

THE ROLE OF THE UNIVERSITY CENTER FOR SOCIAL DEVELOPMENT IN THE REGIONAL INNOVATION ECOSYSTEM OF SOCIAL ASSISTANCE

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ABSTRACT

The stable innovation system generation is one of the Russian economic policy priorities. Universities have the role of a central hub in the regional innovation systems formation. This article presents a study of factors influencing the formation and development of the university's innovation environment and examples of innovation activities of the Krasnoyarsk State Pedagogical University V.P. Astafyev (KSPU) in the regional innovation ecosystem of social assistance.

The second section of the article is devoted to the exchange of experience and the results of the university becoming the center of social development in the regional innovation ecosystem of social assistance. An important aspect of this part is a positive result in several key areas: Globalization - mobility and increased competition between universities in China, South Korea, Japan, Poland, Germany, France, Lithuania, Belarus, Ukraine, Kazakhstan and the United States; Multidisciplinary and Interdisciplinary - the integration of science, technology and design, teams from different faculties and universities; and Corporatization - specialized institutes of applied research, and extension of stakeholders.

The final section presents the Transformation Program of the Krasnoyarsk State Pedagogical University at the University Center for Social Development of the Krasnoyarsk Territory for current and future operations. The program includes both initiatives and ongoing projects. Today, many successful examples prove that the Center for Social Development in the field of social assistance of the Krasnoyarsk State Pedagogical University plays an important role in the development of the region.

Conclusion. Krasnoyarsk State Pedagogical University really stands on the route to the social entrepreneurship development and influx of new technologies, introduction of innovative approaches, and becomes the center of social and project competencies of the Krasnoyarsk Territory, one of the leading drivers of social development and of social assistance of the region.

KEYWORDS: innovation activities, Krasnoyarsk State Pedagogical University, center for social development, social assistance

BACKGROUND

Innovation is commercialized knowledge, as defined by author of the innovation theory of development, Joseph Alois Schumpeter [1]. Innovation can be defined here as introduction, development, and operation of new value-added products (services rendered) in the social and economic spheres; update and expansion of

social services, markets for services; development of new social technologies; and the creation of new control systems. This is both the process and the result [2].

Beginning with a view of the role of Universities in the globalizing world and the condition of the higher education system, the authors present the factors/innovations affecting the regional development as well as

those that exert the strongest influence on long-term regional development. The future of innovation, the development of digital information technologies, and the creation of network universities (despising national borders between states) are also discussed [3–9].

In 2017, the Agency for the Development of Innovation Activities of the Krasnoyarsk Territory, presented a report “The role of the University in the regional innovation ecosystem” [10]. It investigated factors which have influence on university’s innovative environment formation and development. Challenges for a modern university were also identified for the Krasnoyarsk Territory.

TRANSFORMATION OF KRASNOYARSK STATE PEDAGOGICAL UNIVERSITY NAMED AFTER V.P. ASTAFIEV IN THE UNIVERSITY CENTER FOR SOCIAL DEVELOPMENT, KRASNOYARSK REGION

The Krasnoyarsk territory is a pilot region of Russia for the transfer of public services in the social sphere to non-governmental organizations. Work is actively carried out with representatives of ministries and departments of the social sphere, and socially oriented non-profit organizations. In 2017, Krasnoyarsk social non-profit organizations received the following percentages of budgetary funds from state programs: social policy - 0.37%; education - 0.41%; health care - 0.01%; culture - 0.1%, physical education and sport - 36.1%.

In general, the socially oriented policy of the Government of the Krasnoyarsk Territory is aimed at activating civil initiatives, creating a competitive market for social services through the development of social entrepreneurship, socially responsible business, socially oriented non-profit organizations, influx of new technologies, and introduction of innovative approaches [11].

Currently, Krasnoyarsk State Pedagogical University named after V.P. Astafiev (founded in 1932) is one of the leading pedagogical universities of Siberia and Far East. The Independent Public Council of the “100 Best Universities of Russia” contest awarded the university a diploma in the category “Best Socially-Oriented University” three times in a row.

