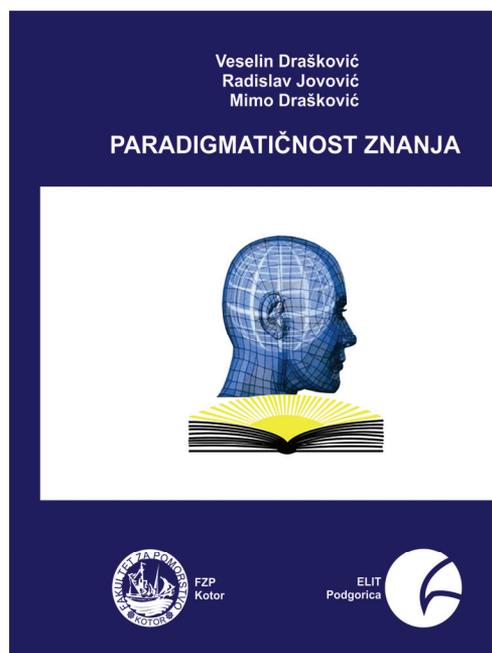


“Paradigmatic Knowledge”

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The authors wrote inspirational 278 pages scientific monograph “Paradigmatic knowledge” as a rare, high-quality and durable ode to knowledge. Why ode? Because the authors skillfully select major thoughts and researches on the knowledge and put them in the function of their own research, by which critically rethink paradigmatic of “new economy” and “knowledge economy” and emphasize the broader and undisputed paradigm – knowledge. In addition, they connect paradigmatic knowledge with developed institutional environment, and this idea represents the distinct contribution of their work.

The text of the book is clear, concise, concentrated, high-quality, methodologically and technically flawless shaped, with a lot of elected citations, which are carefully selected and adapted to the thematic context. Instead of retelling, I will focus on some key sentences of the authors from the preface and short excerpts of the reviewers of the text. The authors conclude: „*In the last 15 years, the importance of the many issues related to the knowledge and its management is rapidly growing, both in academic and research circles... The success and stability of modern companies predominantly depend on the continuity of innovation. It imposes a shortened life cycle of goods and services. Economic growth and development depend on the continuity of technological revolutions that change the structural characteristics of the socio-economic relations. In all these fields, a knowledge is obligating component, and therefore it imposes, among other things, the idea of its paradigmatics... A paradigmatic knowledge is indisputable today for several reasons, but primarily because of its dominant importance for the future of humanity and sustainable development. In addition, another reason is the number of theoretical concepts contain-*

ing knowledge: a) the concept of knowledge as the only unlimited resource and the key factor for sustainable development, b) the concept of knowledge as a product, because production of knowledge is the most important determinant of modern economics, c) the concept of codified knowledge, which becomes the most important component of the economic relations, d) the concept of economy knowledge and society knowledge as the most important consequences of an information society development, and e) the concept of the new economy (hereafter n. e.) as questionable theoretical and methodological construction, found in the jargon and articles of many authors... A complexity, uncertainty and variability of the environment are the only constant components in the life of organization. Under those circumstances, the sustainability of any business system requires knowledge, its use and continuous growth. This is also the reason to accept the idea of paradigmatic knowledge.“ (the preface)

Although the authors advocate the paradigmatic knowledge in general and civilizational terms of its outstanding achievements in recent decades, they correctly state: „In view of the new paradigm... new economy deserves that title only in terms of creating a completely new economic reality, business skills, new nature of the company, its structure and organization... No matter how more or less paradigmatic significance has been affixed to new economy, period of its creation caused significant and revolutionary changes, which have been scientifically monitored, analyzed and researched. Economic science and economic reality have entered a new epoch long time ago, which can be defined as pluralistic institutional and economic synergetics. It rests on the evolution of complex, dynamic, open and virtual business systems based on the principles of flexible self-organization, equal and „floating“ (mobile, temporary) cooperation between partners and limited autonomy. It is expected that the rapid changes of the economic reality (influenced by new economy), the structure of contradictions, priorities, value system and criteria, affect the development of many new directions of economic thought.“

In the book, the authors point out in the original way: „The growing role and value of the knowledge in creating a competitive advantage in modern turbulent conditions, where the only certainty is uncertainty; The imperative necessity of forcing its maximum and the broadest use at all levels and in all segments of society; The need for continuous learning and acquiring new knowledge, without whom sustainable development of economy and society would be hard to imagine; The fact that developed institutional environment is the most important condition for creating a successful model of knowledge use and management; The need for civilized relation towards the knowledge; The need for adequate investment in knowledge, expansion of knowledge and specialization of existing and available knowledge; The need for productive use of other people's knowledge and innovation to the highest extent; The need for an impartial selection, evaluation, and appreciation of knowledge at all levels and in all sectors of society; and The need for a critical attitude towards the quasi-knowledge.“

I was particularly impressed with the following critical, warning and welcomed remarks by the authors: „The future will only exacerbate the stated need for knowledge. That is particularly important in the current situation of hyper-producing graduations without real coverage in knowledge. Hopefully, in this region will soon really respect and motivate knowledge, not just mention it, rhetorically and formally, in the media, and essentially bypass the reality. We believe that the evaluation criteria and standards of knowledge transfer should and must be at the highest possible level, in every way. This is the only solution for a successful future and for overcoming all of the crisis. In the field of knowledge there is no room for improvisation, omissions, concealment and manipulation.“

Throughout the text, the authors prove their basic idea that „a knowledge is power“, but only in a developed institutionalized environment. An ignorance is a weakness... But the ignorance (conscious or unconscious) can sometimes be used as a successful and interesting method of a primitive tool of so-called „elite“ and alibi-reformers for initiating a mass delusions, confusions, replacement thesis, etc.. And it may sounds (and it is) absurd, paradoxical and illogical.

