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The article analyzes the paradigm of innovation in the context of the One Belt - One Road initiative with an emphasis on the potential of the Great Stone Industrial Park.

The intellectual tradition of Belarus was formed by the logistics factors of the Great Silk Road in the framework of the dialogue between the West and the East. The route from Scandinavia to China on the territory of Belarus had several transit logistics. Railway logistics connect of Belarus from the Baltic Sea. This integrated logistics with dragging elements was used to transport amber from the coast of the Baltic Sea towards the Mediterranean.

Potential of innovation activity connect industrial park Great stone. The fourth industrial revolution formulated the trend of a digital society based on the network structures of artificial intelligence. One of the conditions of this trend is the compatibility of all participants in social communication. The infrastructure of crowd platforms has been created. It is a place of updating the creative resources of society. Project applicants through crowd platforms have the opportunity to dialogue with potential investors and donors. If in a timely manner the project is gaining the necessary financial support, then it becomes innovative.

Elements of the cognitive economy are “smart enterprise”, “smart city” [1]. The basis of management practices is formed by methods and models of artificial intelligence, intelligent information systems, decision support systems, intelligent data processing. Intelligent production planning systems, dynamic expert systems for dispatching enterprise management, financial analysis and planning using neural networks and evolutionary algorithms, as well as intelligent investment portfolio management and risk management systems are used. An important explanation is the nature of the evolution of organizations and social institutions under structural uncertainty.

The basis is an understanding of the mental activity of a person and a model from the field of cognitive sciences. An interdisciplinary concept of heterodox economic theory has been formed. This theory integrated the sections of cognitive, experimental, and behavioral economies [2]. Formed business analytics, da-ta mining, text mining, web mining, business intelligence. Hybrid intelligent systems have been developed that analyze the consciousness and logic of an expert. They consist of cognitive and analytical levels. The cognitive level provides information for processing at the analytical level.

Cognitive methods of analyzing the consciousness of social agents used, testing is carried out of the quality of decision logic for their brain activity, for parametric tuning of intelligent decision support systems. Methods of pairing forecast models and evaluating unstructured situations are used based on cognitive modeling approaches.

Models reproduce all stages of the decision support process - from analyzing the situation to choosing the best alternative. They are designed to support analysts in the face of uncertainty. The expert's knowledge about the situation is modeled in the aspect of his ideas and preferences regarding the control goal and the dynamic properties of the situation. The influence of emotions on decision making, learning processes, decision making in the absence of time is studied. According to the results of research, a whole group of cognitive distortions is classified.

Thus, the interdisciplinary logistics of artificial intelligence is focused on the tasks of ensuring decision making, as well as on the development of effective computer programs for modeling complexly structured situations in the context of solving economic problems of regions and enterprises. In Belarus, this direction of the cognitive economy has become a trend. It is associated with the development of cyberphysical systems, as well as a systematic analysis of social structures based on models of a smart city, smart home and smart enterprise. The Belarusian National Technical University is a structure integrated into the cognitive economy because it has the resources of the Faculty of Information Technology and Robotics, engineering and economic specialties, and the International Institute of Distance Learning.

References:

1. Walliser, B. (2008), Cognitive Economics. Springer.
2. Ross, D. (2005), Economic Theory and Cognitive Science: Micro explanation. The MIT Press, 2005.