

THE INNOVATIVE POTENTIAL OF THE INDIVIDUAL Mihalkova E.I.¹, Radchenko S.A.² (Russian Federation)

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Abstract: *this article is devoted to the psychological phenomenon of "innovative potential of personality". The article presents the results of a theoretical study of this phenomenon, describes its concept and essence, considers the components of innovation potential, and outlines further prospects for research in this area.*

Keywords: *innovativeness, innovative potential of a personality, innovation, personality, innovative potential, theoretical approaches, resources of a personality, the concept of innovativeness, components of the innovative potential of a personality.*

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Аннотация: *данная статья посвящена психологическому феномену «инновационный потенциал личности». В статье представлены результаты теоретического исследования данного феномена, описаны его понятие и сущность, рассмотрены компоненты инновационного потенциала, а также намечены дальнейшие перспективы исследования в данной области.*

Ключевые слова: *инновационность, инновационный потенциал личности, инновации, личность, инновационный потенциал, теоретические подходы, ресурсы личности, понятие инновационность, компоненты инновационного потенциала личности.*

In the modern world, much attention is paid to the problem of personal development, in particular, the development of the innovative potential of the individual. Since today there is an increase in various social fears associated with the unstable political, economic, social situation in our country and the pandemic around the world, the importance of personal innovation is steadily growing. Due to the increase in the number of requests for qualified psychological help over the past decade, there is an assumption about the relationship between social fears and the level of development of the innovative potential of the individual [4].

The concept of «innovative potential of the individual» should be viewed through the prism of the integral characteristics of the subject of society, which combines a number of abilities, qualities and personality traits that ensure the psychological readiness of this subject to generate creative forms of activity for the development, creation and distribution of innovative products. At the same time, E.A. Shmeleva notes that the term «potential» hides a person's ability to overcome adverse obstacles, including various fears. The author notes that the potential develops directly in the context of active interaction in the socio-cultural environment [6]. According to A.A. Chervova, who refers to her multiple studies, the development of innovative potential in a person simultaneously forms contradictory qualities: activity – passivity, the ability to «tear off the new» – tolerance, efficiency – frustration, the desire for new things – fear of change, the realization of their goals – lack of motivation to act [4]. In the works of N.D. Kondratiev, the idea is postulated that the innovative potential of the individual is actualized in crisis periods of society (socio-economic instability, revolutions, wars, changes in technology and technology, competition, etc.), indirectly indicates that social fears are a source of innovation in the individual. However, the author in his works did not consider correlations between innovation potential and social fears [3].

E.G. Kamensky notes that the innovative potential of the individual can rightfully be called «human capital», since this psychological phenomenon reflects the ability of the subject to change in order to achieve full satisfaction of their needs and goals. Based on this, this ability is compared with a system that promotes progress and personal growth. At the same time, it is important that the innovative potential of the individual was considered as a psychological phenomenon that includes the following aspects:

- dynamic personality development;
- initiative of practical innovative activity;
- the specifics of the perception of innovations in the context of the innovation system;
- characteristics of the subject's adaptation to changes in the innovation system [2].

There are a number of classifications of innovative personality in foreign and domestic psychology. For example, R.M. Lobatskaya presents a classification of an innovative personality, which is based on the idea that four most important individual-personal features prevail in the specificity of such a personality. Accordingly, the innovation potential of the personality is conditioned by the following components:

- public-innovative;
- organizational-innovative;
- creative-innovative;
- innovation-creative;

In addition to the above components, a person with innovative potential has a well-developed tendency to natural creativity, that is, to various types of creative activity [3].

V.V. Zazikin and A.A. Derkach distinguish the following components in the structure of the individual's foreign potential:

- ideological and ideological, that is, value-motivated personality traits;
- creative (individual's creative abilities);
- communicative (the ability of a person to interact with others) [1].

A full review of our research is presented in other publications. One of the theoretical conclusions that we have made in the process of studying the innovative potential of the individual are the following:

1. The innovative potential of the individual is one of the most important features that allows a person to carry out more successfully and efficiently not only his professional activities, but also activities in everyday life.

2. The innovation potential combines the dynamic development of personality, the initiative of practical innovative activity, the specifics of the perception of innovations in the context of the innovation system and the characteristics of the subject's adaptation to changes in the innovation system.

3. The innovative potential of an individual plays not only an important role in a person's life, but also contributes to the initiation of a person to direct positive development.

4. Innovation potential as a personality trait is not peculiar to every person, and ways to achieve innovation are possible if institutional norms are violated.

5. The innovative potential of an individual is determined by public-innovative, organizational-innovative, creative-innovative and innovative-creative components. It is a system of updated resources that are implemented in activities focused on obtaining socially significant results. This is a set of individual psychological characteristics that allow you to effectively and productively carry out your activities.

6. Innovation potential has such functions as: practice-oriented, formative innovation experience, development function, transformational, predictive, creative, motivational and objective functions.

The material obtained as a result of the research can be used in the preparation of scientific reports, articles, methodological manuals on this topic for practicing psychologists, teachers and specialists in related fields. It can be noted that thanks to the material under study, further ways of development in this topic have been identified:

- more detailed presentation of the results of this study in further publications (articles, books, reports, presentations);
- research of socio-psychological factors of the formation of the innovative potential of the individual;
- development and testing of a training program aimed at developing the innovative potential of young people;
- attracting sponsorship support for the implementation of all of the above projects.

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