

## Scientific Production As Entrepreneurship

Levintov A

Geography, independent researcher, Russia

### Corresponding author

Levintov A, Geography, independent researcher, Russia.

Submitted: 01 Aug 2022; Accepted: 26 Sep 2022; Published: 08 Nov 2022

**Citation:** Levintov A.,(2022). *Scientific Production As Entrepreneurship* .J Huma Soci Scie, 5(4), 407-410.

### Annotation

Scientific production is a new concept in Russian science, which is of great importance, since in Russia for more than a century there has been a state monopoly on scientific activity and its financing. At the same time, scientific production is considered as an entrepreneurial activity. In scientific activity, search and theoretical reflection of search, research are clearly distinguished. . The most important direction of scientific production is to ensure the appearance of the ad hoc effect.

**Keywords:** Scientific Production, Entrepreneurship, Search, Research, Ad Hoc

Producer, entrepreneur, impresario – conceptual nuances  
These three concepts from different languages, English, French and Italian, are very synonymous, but there are some stable nuances.

Production and producers originated in the American film industry and were born in the 20s of the last century directly from the widespread in the United States enterprise theater, where not only actors, but also directors, artists and other participants in theatrical production were invited. In the USSR at the same time, all theaters became state-owned, and, therefore, only repertoire - no enterprises, entrepreneurs and other amateur activities, since all entrepreneurial activity in the USSR was outlawed (up to 8 years in prison). After the collapse of the USSR, film producers were first copied from Hollywood, then theater producers, art producers, etc. appeared, most often just burdensome monkeying, monkey job, mediation rather than entrepreneurship.

Impresario had a broader framework of activity: theater, musical activity, concert activity, art activity - at the individual and collective level of performers and producers of show products.

All of them, producers, entrepreneurs and impresario, as well as literary and sports agents, are essentially entrepreneurs (calque from the German der Unternehmer) in a specific show environment.

### Enterprise

Not a quote, but, in fact, the definition of entrepreneurship was given by J. Schumpeter [5]: Entrepreneurship is the activity of generating new activities.

Production as a process of translating the source material into a product due to the sequence of procedures and operations needs fishing, fishing (including design), while the fishery itself is generated by the enterprise, entrepreneurship. In this sense and understanding, there were no enterprises, including industrial ones, in the USSR, because entrepreneurial activity was prohibited. In many ways, this is why almost all Soviet productions were meaningless, both material and immaterial (for example, the production of knowledge and the production of educated people). The main thing that entrepreneurship does is the transfer of a product into a commodity: in the USSR, products simply came in exchange, hence the incredible price leapfrog and the conventionality of money.



**Rice. 1:** Scheme of industry

We should not confuse and synonymize commercial and entrepreneurial activities: at the turn of the 80-90s, I wrote a textbook on the history of commercial and entrepreneurial activity and without

---

difficulty our e l fifteen hundred Russian-language textbooks on the history of commerce and none on entrepreneurship. A confident majority of entrepreneurial projects and ventures do not carry commercial goals and aspirations. From personal experience: such serious entrepreneurial ventures as the Private University for the Humanities, the Ecological University in the Altai Mountains, the corporation and universities of Vians (WeAnswer) and MSPU, Silver University, a business school of a new type, the Organizing Workshop Anization and activity technologies did not have and do not have a commercial component.

In the USSR, entrepreneurial activity was banned not so much as commercial, but as social, socio-cultural and cultural initiatives, which was usurped by steam, it also usurped the future and all design as work with the future.

It is important to emphasize that entrepreneurship, even in the absence of history and formalized professionalism, is, albeit very peculiar, but an activity.

### To the concept of activity

Bypassing the value theory of activity of L. von Mises, the psychological theory of the activity of Vygotsky-Leontiev-Luria-Halperin-Elkonin senior-Ilyenkov-Davydov, as well as the system-thought-activity approach of G.P. Shchedrovitsky, we will try to stay within the framework of purely conceptual work.

Figuratively speaking, activity is something that poses eternal problems that must be solved daily.

Any activity, metaphorically speaking, fits into the dualism of matter or the corpuscular-wave theory of light and everything else: it is both actor and procedural, and therefore cannot be placed in the Procrustean bed of a structural matrix.

Culturally and historically formalized activities are usually called a profession.

Topica, according to Aristotle, is a key, fundamental position from which both ontology and logic flow. Without a topic, the activity turns into a utopian (localless), useless and uninteresting from any side vanity of actions. The paradox of the topic of activity is that its place is determined and described not by itself, but by its place among other activities, e e penetration into other activities. If you imagine a hypothetical picture of activity not woven into other activities, it will be very reminiscent of the king's new outfit, a careful emptiness.

Each activity is a kind of chamomile, the petals of which are associated with this activity, but it itself is a petal in the daisies of other activities. At the same time, there is a core offlower activity (what we are accustomed to seeing and drawing), immanent precisely of this activity and having an independent value and meaning. Here lies the history of activity - both as its own history and as part of world history, and e e mythology, and e e theory, culture (traditions), metaphysics, ethics, etc.

