

Ivanička, Koloman

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A new model of socio-economic development of Slovakia

Prof. RNDr. Koloman Ivanička, DrSc.

The requirements for new model development and the role of state

Citizens perceive their present Slovakia as finding the optimal model of socio-economic development. Past results are not satisfactory. We work with a financial deficit, we live in debt. In an era of information-oriented society, our economy is not based on the required innovation. Science is not fully utilized, but science is not adequately endowed. The transformation of our research institutions is lagging behind. Shortcomings of the transition to a new paradigm are then reflected in the care of unsatisfied intention citizens. Creative growth of prosperity is possible, if the impact of social cohesion, quality of life, scientific development, adequate training would be stressed. Industry, innovation, science and management need of creative people who are able to initiate and create new processes. On these facts pointed out the President of the SR at the meeting convened by the Office of the President in December 2011.

Priority must receive education, research, investment - not only the cost of requiring saturation. It is mainly human capital formation, essential for the growth of prosperity of citizens, society and the state.

One reason for this lag is that the key enterprises are mainly in the hands of foreign businessmen who prefer the research in their home countries. In Slovakia, mostly carry only derived, secondary role. It overlooks the needs of social amenities for the workers of science, education, information and international cooperation. There is no courage to rely on the initiative of local institutions and adopt new bridge programs. Slovakia faces a difficult task to manage the consequences of the current global crisis.

Gregorz Kołodko¹ analysing the crisis in Poland points out that such a large crisis could be born only by combination of many factors - political, social, economic, technological, environmental and ethical. The crisis lies deep in the current neo-liberal model of Anglo-American capitalism, whose roots go back to:

- revaluation of individualism,

¹ KOŁODKO G., W. Świat na wyciągnięcie myśli. Warszawa: Wyd. Prószyński Media Sp. Z.o.o. 2010. ISBN 978-83-7648-491-4.

- approach that is central to economic profit, the goal is lost, it's a man in his total needs,
- ignoring the fact that one must live in a healthy environment,
- diminishing the social consequences of economic shocks.

Neoliberalism negates the crucial role of state institutions and by the very institutions of the state did target of its negation. The state and its control levels have been targeted to multinational corporations that wanted to appropriate his rights and duties. It underestimates the need for cooperation between state and market institutions and social and economic institutions. It disengages also the monetary sector from the real economy. It prefers decision-making process of owner elites before to broader requirements of workers and consumers, making up most of the community. It tolerates speculation of elites with the profit, often at the expense of societal interests. Verification of liberal practices showed the need for state participation in the management of the economy. It can not be considered the rational management of the state and its institutions as a replacement of the rights of the company. Corporate governance is based on the strength of law, economics, management, sociology, psychology, and synergetics - the science of comprehensiveness. In this regard it should also understand the role of the state and its citizens care about prosperity. In this sense, be seen as a requirement of a new pragmatism in the division of labor between the state and enterprises.

The relationship of economy and culture

A very inspirational advice for reconstruction of the Slovak economy brings Jeremy Rifkin², founder and president of the institution with global reach "Foundation of Economic Trends." Sales and marketing are important economic activities, but the companies do not and never had a superiority over the culture. The assumption that human **social** activity is only subject to his egocentricity, preference to the dominance of individual benefit (expedient) is an error. One has the natural tendency to apply altruism, prefer help your loved ones. The company is the dominant culture, within which to implement the trade and other economic activities. Mutual coexistence and socialization are superior to the trade. The social relationships between people and their institutions are determined genetically. Culture and genetics affect the perception of market and trade crisis.

² RIFKIN, J. The Third Industrial Revolution. How Lateral Energy it Transforming Energy, the Energy and the World.

Culture is also responsible for running the crisis. The first industrial revolution (1830 - 1880) ended in turmoil, but has grown thanks to the culture of the second industrial revolution. Here we had the opportunity to monitor in recent years and watch it even now in its achievements and turmoil. Development continued and we got to the start of the third revolution - a new energy and communicative system. Renewable resources, enabling a new way of management and give hope to create a new model of civilization, yet we lack a new culture for the story of mankind. Energy is no longer dependent only on the finding of oil, coal, natural gas. It is decentralized and relatively evenly distributed (sun, wind, rivers, sea tide, geothermal, waste). If at some location is produced more energy than it consume, it is economical to store and use in time of need. The method of energy storage has proved to be a big technical problem. We have found a solution. This solution is hydrogen. Production can be managed from any location. It is easily storable and usable. By-products are for consumption and utilization of water and heat. However, its use is accompanied by only a waste technology.

