waters, the rent of the landowner does not correspond to the fact that the farmer can receive from the land, but because he can receive both land and sea (the rent is included as an integral part in the price of fish) [3, p. 188].

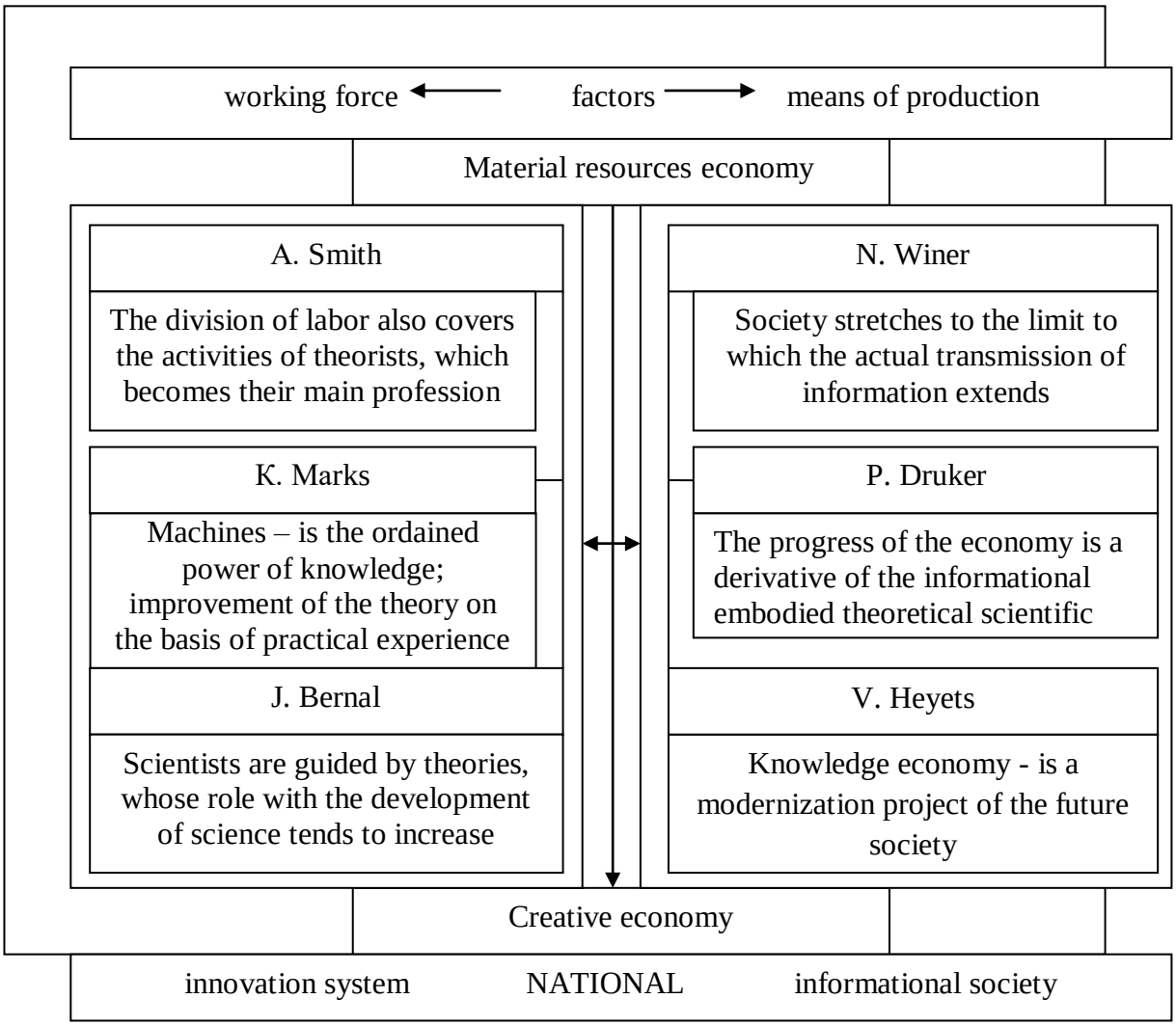

Fig. 1. The theoretical essence of the evolution of the economy of material resources in the modern format of "creative economy"

