

FORMATIONS AND THEIR DRIVING FORCES

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ABSTRACT

Across the humanity's conscious history, the world has lived and developed within the framework of certain political-economic systems. In the 20th century, following the Second World War, the world was divided into capitalist countries with their free markets, on the one hand, and the socialist camp with its predominantly planned economy, on the other. The emergence of the Internet and information technology, followed by the digitalization of the human world, created preconditions for the emergence of a new system, called *digitalism* by the author.

It stands to mention that the digitalism is a new political-economic formation that replaced liberal capitalism and socialism with their weakness and irrelevance in the new world of high technology and easily accessible information. The purpose of this paper is to analyze and compare three systems: capitalism, socialism and digitalism through empirical and theoretical research methods. Its objectives are to describe the uniqueness of each formation, identifying their driving forces and the features used in the process of formation of one or another political-economic system. In defining capitalism, we note its reliance on capitalist capital as the main instrument and engine of expansion. As distinct from the liberals, the socialists declared as their principle the idea of universal equality, using as a catalyst the processes of unification of the working classes of the peoples and the struggle of the enslaved until the total victory of the exploited over the exploiters. Thus, to achieve the paradise of a communist political-economic formation the socialists needed a world revolution and the total suppression of the oppressed against the oppressors. Through studying these systems we can infer that they are similar in purpose and in the means of achieving their goals.

One must bear in mind that in the first part of the article, the author has tried to identify the driving forces of capitalism and socialism, their uniqueness and characteristics, which are manifested in the formation of these political-economic formations, by using the mentioned methods of analysis.

When it comes to the second part, by examining and analyzing the infrastructure (economic, political and social) of our time, the author comes to the conclusion that the subject is none other than the next level in the development of humanity, replacing the previous economic, political and social systems. In his previous writings (AbasovM-F) the author gave this system a name - digitalism. The author identified marketing and advertising as the driving force and the locomotive of this formation. The conclusion reads that, using these tools, a new formation increases its social base, expands the boundaries of its world and works on diffusion of the real world into the virtual world.

The main conclusion of the article is that research into the process of birth of a new political-economic formation will enable mankind to respond to future challenges correctly and timely, to avoid acute collisions, economic and social disasters, and to plan and hedge the risks associated with them.

KEYWORDS: Second World War, political-economic, a communist