The third industrial revolution is based on readily available sources and four new localization factors. They are:

1. Dispersive energy;
2. Possibility of using existing artifacts for location of solar panels, wind turbines (e.g. to build roofs for solar panels);
3. Energy storage with hydrogen (by consumers)
4. Connection of new energy with new information communication

It's a new story of civilization and a new culture revolution.

If we use these characteristics, Slovakia would be within about 25 years to an energy self-sufficient country. This would have huge savings and energy independence. It will be a significant contribution to creating a new model of socio-economic and environmental development.

Recent decades have sought alternative solutions to the sufficiency of energy resources and their transportation. We also searched for a solution of waste and waste-free technologies (clean rooms without exhalation). Now we have the conceptual alternative also in solvable position. How to implement it depends on the transformation of knowledge and beliefs about the need for change. At the forefront are getting sources. We have the human resources, but they need adequate education of. We have natural resources - water, sun, wood, magnesite, land, recreational and tourist realities, geothermal resources, localization advantages and other sources. Not a struggle for resources, but cooperation in the use, enhancement and maintenance utility. We enter the third Industrial Revolution, which requires the creation of

new thinking and consciousness. Reconstruction can not be implemented without innovative thinking of citizens.

We are facing the question of who is making a new model of socially responsible economic development. Although it must be a synergistic link of many institutions, the key role ought to be played by state. It is true the allegation that the role and responsibility of the state support is very important. The historical development of the last 100 to 200 years shows that the requirements of the State and its institutions in the stimulation and guidance of thought transformation did not sink but rise. It should be noted that the economy - industry, transport, agriculture caused by climate and economic changes that the continuation of this trend could threaten the very existence of mankind. If we start to think in new categories, it may be that negative environment variables planet overtake us and we can not survive. The need to swiftly pass the unconventional and creative thinking is urgent. Change of existing laws seemingly old thinking is a necessity of survival.

J. Rifkin³ shows the correlation of general culture and consciousness. Each era of interconnected energy and communications have their type of consciousness. The era of hunters and gatherers was characterized by mythological consciousness, culture was the dominant power of water teleological consciousness, the first industrial revolution ideological consciousness, 20th century psychological consciousness, third industrial revolution shows signs of biospheric consciousness and can have on the way to planetary formation - geospheric consciousness. Consciousness links network of relationships that shape us and prepare the required activities of life. Consciousness is making selection of model of learning and the type of education. If taylorism asked to teach people to work effectively for profit and market, the current ethical thinking calls for cooperation, perceiving themselves as part of a community of people. Empathy is also love of a family, children, neighbors, society, nature, our planet Gaia. Schools must teach children to explore and have a love to the invention, innovation, and creativity. Failing these values in their youth, perhaps in 10 to 12 years, there is a danger of arrival of pseudo culture and loss of responsibility. Global politicians are believed to be possible to create a world global government that would govern from one center the universe. There was also the view that the main driving force motivating human activities should be generally applicable world currency (e.g. dollars), which would ensure homogeneity of the society. This idea proved unworkable. Diversity of world is excessive for such a conversion. Complexity requires respecting local, regional, national, state and

³ RIFKIN, J. Empatie a „třetí“ průmyslová revoluce. www.EnviWeb.cz

resource, differences. Nature and society are different in Europe, Africa, and Asia and possibly in other parts of the world. It is important to understand dynamics of spheres and recognize what is new, progressive and needs the space for existence and what is already obsolete, and depart from the scene.

Call for creativity, invention and innovation

Deserve particular attention and creative activities such as creative industries, creative services, and creative institutions. These "high-tech" activities are essential for creating wealth and prosperity of regions and the state. They protect against passive state budget and thus to increased taxes and possibly stagnating incomes of the population. Protect firms from accepting technologies that allows for rapid sales and earnings, but cause adverse effects on the ecosphere, which must be removed by government agencies or by citizens taxes. Corrective actions can be very costly. A new model of the Slovak economy has to be oriented for people and their quality of life. It's called. "People oriented economic system" or "earth centered economy".⁴

Man is not just individualistic but also social thinking and cooperating entity. The quality of the economy consists of large-scale social and environmental values that are created by him. There is only one planet Earth and life on it is unique. It is necessary to protect both large and small resources. Brudland's report of 2002 has proved its correctness and demands to protect the planet's legitimacy and urgent care.⁵ Follow-up to such personalities as were R. Owen, L. N. Tolstoy, Gandy, show the continuity of sustainability culture. Today demands of Rio + 20 Summit, show linkage with this value system.