Although progress is limited and uncertain in the case of an increase in quantity, as A. Smith emphasizes, a very important product in the market - fish and other aquatic biological resources, due to the topography of the country, the proximity or remoteness of its various provinces from the sea, the number of its lakes and rivers, wealth or the poverty of the reservoirs of fish [3, p. 268]. It is land, mines and fisheries, believes A. Smith, firstly, is the main sources of working capital, and

secondly, requires both their working capital and fixed capital for their operation. At the same time there is a phenomenon when using the product of the earth fish is extracted from water [3, S. 296, 297]. The amount of land and fishery products given their natural productivity depends on the size and proper use of capital spent on them. If capital is the same and equally correctly applied, this amount is proportional to its natural productivity [3, p. 297].

K. Marx was proving that the land (from the economic point of view it refers to water as well), which initially provided food for man, exists without any assistance on its part as an all-embracing subject of human labor. All the objects that the works are only left to "tear" out of their direct connection with the earth - are given by nature objects of labor (the fish being captured, separated from its vital elements - water). Although the land itself is a means of labor, but the operation of land in agriculture also involves other means of labor and a relatively high labor force development [4, pp. 189-190]. Marx points out that in the agrarian sector, technological progress has become more widespread than in all other sectors of production [16, p. 32], and that agriculture must become a conscious scientific application of agronomy, where the soil fertility itself will change "with the development of chemical and mechanical means of agro-culture "[17, pp. 166, 202]. According to I. I. Lukinov [18, p. 152], the dependence of the agrarian sector on the unevenness of scientific and technological progress, which is a real reason for the uneven development of the economy, generates an illusion of the inevitability of the backwardness of agriculture and agroindustrial complex in general from industrial branches.

It should be noted that Ukraine's independence begins with the adoption of a number of acts directly related to the development of the agrarian sector of the economy and the system of its state regulation. Adopted in 1990, "The Concept of the transition of the Ukrainian SSR to a market economy" [19] recognizes the urgency of creating the necessary prerequisites for ensuring its own policy of transition to a market economy in order to increase the living standard of the people of Ukraine. The Law of Ukraine "On the Priority of Social Development of the Village and the Agro-Industrial Complex in the National Economy" [20] recognized that the priority of the social development of the village and the agro-industrial complex objectively follows from the exceptional significance and indispensability of the agricultural products produced in the life of man and society (Figure 2) These Laws of Ukraine had deep philosophical foundations, as well as the idea of social priority. In other words, the state independence of Ukraine was preceded, in the words of P. T. Sabluk, by the perception of peasant labor as the highest calling of man and the meaning of life in which a person, as a person, was able to find all the necessary conditions for his formation and development [21, p. 345].

Here one should listen to the opinion of P. T. Sabluk, who argued that it is the state that has sufficient supplies of food, goes with it to the foreign market, successfully develops; therefore, the agrarian sector can be both the cause of the economic crisis of the country and the area through which it can be obtained [22, p. 3, 16]. At the same time, at the initial stage of agrarian reforms, the goals and methods for their implementation were not defined in the light of specific historical conditions,

and agricultural enterprises, in the conditions of the natural market, in the vast majority, were not able to ensure the activation of innovation and investment activity [23, p. 153]. Thus, agrarian reform is hampered: first, incomplete scientific developments and analysis of its evolution, complexity and consistency in the approach to the combination of large and small farms, personal and collective interest, and secondly, the approaches of monetarism, and thirdly, state regulation without taking into account the specific conditions, as well as the separation of the innovation process from scientific and technological progress [24; 25].