This manuscript is structured in three parts, forming a compact unit and logical step in the historical, research and methodological point of view. A consideration of paradigmatic knowl-

edge begins with the characteristics and phenomena of n. e., the knowledge society and economic network, further expanding of the knowledge economy and its major determinants (knowledge, innovation, intellectual and social capital). It ends with many complex aspects and models of knowledge management.

In the review of Professor E. Popov (*Member of Russian Academy of Sciences Chief Secretary of the Ural Branch of the Russian Academy of Sciences*) expressed compliments to authors, who have wide experience in preparing of “*Montenegrin Journal of Economics*” and who organized the prestigious international scientific conference in October 2012 (in Kotor, Montenegro). Having got the text in mother language of the authors, Professor Popov was not able to point out numerous qualities which characterize the considered book. However, he will certainly do in its upcoming edition in Russian and English, as the known publishers are interested in publishing of the book. Popov declared: “*This new monograph is devoted to the problem of knowledge application in economics. Here one may see many spheres of application and authors analyzed this spheres: new economy, society of knowledge and network economy. Also the monograph was divided on several perspective sections. Growing role and importance of knowledge, the necessity of constant learning, the importance of knowledge, the connection between economy of knowledge and knowledge management, and other items discussed in the book. To my mind this monograph titled ‘Paradigmatic Knowledge’ will be the good handbook and scientific investigation for the scientist who take part in the knowledge economy researches.*”

Professor M. Jaksic (*University of Belgrade, Faculty of Economics, Serbia*) pointed out that the authors have dedicated this book to “*unbreakable and increasingly important connection between education, knowledge, innovation and competitive advantage of nations, because the sources of wealth of nations today must be seek in these intangible factors. In the book, the authors discuss the growing role of knowledge to create competitive advantages in the present conditions of uncertainty. It imposes determinants such as: innovation, sustainability, inclusive institutions, stimulative regulatory environment, continuous learning and acquiring new knowledge, investing in knowledge, dissemination of knowledge, and the improvement of existing available knowledge. The guiding idea of the authors is that dominant importance of knowledge primarily determines the development strategies and appropriate policies at national and corporate levels, and that the development of knowledge requires developed and stabile institutional conditions.*”

Jaksic further stated that “*academic, scientific founded, open and comprehensive analysis characterize their general theoretical approach, which allows the authors to comprehensively and thoroughly, without apriorism and exclusiveness explain important issues in the modern society and economy. And just - the axis knowledge-innovation-institutions-development - is what separates successful from unsuccessful, prosperous from stagnating, and allows the first ones desired climbing on the world scale of the social and economic development. These important drivers of the social and economic development are explained when the authors write that the knowledge economy has formed until recently - unseen phenomenon - an open economy virtualization, its dematerialization and great independence of national borders. Economic, political, civil and social power in the world will not only determine the amount of resources which possess the specific social and/or national community, its size and economic power, but knowledge and skills to use their resources of the most efficient manner*”.

The authors suggest that continuing learning is the precondition for achieving “*knowledge society, pointing to the consequences that it has on the learning organization and the enterprise economy, the nature of institutions, the establishment of the network of relations, the growing importance of supporting regulatory mechanisms of the body, which, like a spider web should encourage networking of key stakeholders. The authors point to the extraordinary importance of the link paradigmatic knowledge and institutions, which can provide the overall social and economic progress in terms of permanent changes. With great pleasure propose of this book for publication, which is by its nature scientific monographs.*”

Professor D. Stoyanov (*University of Rijeka, Faculty of Economic, Croatia*) said: “*Already in the first chapter of the manuscript ‘Paradigmatic knowledge’ readers will be intrigued by the*

paradoxical chart, on which supply curve has a negative slope, and the demand curve has a positive slope. Authors resolve the paradox, on scientific, arguable, elegant and clever way. The new economy, the knowledge economy, virtual economy, information economy, or cybernetic economy, transforme the image of neoclassical paradigm in the new history, which is in front of us: In the situation of network resources, supply and demand curves are changing traditional place. The authors on the expertly and authoritative manner are accessing explication and explanation of the main tendencies of the modern development in the areas dominated by knowledge and affirmative attitude towards him: the new economy, the knowledge economy and the knowledge management. They point out that this is the world about civilization breakthrough, and paradigmatic phenomenon that deserves a comprehensive review... The authors on the lucid manner and farseeing, unlike of the neoclassical static and their structural abstraction, and neoliberal fog, conclude that for the development of knowledge economy, in addition to investments and other factors influence, the developed and stable institutional conditions are necessary, and that the revolutionary changes in the role of knowledge in the new economy are prove for its paradigmatic nature... Monograph 'Paradigmatic knowledge' is such a scientific paper which will not leave anyone indifferent, and everyone will learn from it a lot, even those who believe that they know everything about the new economy. It is our honor and pleasure to propose a publisher to print of this, above all, long-awaited manuscript."

Almost eagerly anticipating the publication of this extremely high-quality and avant-garde manuscript in Russian and English, from some of the famous publishers, take this opportunity to heartily recommend it to Montenegrin and regional scientific communitys, and to the wider reading circles. This will be the best evidence that the need to continually expand knowledge and a variety of viewpoints on the same issues and phenomena.

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