Entrepreneurship, therefore, is never confined to the activities generated by it and extends in one way or another to related activities: McDonalds is not just fast food public catering, but also an educational environment, agriculture, the world of advertising, social policy, first of all, young people, and much, much more.

Strange as it may seem, the essence of an activity is not immediately and not always. Moreover, for the external and outside eye, it usually becomes manifest and, only by immersing yourself in it all ez and for a long time, you begin to understand ee. So, for example, only after several decades of presence in education, it seems, understood what it really is.

Educational activity is, first of all, the formation of a human being in a person, and in this sense both education and development are applicable only to a person, but not to society, society, institutions, organizations and even more so to natural objects [3]

### Academic Career

The concept of "collective thought activity" was developed and introduced into scientific, philosophical and methodological use by G.P. Shchedrovitsky [6] and his followers. Science is a complexly organized collective activity, characterized by a number of features:

- scientific technologies are very inflectional even in the most stringent scientific disciplines;
- science does not rely on facts and practice, but on theoretical foundations [4] up to "if the facts contradict my theory, then the worse for the facts" [1];
- Science represents two important processes: search (search) – literary, bibliographic, informational, statistical, expeditionary, etc. – and reflection (theoretical, typological, conceptual, conceptual, etc.) of search, research; since both processes are usually carried out by the same person, the hope that the search can be redirected to robots, cyborgs and computers untenable;
- the role of the scientist, his personality and talent, even in very large and crowded developments, is noticeable and expressive;
- in science, the role of chance is very great; it is normal if the search and all the intellectual efforts of a group of scientists, sometimes long-term, are in vain and fruitless – this should be treated coolly and calmly, since they make up the vast majority of research; everything happens by chance, but special conditions are needed for the case: solitude and detachment.

Scientific production [8] differs from any other producing and entrepreneurship in that, in addition to the standard set of producer functions (financial, organizational, PR functions, etc.), it must provide conditions for the emergence of ad hoc.

Ad hoc (on occasion) as a phenomenon of scientific life is most fully described by P. Feyerabend [7].

Archimedes' ad hoc was that he, while taking a bath alone, understood how to measure the volume of a complex piece of pure

gold jewelry with the help of the law he discovered: “a body immersed in water [or any other liquid or gas] loses as much weight as the water it displaced weighs.” Of course, Archimedes was not focused on this law, but on how to determine whether a goldsmith had mixed a foreign metal with gold when forging the crown of King Hierona II.

Ad hoc Galileo is an assignment he received from duke Cosimo II de’ Medici of Tuscany, who wished to be both in the thick of the battle and to be safe. Galileo, like Leonardo da Vinci, and the Dutchman Leeuwenhoek, and Kepler, and later Galileo Newton, made a telescope with successively arranged lenses. He preferred to do this in solitude, at night. Under his feet another midnigher was always spinning, cat. Driving away the purr, Galileo accidentally touched his trumpet with his elbow and suddenly saw through the telescope the sky and the moon, e mountains and craters similar to those on Earth.

According to legend, Dmitri Mendeleev dreamed of his periodic table of chemical elements in a dream like a card solitaire, which the chemist was fond of: “It is said that in search of connections that unite the elements into a single foundation of the universe, Mendeleev wrote on business cards on the one hand the name of the element, and on the other - its atomic weight and the formulas of the main compounds. For hours in his office, he shifted this chemical “solitaire”, arranging the elements by properties into logical rows. In the end, as a chess player, he imagined in his mind all the field consisting of sixty three ex cells [so many elements were known then] in which the element y was to be placed. But none of the options satisfied him. And then one day in a dream he saw the only order that he was not given in reality. The picture was so clear and distinct. that he woke up, wrote it down on a piece of paper, and in the morning the periodic table was ready...” [9].

The story of solitude is told about Isaac Newton and the apple that fell on him on his parent farm, about the ship’s doctor Robert Mayer, who discovered the law of conservation of energy, comparing the blood tests of sailors taken in temperate and equatorial latitudes, about Steve Hawking, who turned the physical ontology of the universe upside down, sitting in the compartment of a commuter train.

And there are many such examples.

It is said that God helps only the one who is focused on a particular problem and slips the ad hoc and solution to the seeker in time.