Who wants to ensure the development of today and earn clean money must go to the position of creativity and innovation.

Economic and political pressure in this direction is significant. The establishment of incubators, science and technological parks, the introduction of refresher courses, lifelong learning, establishment of new research and educational institutions are the answers, on these challenges.

An important role fulfils university research. American universities gain experience and acquire its own patent policy. In Europe, patents are owned mainly by manufacturing institutions. The process of transfer from universities to patent practice is difficult.

⁴ Economics system oriented on the human behaviour. Economy respecting the planet Earth.

⁵ BRUDLAND GRO HARLEM, President of World Commission on Environment and Development. (1983 – 1987).

Notable strategy outlined D. Schweickart⁶ is in his work „Economic democracy after capitalism”. The author believes that the slowness of the introducing of new inventions into practice has its impact on the continuing devastation of the environment, reducing the social security of population, unemployment, linking to other crisis-sensitive factors of society and environment.

Due to the fact that capitalism loses its flexibility and dynamism, D. Schweickart leads to the view that society needs a new, more flexible type of economic organization. This new approach should be the economic democracy.

As the "invisible hand of market" can not find and give people jobs, it should be replaced by the scope of the "visible hand of management" and more flexible revenue streams and employment elasticity.

Innovation needs new incentives. If society will not create mechanisms for the implementation of rapid innovation, financial resources will be absent, debt and the threat of bankruptcy of the economy came on the scene. Economic democracy requires participation of workers on management.

It is important to democratize labor, capital and social structure of society. It is important also to realize political reform of capitalism.

Employee's self-government would protect and supervise the business and interests of workers. It should have the right to protect national ownership and not allow the sale of enterprises to foreign hands. This requires the appointment of works councils and the right to vote it.

Income of workers would be regulated according to income of factory and its business profits. The state should cooperate with factories, businessmen and works councils. It is necessary to protect people with innovative skills and a high level of ethics and to keep them in business.

With an approach similar to D. Scheickart came Michael Albert.⁷ Author assume relieving of economic capitalism with the participatory democracy (short paracon). Paracon is vision of participative economic management. The economy has a series of institutions which should have represented workers and consumers.

Central and Eastern Europe in the early era of transformation has a promise and chance to apply some approaches of participatory democracy. Enterprises expect the termination of

⁶ SCHWEICKART, D. Po kapitalizme ekonomická demokracia. Bratislava: Spolok slovenských spisovateľov. Anglický originál: After Capitalism. Rowmen and Littlefield. Maryland USA, 2002.

⁷ ALBERT, M. Realizing hope: Life beyond capitalism. London, New York : Zed Books, 2006, Slovak Publisher: Naša nádej : život bez kapitalizmu. Bratislava : Vydavateľstvo Spolku Slovenských spisovateľov, Edícia Pohľady za horizont, 2009, ISBN 978-80-8061-382-2.

direct government intervention in the management and the advent of the principles of economic democracy. Unfortunately, the rights of trade unions and employees weakened. The participation on management from below was not realized. To the problematic position came human resources (health, education, research, culture). Reform at the time of entrance to the transformation has lost its social charge. One-sided approach to privatization is weakened the access to construction of knowledge based economy. Such change led to the people skepticism and loss of enthusiasm to accelerate reform.

Requirements for the rearrangement of consciousness of society

The transition to new economic model is intellectually challenging. This requires knowledge of remodeling, thought and consciousness. It is necessary to leave what is overcome and understand what is claim to change. It is a transition to creative, innovative thinking. "We are what and how we think. We become by what we believe. Our life can be changed by changing of our thinking "⁸.

Deprivation of the load releases energy for new approaches. Conversion of consciousness opens the way to new realities. They create the conditions for acceptance of learning, invention and innovation community.

New way of thought and consciousness of the society should be reflected in its creativity. Creativity is becoming a key requirement of the new attitude of Slovakia. The vital role of accelerating the transformation of the "creative class". R. Florida ranks include⁹ scientists, engineers, managers, writers, artists and other creators of innovative ideas. Their main feature is the creation of new concepts, technologies and projects that restore the world in which we live. Often, earmarks creative core of the creative class (leading research teams, editors, editors of collective scientific, literary, artistic works). Developed societies are characterized by rapid growth of the creative class.