The following questions were used to investigate the role of the university center for social development in the regional innovation system of social assistance:

1. What subjects and positions assume the tasks of implementing technological innovations and, as a result, the effectiveness of the activities of the university center for social development?
2. What kind of relationship scheme is possible between those who are responsible for thinking, creating mental products, those who are responsible for making decisions and translating these ideas, for education?
3. Who is responsible for producing innovation?

GENERATION OF KRASNOYARSK STATE PEDAGOGICAL UNIVERSITY

Krasnoyarsk state pedagogical university has passed and is following the same generation paths as other universities (tab. 1).

The first generation university (University of Bologna) was focused on education. The second generation (Humbolt University Berlin) introduced the additional key goal of scientific research.

The third generation of university was initiated by Cambridge University, adding the element of valorization. It means, in this case, the initiating market innovations, helping startups, and bridging the gap with social applications by bringing the ideas outside the university. In this way, the usual functions (educational and scientific) are complemented by the entrepreneurial function.

The university becomes a key subject of regional innovation systems, a leader and a center for the creation of new technological developments. In doing so, it makes a significant contribution to the competitiveness of the region; work becomes more interdisciplinary, the focus is on training quality not just for students, but also employers, and on how employers can create value. It points out that the competitive edge of developed economies mainly relies on their ability to create and utilize knowledge [12]. Thus, university becomes not only good performer of educational and scientific developments, but also a generator, coordinator, and creator of new technological innovations in the social market [13].

Modern economic development demands that due to the increased engagement towards the society and economy, traditional activities of universities should

Table 1. Generations of universities [11]

University 1.0	University 2.0	University 3.0	University 4.0
Scholastic teleological	Classical Humboldt	Polytechnic/social school entrepreneurial	Innovative cluster of innovations and social entrepreneurship
Reproduction and transmission of culture	Production of new scientific knowledge	Personnel training	Production innovation Benefit from know-how
Education	Study Education Transfer to the social sphere of scientific research	Social activities	Innovative Development Technology transfer Research Education
Educated person	Researcher	Specialist of social orientation Entrepreneur	Organizer Manager Technological entrepreneur Researcher

be diversified [14]. It is also necessary to maintain high standards in quality education regarding research activities, and to promote the utilization of results in the local economy [14,15].

The authors agree with M. Steinbuch [15], that research processes themselves are still very *linear*: research begins with a thorough survey of literature, innovation follows, then a paper is written and submitted, the author receives reviewer feedback after three months or so, modifies the article and submits again, and after one or two iterations hopes to have it published one year later. This process is repeated several times and, after a few years, the author's Hirsch index may increase by one. As a result, a young scholar may receive promotion to the next academic level after several of such iterations. However, the academic world is changing fast. Linear thinking and linear processes are replaced by exponential growth using the power of new platforms (i.e. networks), and circular processes.

There are many statements and observations in the discrepancy between the pace of university research and its environment, one of the reasons is the high pedagogical load, ranging from assistant to professor, averaging 900 hours / year. Although, it is understood that high quality research requires time and dedication.

KEY AREAS OF KRASNOYARSK STATE PEDAGOGICAL UNIVERSITY

The university seeks to improve the system of continuing professional education and regional innovation infrastructure; integrate intellectual resources in the field of research and technological development; implement the concept of a university social development center creation in the Krasnoyarsk Territory with the inclusion of not only developments, but also market initiatives - introduction of high technology products in the social sphere [16].

Table 2. Key positions of Krasnoyarsk state pedagogical university

Positions	Activity
University teacher	Broadcasting and reproduction of culture
Social researcher	Basic and applied research Design, life cycle "idea - design - implementation - management"
Social technology entrepreneur	Creating a company on the basis of new innovative developments, technologies, services

CHALLENGES FOR A MODERN KRASNOYARSK STATE PEDAGOGICAL UNIVERSITY

I. Globalization: mobility and increased competition between universities.

Academic exchange of students is carried out with universities of China, South Korea, Japan, and France. Students also traveled to China and Poland for short-

term educational programs. Internships and conferences were held at universities in Poland, Germany, China, USA, France, Belarus, Ukraine, Kazakhstan, and Lithuania. Cultural and educational cooperation has been established with China, South Korea, Poland, Germany, China, and Belarus. The development of educational programs at the international level with the participation of universities in other countries is continuous.