In the conditions of collectivity of scientific activity, the scientific producer is obliged to organize the space of the scientist in such a way that it is not just solitary - it must be methodologically oriented and coordinated. The scheme of methodological work was proposed by another R. Descartes [2]:



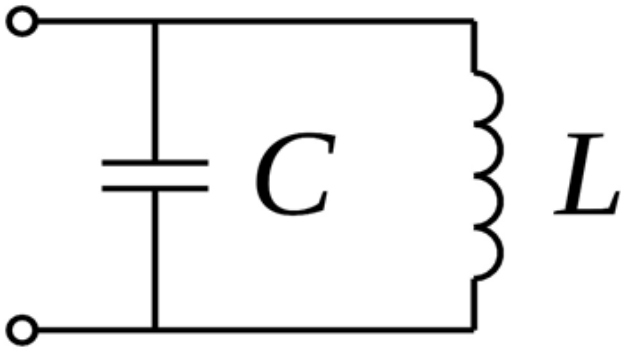
**Rice. 2.** Scheme of methodological organization of the space of scientific activity (according to R. Descartes)

Scientific activity is not only not standardized in time, it can be carried out at any time of the day, moments, flashes, short intervals, continuously - any impulsivity, most often alone, but can also be dialogical, in the laboratory, in the pub, at night in a dream or in insomnia. This inflection of conditions and situation, unpredictability and dependence on chance require patience and composure among the scientists themselves, and the scientific management, and the scientific producer. But at the same time, subject knowledge, an arsenal of tools, the organization of work should always be at hand and be in a mobilized state.

The organization of the space of scientific research is the prerogative of the scientific producer and manager, but it must take into account the individual characteristics of the performers: someone cannot work without music, someone needs absolute silence, someone needs the presence of pretty and young girls, someone is inspired by the landscape outside the window, but all this should contribute to concentration and deepening, detachment.

Perhaps the concept of detachment is key here. Detachment is the state of the most learned: the scientific producer and scientific manager does not interfere here and cannot intervene. Detachment is a kind of sterilization of the communication channel and communication of the student with the Navigator, freeing it from interference and noise.

Detachment is a necessary state, a close action crisis, a voluntary refusal to search for solutions, all but one, cutting off all socio-cultural ties and contacts that act as external interference and noise, a manifestation of trust in the Navigator, the description of which is difficult and therefore most often it is perceived intuitively: it can be a teacher, opponent, God, Cosmic Intelligence, a student, a pet and any other external subject. it establishes an induction (read creative) contour:



**Figure 3:** Induction\creative contour of the dialogue between the researcher and the Navigator

It is important to note that the role of the “induction coil” (L) and the “capacitor” (C) the researcher and the Navigator perform alternately and quite arbitrarily. The scientist as a subject of the study most often finds it difficult to indicate who made the necessary push, he or the Navigator, and therefore usually refers to a fallen apple, a cat under his feet, sleep, the joint of train cars, the blow of billiard balls ...

#### Scientific production as a product of scientific activity

How is live music different from any sound recording, including footage? - in live music there are overtones and vibrations that we do not feel, but are experienced by us, it does not matter whether we are in a hundred thousand stadium in the thick of a huge crowd or listening to a chamber piano. Live music, maybe only one ppm richer than the recording, but this tiny ppm decides everything and is able to cause us to have a stream of emotions, emotions, emotions with its momentary nature with us.

We experience the same thing in the theater from the lively, non-cinematic play of actors, we, breaking through the fourth wall towards each other, begin to empathize with what is happening not on the screen, but much deeper and vitally. And the same effect gives a living word - a speaker, a politician, a preacher, a reciter-reciter, a person who owns a living and penetrating word.

So it is with scientific activity. With scientific activity, not science. And here there is the magic of living thought, a thought that gives rise to other thoughts, in other people – whether within science, in

its educational run-up, or in a social, social environment that sincerely needs to stir minds, to have masters of thoughts, not truth or knowledge spewing out of themselves, but inducing breathtaking thinking. many and many, rushing for a new and living thought, an idea with their guesses, refutations, appendixes and additions.

Actually, this is what scientific production should do: to formalize science as an activity and, consequently, to immerse it in the scientific sphere and engineering, in education as an entrance to science and to the socio-cultural space, where the sacraments of communion with science take place.

#### References

1. Galileo G. – Dialogue on the two most important systems of the world – Ptolemaic and Copernican. 1632.
2. Descartes R. – Discourse on the method to correctly direct one’s mind and seek truth in the sciences. 1637.
3. Levintov A. – Education as an activity. Scientific report. Center for Educational Developments of the Moscow School Skolkovo, Moscow, 2014, 204 p.
4. Popper K. – Logic of scientific research (Logik der Forschung, in Russian translation “Logic and growth of scientific knowledge”). 1934
5. Schumpeter J. – Theory of Economic Development. Capitalism, Socialism and Democracy. M., Eksmo, 2007. ISBN: 978-5-699-19290-8
6. Shchedrovitsky G. P. – Problems of logic of scientific research and analysis of the structure of science. Volume 7. Moscow, “From the archive of G.P. Shchedrovitsky”, 2004. 400 p.
7. Feyerabend, P. (1986). Izbrannye trudy po metodologii nauki [Selected works on the methodology of science]. Moscow: Progress, 542.
8. Levintov, A. (2020). The Problems of Modern Science and the Development of Scientific Producing in Russia. Journal of Business and Economics, 11(9), 999-1023.
9. <https://www.activestudy.info/ximicheskij-pasyans-dmitriya-ivanovicha-mendeleeeva>.

**Copyright:** ©2022 Levintov A. This is an open-access article distributed under the terms of the Creative Commons Attribution License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original author and source are credited.