We face a challenging task of forming not only a national but also European Research Area (ERA). The underlying assumption of this area is to prepare creative, inventive and innovative workers. Sometimes the requirement arises in this space to create a "knowledge bank". Without rapid access to new knowledge, companies can get into difficulties in

⁸ BERGEROVÁ, B. Cesta k vnitřní síle. Praha : Metafora, 2004. ISDN 80-86518-76-0. Angl. originál: The Road to Power. Fast Food for the Soul.

⁹ FLORIDA, R. The Flight of the Creative Class. The New Global Competition for Talent. New York : Harper Colin Publishes Inc., 2005

obtaining adequate information.¹⁰ If such institutions are networked, they can play an important role in the nationwide development and accelerating development. Networks and their nuclei are an important part of social capital territory. E.g. Norway showed a networked activities that launched him on a pedestal of the world economy. As a contrary example is reported in Greece, which consumed resources obtained on short-term effect, in essence, consumerism, and soon after got into serious financial and political difficulties.

An important role may be fulfilled by the creative cluster. It combines a homogeneous polynomial system into a unified whole. M. E. Porter¹¹ defines the creative cluster as geographically close, interdependent activities (enterprises, organizations) that work together and complement each other (they are complementary). Sometimes, however, force the mutual complementarity of remote activity overcomes the requirement of geographical proximity and spans continents and large distances (e.g., delivery of key components of microelectronics).

If the preparatory program accepts that economic growth will be based on new knowledge and their utilization effectively, then comes to the fore the question of potential of cities and regions for independent research, information activities as well as the development of high technologies. In the current development stage, mostly conurbations the ideopolises, that places new ideas. This is evidenced by their high creativity index. Division of labor, complementarity, specialization and a nationwide network linking cities with cities and their metropolitan regions will come to the fore for small countries. Undoubtedly, if Slovakia is to succeed in the European area, must have their ideopolises - innovative, inventive, creative centers, bringing together the best traditions of the genius loci with the potential development of the third wave, information-oriented society.¹²

Place of memory and information potential of morphic resonance

The revolutionary theory of transmission information in space and time was elaborated by Rupert Sheldrake.¹³ In his book “A new science of life – The Hypothesis of morphic resonance” suggests that in nature, in the living world and the realm of consciousness, there is a natural (innate) process of building and maintenance of memory, which is based on morphic resonance. Each system has its morphic (shape) field. Complex systems contain a hierarchy

¹⁰ IVANIČKA, K. Synergia kreativity, invencie a inovácie v sociálno-ekonomickom rozvoji Slovenska, in: Kreativita, invencia, inovácia stimulátory rastu prosperity a trvalej udržateľnosti. Bratislava : Vydavateľstvo EKONÓM, 2009.

¹¹ PORTER, M. E. Local Cluster in a Global Economy. Oxford : Blackwell Publishing, 2005.

¹² IVANIČKA, K. Synergetika v autoregulácii a manažmente metropolitných urbanistických systémov. Bratislava : Ekonomické rozhlady č. 1, 2009. ISSN 0323-262X

¹³ SHELDRAKE R. : A new science of life – The hypothesis of morphic resonance, české vydanie: Teorie morfické resonancie. Nová veda o živote. ISBN 80-86439-02-X, ELFA, Praha, 2002

of nested arrays to each other. The world is a system of systems that are in mutual resonance condition. Morphic resonance enforcement agency is a memory in space and time. Emerging systems are entering into this resonant world. Due to the resonant action new approaches are (thoughts also) spread faster and more efficiently.

There is something of universal transfer spatial forms (structures). These are structures that remain in the memory of space system and resonate with other semi-related structures. Evolution as a creative process is receiving information transmitted also through the entire structure of the resonance.

R. Scheldrake believes that the creative process of connecting things together to create a whole, before not existed. The creative process can be seen as an evolution of increasingly complex and increasingly higher hierarchical components (quality).

The human learning process and transition to new, higher level of innovation is supported morphic resonance of those bodies that have already learned a new approach. Research results R. Scheldrake justify the belief that this fact can be successfully utilized in the learning process.

If these facts come to light, there is a possibility to drive faster dissemination of new ideas and innovative companies. It is also significant potential for building a new model of socio-economic development of Slovakia that is a model of sustainability, which Slovakia has also carried out as required by the Rio + 20 World Summit.

The interesting part of the morphic resonance theory is the formation of memory. According to this theory, the memory may be supplemented of only by direct involvement of brain activity. It works as independent mechanisms. Morphic resonance carry information directly and than can be also connected to the previous brain activity.