II. Multidisciplinary and interdisciplinary: the integration of science, technology and design, teams from different faculties, universities.

Student Teams: the corps of public observers, Designer of educational environments, Social design for the 2019 Universidad volunteers. The priority multidisciplinary and interdisciplinary projects at the university over the past 2 years have become centers of pedagogical competence within the framework of the movement Young Professionals (World skills Russia) Internship [17], as well as centers of technological excellence. Constant advanced research and design activities are conducted in polyprofessional groups. Traditionally, places of such interaction are basic research and innovation platforms, laboratories of departments in educational organizations, social services for the population, and youth policy. University Centers of technological excellence are currently one of the key elements of the modern innovation system of the university and are multi-competitive research associations of specialists in various fields, combined with practical experience.

A special direction of research and development in centers of technological excellence is devoted to solving the problems of inclusive education. The development of the projects of the International Institute of Autism of the University led to the design of the package of diagnostics and correction of sensory-perceptual disorders in autism and similar conditions; the Center "Technologies of formation (preservation and maintenance) of the psychological health of children and adults." In a specially designed online course for teens "I choose life!" (Mental hygiene and psychological safety of school and everyday life), students can learn self-education and self-development techniques.

III. Corporatization: specialized institutes of applied research, extension of stakeholders.

Hackathon - a special type of private-state partnership in the training of future specialists. Comparison of products developed by graduates with different experiences of participation in project training showed that the best were teams that included graduates of the specially organized KSPU's two-year Honor's Educational Designer Program [18].

KRASNOYARSK STATE PEDAGOGICAL UNIVERSITY AS UNIVERSITY 4.0. PRINCIPLES OF FUNCTIONING

The Center for New Economic Activities, Market orientation seeks to create High-Tech Clusters of Entrepreneurial Firms in the social sphere; retain a link between the development of Fundamental Science and Final Practical Applications of its Results. In addition, it seeks to improve cooperation with employers: cooperation with universities with know-how and experience in basic research for corporate "Research & Development" in solving specific problems of entrepreneurs in the social sphere.

TRANSFORMATION PROGRAM OF KRASNOYARSK STATE PEDAGOGICAL UNIVERSITY INTO THE UNIVERSITY CENTER FOR SOCIAL DEVELOPMENT OF THE KRASNOYARSK TERRITORY

The Transformation Program created project-oriented a higher and additional professional education system in the university; expert support of programs and regional projects of social development; real participation, including student start-ups, and university lecturers in priority projects of the region development. Some of the projects are already implemented in practice to a certain extent, and the list can be longer.

Several excellent examples have origins in 2015 (and continue today) when employees of social sector were placed at the university to deepen their knowledge in a magistracy. Students take part in teaching and certification, giving inspiration to the scientists. One such example is the joint implementation of the Krasnoyarsk Territory "Active Longevity" project – a priority project for social development. The Ministry of Social Policy of the Krasnoyarsk Territory has responsibility for implementation.

Project goal: create a set of conditions increasing the duration and improving the quality of life of the older generation, by introducing the best social practices of active longevity for the elderly.

Directions and activities of the project:

I. Preserving and strengthening the health of senior citizens:

- creation and development of the geriatric service;
- development of a system for provision of social and health services;
- holding sports events with the participation of senior citizens;
- carrying out outreach work with senior citizens.

II. Involvement of senior citizens in social, labor and creative activities:

- expansion of regional people's university «Active longevity» network;
- increasing the computer literacy of senior citizens;

- promoting the employment of senior citizens, vocational training and additional vocational education for senior citizens, who are seeking to resume work their activities.