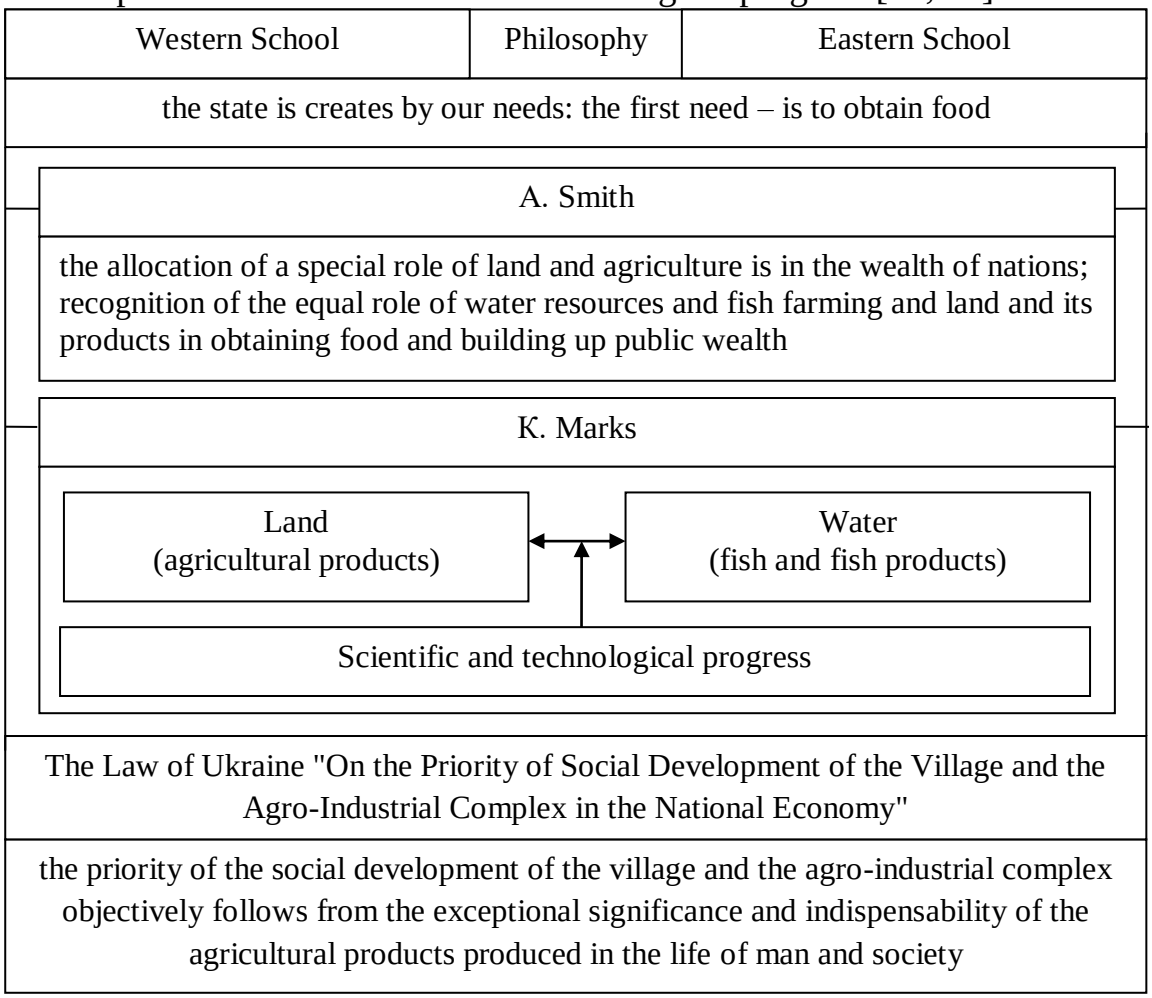

Fig. 2. The theoretical essence of the role of the agrarian sector of economy and water resources and the fisheries sector in national development

Other leading economists in Ukraine argue that the engine of economic development in the conditions of the formation of an information society in Ukraine may be, first, an endogenous development model, and secondly, unlike Western countries, not the field of microelectronics and other high technologies, but traditionally developed technologies, which use the processing of mineral raw materials and products of the agrarian sector [26, p. 30].

The Economic Encyclopedia [27] defines: the theory of the state and the economic role of the state as a set of concepts, ideas of the provisions on the socio-political and economic activities of the state at the appropriate stages of the evolution of society and its role in the process of reproduction. Also, the theory of state regulation of the economy as a well-known set of certain concepts, ideas and views

developed by representatives of political economy during the XVI-XIX centuries and the main directions of economic theory in the late XIX - early XXI centuries in relation to the reasons for state regulation of the economy, its essence, forms, its means and consequences not only in historical but also in logical aspects.