Incredible force is applied of a new concept to the ancient Greece theory of the genius loci - the spirit of place. This problem was studied and elaborated in Slovakia independently to R. Scheldrake.¹⁴

Also from our experience we know that different places, territories, regions, have a special atmosphere, its own unique quality and produce feelings and psychic states. Classical science registers this fact, but does not explain them. In terms of resonance theory can be accept the proposition (and terminology), that every space, place, region, has its morphic field "and thanks to self resonance also its memory. The term "the field" has been taken from the

¹⁴ IVANIČKA. K. : Slovakia – genius loci, angl. vydanie Korene Press, Bratislava, 1996, Slovensko–genius loci, slovenské vydanie Eurostav, Bratislava, 2000

vocabulary of agricultural sciences (nature) in a sense “the region of influence” respectively “region of activity”.

In transmission is possible to say that a place or field and the broader region has its own memory, forming the spirit of place (*genius loci*). It is a unique theory and with morphic fields, which can be demonstrated and justified.

Gravitation of tourism to certain areas of refreshment, rest and gain new ideas are based not only on nature values, but also on the spiritual values of the region(s). People's habits, organizing pilgrimages to places where you can draw new strength and spiritual well-being are related to the memory of region. Further places have in mind the contrast shocking or tragic events, and people instinctively avoid them (people's statements: unworthy to visit these places “should be avoided”).

Genius loci include the potential for creative energy and potential solutions to complex problems and programs and supply provides a choice of starter activities for creating a new model of development. It is part of a renewed spiritual relationship to nature, which we return its spiritual potential.

The new paradigm of science, which completes the morphic resonance theory, perception of nature, the planet earth as a planet Gaia, a living entity and gives our new residence in the space of new coordinates. This is a significant contribution to the sustainability of our world, but perhaps a significant step for our survival. It reveals new dimensions of prosperity, ingenuity and creativity.

Return to the original content of economics as a science of management at home

An important factor of the formation of a new model of socio-economic development of Slovakia is and will be the economic theory, and the paradigm of economic science.

The economy has traditionally been intended as an organic part of society. The society was closely linked with the nature and all these subsystems were parts of a greater complexity of the universe. Analysis of the economics paradigm showed that from the original content of economic science as the economize management there was omit its rational substance.¹⁵ In the foreground of economic science came preferences of profit and trade. The quality of life, environment, sustainability, society, nature and the planet Earth as the home (*OIKOS*), were shift to the background of the economize production, distribution and consumption. It did not take into account that not all

¹⁵ KVASNIČKOVÁ, M., LAFFERSOVÁ, J., KRŠKOVÁ, B., SLIACKA, K., AUXTOVÁ, J. Nová paradigma strategického manažmentu. STU v Bratislave, pracovisko Trnava, 2005.

citizens are merchants and not every human activity can become goods oriented. Planet Earth on which we live and that is our home “OIKOS” and makes basis of our life, was not perceived as a fundamental condition of our existence.

In contrast, most members of theoretical front wanted to stop the destruction of the environment and to maintain for economy its original content. If current production works with routine, the creative sector is working with large-scale innovation, often with the originals. The workers need new ideas and new solutions. User should be well informed about new technological directions (question of users' education) as well as to have ability to work with technologically demanded tools and products. An important requirement is managing creative environment. It should fulfill the role of supporting and stimulating, and should be open to a new proposal, plans and projects. If the environment did not support and stimulate the creators of new ideas, or would even brake and complicate their innovative plans, there would be a departure of the creative staff from such facilities to other areas or even to other countries. There are known cases of large-scale departures of scientists, engineers, technicians, administrators, managers, writers and artists. Departures cause a lack of new ideas and such areas (cities, regions, states) were becoming poor. Today there are regions where the state of poverty is high, because they have lost half of the talented scientists and technicians. Conversely, cities, regions, states, to which creative workers come, get richer. Problem to solve this situation is often complicated because part of the short-term thinking politicians underestimate the role of creative environment for the number of patents and inventions, new orientation and management training. Pressures and political battles often lead to short-term solutions and later to the problem of opening of creativity with greater urgency.¹⁶

One of the first documents produced by the government was "Sustainable Development in the Slovak Republic" from the year 2001. He suggested the establishment of cross-sectoral, professional and methodological work, "National Centre of Sustainable Development" (in the framework of Government). It was an action plan (NAPTUR)¹⁷, an implementation document that would contain specific measures for the government (especially central and departmental authorities). The mentioned document is intended to be creative linkage with institutions of society (information society, development strategy, environmental policy, interest

¹⁶ SCHUMACHER, F. R. Small is beautiful. (Malé je krásne). The Study of Economics as a People Mattered vintage. London, 1993

¹⁷ NAPTUR – National Plan for Sustainable Development.

organizations and the youth.). Unfortunately, only a small part of plans are so far implemented.