III. Development of social partnership:

- "Young for the Elderly" - implementation of flagship programs aimed at involving young people in volunteering to help older citizens, social volunteering;
- "Elderly to Elderly" - providing discounts to public organizations of veterans in order to recover the costs associated with conducting socially significant events and providing consulting services for older citizens;
- "Elderly to young people" - carrying out the events by public organizations of veterans on patriotic education of youth, transfer of knowledge and life experience.

Project performance indicators:

1. The increase of life expectancy (from 72.4 to 76 years);
2. The number of older citizens who have been trained under the Active Longevity Project, as well as employed citizens (an increase from 4300 to 18650 people);
3. The share of senior citizens participating in socially significant activities in the total proportion of senior citizens (an increase from 10 to 25%).

Activities of the project «Active longevity», which will involve Krasnoyarsk State Pedagogical University include:

1. Interaction in the implementation of measures to expand the network of the regional people's university «Active longevity»: preparation of scientific and methodological support of the project activities, monitoring its sustainability and effectiveness with the involvement of professors and students of the Institute of Social and Humanitarian Technologies of the KSPU, forming a list of areas (subjects) of training demanded by older citizens in which undergraduates and graduate students will prepare lectures in the framework of scientific and educational practice;
2. Interaction with the socially-oriented non-profit organization "Good Work" to involve young people in social volunteering, increasing the number of KSPU volunteers;
3. The interaction of the KSPU with the involvement of professors and students of the Institute of Social and Humanitarian Technologies in diagnosing and solving a number of problems contributing to improvement the older generation quality of life, assessment of the results / efficiency of the action plan (on basic and scientific-innovative platforms).

One such initiative is the introduction of innovative approaches - special practical training on the basic scientific and innovative sites of the University in the

last year of study, the so-called “Internship”. Students are trained and contribute to solving a number of problems associated with improving the older people quality of life, i.e. promote different types of employment, social and labor adaptation for the elderly. It should be noted that people of more than 60 years old, who fall into the project “Active Longevity” receive comprehensive services from social services, educational structures, etc.

The state and local governments understand that they cannot respond to all requests from citizens. Therefore, they provide tools for the privatization of social services. A new generation has appeared in Russia, which hopes not for the state, but only for itself. These are very creative young people, while more of them are among those who want to work for themselves [19].

What about the elderly? Are they aware of social business and the opportunities that they have? They have mentor-students. Through social networks, they help like-minded people in business opportunities and company registration, for example, in the field of leisure and sports. The elderly unite and help young families with children; organize sports groups (Nord Working, etc.) and interest groups; elderly lawyers, doctors, teachers ... give consultations, including through the Internet. Neither elderly, nor mentors- students are grabbing money with a shovel, their goal is volunteering. They will do business, but they will also contribute to this social element.

Do people of all ages need to learn social business and innovation? The learning process undoubtedly increases motivation. Students feel that they are in an educational system that treats them with respect. And that they are invested in. It is good, if it continues after uni-

versity graduation. The same is true with older entrepreneurs. A person must understand that there are structures that care about him or her. In addition, it really improves the quality of social services and goods. When there is a spirit of creativity, it is always associated with learning.

Quality in higher education is a multidimensional concept. To attain and sustain national, regional or international quality, certain components are particularly relevant. Notably, careful selection of staff and continuous staff development, in particular through the promotion of appropriate programmes for academic staff development, including teaching/learning methodology and mobility between countries, between higher education institutions, and between higher education institutions and the world of work, as well as student mobility within and between countries. The new information technologies are an important tool in this process, owing to their impact on the acquisition of knowledge and know-how [20,21]. Today, many successful examples prove that Krasnoyarsk State Pedagogical University has an important role in the enhancement of the region.

CONCLUSION

Krasnoyarsk State Pedagogical University really stands on the route to the social entrepreneurship development and influx of new technologies, introduction of innovative approaches and becomes the center of social and project competencies of the Krasnoyarsk Territory, one of the leading drivers of social development and of social assistance of the region.

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