Among the founders of political economy, the first is usually called V. Petty, who argued that the obstacle to British greatness is the difference in understanding the issue of the king's privileges, the privileges of the parliament, and the incomprehensible differences between law and justice [28, p. 195]. D. Ricardo pointed to the movement of capital in a free society on the basis of the most favorable placement of capital (the principle governing the allocation of capital among all branches of industry in the required sizes, manifests itself much more strongly than is commonly understood). Instead, taxes form part of the product of land and labor, which goes to the government [29, pp. 45, 46, 87].

The feudal society on the "peak" of its development professed statism (fr etat - state), that is - an active participation of the state in the development of the economic system, where state regulation of the economy - a set of forms and methods of purposeful influence of state institutions and organizations on the development of the social mode of production for him stabilization and adaptation to changing conditions [30]. However, the feudal-monarchical pressure on agrarian producers gave rise to the corresponding resistance. This provided the basis for A. Smith to propose the idea of laissez-faire (the principle of non-interference), the division of labor and market functions (the "invisible hand"): only the hands of private individuals begin to accumulate capital; the personal interest of each person forces her to seek a profitable and to avoid a disadvantageous occupation, while the policy of intervention firstly restricts competition in other spheres of labor, and secondly, it enhances competition in other spheres than that which would be for natural conditions, and, thirdly, hinders the free transition of labor and capital from one sphere to another, from one place to the next [3, 103, 147, 419]. In his opinion, political economy, as a branch of knowledge, is necessary for a state figure or legislature, and it puts two different tasks: first, to provide people with income or means of subsistence, to provide him with the opportunity to obtain them for themselves. The second task is to bring the state or society the income that will be sufficient to meet public needs. The goal is to accumulate wealth both for the people and for the state. So, in fact, A. Smith proclaimed the idea of harmonious relations between the state and the market, and not the elimination of state regulation as such.

At the same time, the idea of egalitarianism (fr égalitarisme, égalité - equality) was further disseminated, aimed at creating a society in which equal opportunities for all its members in terms of consumption of material goods would be possible. These ideas were further embedded in the ideology of communism. K. Marx and F. Engels in the Manifesto of the Communist Party propagate the loss of political power by the public authorities (the destruction of classes) [31, p. 447]. Further F. Engels writes that the state is evil [32, p. 201], and that the state is not "abolished", it dies [33, p. 292]. Based on these assertions, VI Lenin saw the future society as an institution where all the national economy was organized as a post office so that technicians, supervisors, accountants, like all officials, would receive a salary not higher than the

"wages of the worker" under the control and direction of the armed proletariat - this is our immediate goal, that's what state, that will give the destruction of parliamentarism and the preservation of representative institutions [34, p. 50].

The First World War and the Great Depression in the United States significantly changed the point of view on the role of state regulation of the national economy. During this period, wealth and power in the United States belonged to two dozen corporations that were not controlling the public or shareholders [35, p. 77]. And in his first inaugural message dated 04/03/1933, Roosevelt suggests honestly considering the conditions in which the country lives today and is harshly criticizing, firstly, stubbornly the truth and incompetence of those who direct the exchange made by humanity (known only to the rules of the generation of careerists and they have no vision of the prospect, and when there is no such vision - people perish), and secondly, money changers, bankers and businessmen who add the sacred faith of the heartless and selfish inappropriateness. He also advanced the key conditions for the recovery of the national economy: the level of readiness to realize social values higher than the money income; national planning and control of public industries; Recognition of international trade relations in this situation as secondary to the improvement of the national economy (focusing on priorities); public consent to move forward as a trained and loyal army, ready for victims for the sake of observance of general discipline, without which there is no advance, and no measure is effective [35, pp. 90-96]. Certainly, as well as the power of the selfish market, as described by F. Roosevelt, and totalitarian principles of state regulation, were condemned at the level of social consciousness. F. Hayek argues: it is absolutely impossible for the governing mind to be engaged in all individually, but governments avoid the dependence of their people on the importation of certain vitally important foods [36, p. 132, p. 178].