There is concern that if things change, the social demands of citizens and sustainable model will be very difficult to create. Already 65% of people live on incomes of about 300 euros/month and there are not instruments in the hands to improve the situation. Worrying fact is growth and budget deficit and utilization of the passive mode to balance it only by increasing taxes and reducing salaries (without the money from the knowledge based economy). The skepticism is manifested awaits an answer to the question why it happened and who is responsible for such development.

A series of institutions created by the action of the national forces under the pressure of an immature political spectrum disappeared. Who now has the tools to maintain the national prosperity and even identity of Slovakia? Failure to accelerate the development of the new economy and achieve a fast enough positive social progress may be threatened self-government and independence of the Slovak Republic. This negative scenario could come to life if Slovakia does not keep the creative intelligence at home, who will work to create new funds for future development. The question is where the new sophisticated human resources are and how are organized new creative élite? Their voices are weakly-represented in our media. What is our civic vision, who is responsible for the maintenance of civic as well as economic vision?

It is a problem to take decisions to establish the new specializations at the Universities which are required by practice. Was a remarkable challenge for the Italy, which did not have enough experts to prepare their own regions, cities and businesses to obtain funds from the EU. University of Bologna in Forli has created a dedicated faculty to work with EU and international financial institutions and achieved rapid positive effect. It is hard to decide to get the support forces that are conducive to Slovakia and can be supported in the direction of international and domestic social success.

The urgency of a similar solution is also in Slovakia. Drawing resources from EU funds is incredibly low. Preparing professional staff is inadequate. It is an unexplained question, why we do not create a special cooperation with the EU for solution of practical issues?

"The creative economy is becoming a tool for European and global integration".¹⁸ Sustainability has become a key requirement of the new model of the world economy, Europe, and Slovakia. Van Jones presents a profound critique of current political, economic

¹⁸ KLOUDOVÁ, J. a kol. Kreativní ekonomika. Trendy, výzvy, příležitosti. Euro kodex. Praha : Grada Publishing, 2010.

and social status and direction of liberal capitalism. The critical approach tries to give his own answer. The solution of the world problem is the introduction of new technologies and methods of political principles underpinning innovation, new energy sources and decentralization. The “green creative economy” is the new economy named by Van Jones¹⁹. The adoption of innovation strategies is essential. They are conditions of rebuilding the traditional model of each contemporary existed state structure.

Slovakia, which is located in the center of Europe is a natural crossroad of ideas.. Its geographical scope is obtained conditions for obtaining support for progressive development. The central location in Europe creates a separate virtual space, intersections of thought, ideas and invention (patents, software, technologies). It is a strategic reality that promotes and supports creative and innovative thinking. Innovation is often driven force by an unexpected combination of the central ideas in virtual space.

Slovakia is undoubtedly a vital country, able to walk together with progressive European countries. It shows the genius loci, “spirit of nations” during centuries. History confirms its mental-creative potential. It can convert ideas, connections to products, services, innovative solutions and overcome the crisis. The intentions of moving to a new model of socio-economic development can trust his knowledge and education, infrastructure and its potential to generate intentions and visions.

Slovakia can create own "country branding", own image, to show Europe and the world, how the country creates the way of transformations and new emerging future model. With an attractive branding can expect help and support from abroad.²⁰ Creating a new model of socio-economic development of Slovakia is a challenging task. It is a nationwide task and a key responsibility fall on of the central, intellectual, political and regulatory institutions (ministries, universities, research, education, management, etc.).

¹⁹ Van JONES. Zelená ekonomika. Jedno řešení pro dva nejpálčivější problémy naší doby. Praha : Vyšehrad, 2011. Angl. originál The Green Collar Economy. How one Solution can Fix our two Biggest problems. ISBN 978-80-7429-032-9

²⁰ Slovensko: krajina s potenciálom. Branding Slovenska ako modernej krajiny 21. storočia. Expertný tím: Bán, A., Batora, J., Bútora, M., Gyafášová, O., Hajdin, P., Hunčík, P. Bratislava : Ministerstvo zahraničných vecí SR.

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