L. Mises emphasizes that the socialist society does not have any method of economic calculation: it is impossible to determine what proportion of the produced goods is to be attributed to various complementary factors of production, while in the system of a market economy, the dualism of the market and the power of the state, to restrain and coerce, different ideas are allowed. [38, pp. 527, 635]. J. Galbraith points out that with the growth of the production process and capital requirements, it becomes increasingly risking for the firm to rely on uncontrolled fluctuations in demand, and the more difficult the technology becomes, the greater the risk. Production costs and risks associated with them can be somewhat reduced if the state assumes the financing of particularly courageous technical projects or at least guarantees the market for industry-leading industries. One possible scenario in this situation is to put the whole risk on the state, since the process of production at higher levels of its development may raise problems that go well beyond the innovation and investment potential of an individual company, firm [38, pp. 20, 41, 46]

According to I. I. Lukinov, the statement that socialism is incompatible with the market has nothing to do with economic science [39, p. 40]. He advocated the idea of regulating the state and the stimulating effect of market competition (ie, the synthesis of spontaneously-market and consciously state regulation of contradictory socio-economic processes), where the market model should: contain a clear system of

governance; rely on scientific and technological progress; to focus on mutually beneficial ties in the world system; have a social orientation, and still provide a balance of market demand and supply [40, p. 167].

J. Schumpeter's scientific aspirations were aimed at developing a theory that would give a logically completed model of economic change in time [36, p. 44].

M. Kondratieff, who, moreover, emphasized the fact that in history there was no such national economy, the development of which would be carried out without any action by the authorities of economic policy [41, p. 93]. However, even after decades Dr Drucker again says that, firstly, the market is an unpredictable system, unstable, and outside the short-term, the market is helpless [9, p. 164], and secondly, we need a theory economic dynamics, and thirdly, the government is the most conservative. The main lesson in the last 50 years is that the government is not an executor, its main tasks are the adoption of effective decision-making, the concentration of political energy of the society, etc., that is, regulation is incompatible with "implementation," and any attempt to combine regulation and "implementation" paralyzes the ability make decisions [7, pp. 145, 169, 201, 202].

In the context of the consideration of the tasks of economic science in the field of regulation of economic processes, it is necessary to draw attention to the fact that the fisheries sector as a whole and aquaculture in particular are a specific sector of the economy of any country, and the state plays a prominent role in the development and implementation of the "creative economy" in the fish industry through the combination of principles, forms, methods and means of regulation. State regulation of aquaculture production is a complex and fundamental phenomenon and includes legal, administrative, economic regulators that provide active functioning. In a developed market, state regulation should be carried out not by the legislative management of production and financial activities, but by regulation of socio-economic processes through the system of tariffs, interest, taxes, securities, and preferential loans, state guarantees of private creditors, government orders, and subsidies. All systems use both direct and indirect regulators of economic development in order to provide conditions for the self regulation in desired direction. All this unequivocally proves that domestic aquaculture is an organic component of the agrarian sector of the economy with the distribution of its agrarian priorities.

One of the ways to apply the provisions of the "creative economy" in the areas of the national economy is to create science and technology parks. At the same time, the purpose of creating a scientific and technological fishing fleet is to: ensure the accelerated development of the fisheries and aquaculture; widespread introduction of high technology and innovative technologies; development of effective forms of integration of science and industry, entrepreneurship, central executive authorities; realization of scientific and technological potential of fishing scientific centers and educational institutions; promotion of new developments, technologies and services on the Ukrainian and international markets, restoration of the positions of science-intensive products in the Ukrainian and international markets; attraction of Ukrainian and foreign investors; creating new jobs. For the successful functioning of the scientific and technological fishing farm, it is necessary to create a business incubator to support newly established small business entities in the fisheries and related

industries. The main method of stimulation - the granting of privileged access to financial and credit resources and a set of supporting services. The decision to include the project in an incubator is made by the managing company on the basis of commercial and technical expertise of the declared projects. The business incubator provides the following services: general business support and counseling, including business, participation in the preparation, negotiation, promotion of access to sources of financing (loans and leasing), assistance in finding investors, preparing for exhibitions, marketing planning and advertising , business planning consultations, organization of personnel training, consultations on foreign economic issues; legal support of business, including direct access to legal bases; accounting; post-secretary services; access to the communication and communications system; work with personnel, including preparation of orders, orders, keeping and keeping of personal affairs and documents, registration of personal insurance, documents for obtaining various types of social assistance, formation of a social package of the enterprise; raising the educational level of the employees of the fishing industry in the new conditions of the functioning of the national economy.

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