

ECONOMIC UNCERTAINTY, ECONOMIC IDENTITY AND DIGITAL PERSONALISATION

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Annotation

In the article an issue is a substantial focus of analysis and thinking to discover new determinants of economical identity, thinking, digital personalization and management. There are reflections to economic uncertainty and digital identity for problems and need to new substantial research and smart innovative digital skills, personalization and personalism. The results of reflections and knowledge are summarized in conclusions at the end.

Key words: *uncertainty, economic identity, digital personalization, philosophy of digital society.*

Today conditions of economic and financial stability of individuals are of paramount importance both for personal and professional realization, and quality of life. Such stability, especially for young people and students is undoubtedly associated with different aspects of self-determination and cognitive degree of determinants for economical identity, thinking of values, work and management of personality.

Sociological interdisciplinary survey conducted on students in the Faculty of Social Sciences (University "Prof. Dr. Asen Zlatarov", Burgas, Bulgaria) provided a database, which allows analyzing actual problems of education, economic uncertainty, economic identity and national identity. The study showed that despite negative impact of economic uncertainty on self-esteem and student realization, it also creates prerequisites for seeking sustainability through self-determination. In this sense, there is necessary to broaden substantial economic thinking, education and digital culture of young people and students to build early capacity for disclosure and adequate response to existing economic difficulties and sense of building economic identity and prosperity. Negative impact of economic uncertainty on economical identity can be overcome by effective governance at research and creative thinking, and innovative working. [3]

Economic Uncertainty and Identity

In the information era of digital societies, self-determination or identity is an issue that can make it difficult and essential to provoke a meaningless contradiction of value identification, especially when subject's external and internal conditions are in continuous and unclear change, unsystematic transformations, crisis economy and economic and social uncertainty. In such conditions without education and cultural affiliation, related to goals, standards of behavior, language and identification, the economic growth, socialization and inclusion are impossible, and vice versa – there is an expanding alienation and a deep self-deception of citizens in society, accompanied by many contradictions and conflicts.

Fluctuations in macro- and microeconomic security directly determine uncertainty. In this sense, determinants of economic uncertainty depend on both uncertainty of economic environment and failure to meet objectives, for example for sustainable growth of economy or emergence of economic and social shocks. A specific strategic challenge is growth of existential, social and economic uncertainty, along with evolution of transformations and development of certain sectors economy and society, science, technology and culture.

A few important factors of societal uncertainty, for example related to dimensions of data that reflects and acts at micro- and macro level, are followings:

- Risk situations (threats) and unwarrantedness;
- Economic uncertainty phenomena and crisis economy and globalization;
- Idealization of norms and standards; escape from problems in reality from environment, work conditions, meaning and knowledge of existence and relationships;
- Meaninglessness of social and economic values of subject, organization and community, as well as disappearance of small and middle markets, strategies, programs and measures for support and maintenance.

Uncertainty refers to situations, in which probabilities are neither known nor can be inferred, calculated or evaluated in an objective manner. In considering with such an issue, situations of insecurity are often reduced to risk situations.

Movement of capital, goods and services is accompanied by a variety of data, knowledge and communications. Interesting question is by what and how maintenance of established standards, models, mechanisms, instruments and regulations cause risks based on information flows, creating not only information prerequisites of economic uncertainty. In this sense, it is necessary to evaluate relativistic correlations and knowledge relations of cost and value information or disinformation about economic and social products and services that are related to techno-economic and socio-economic systems, as well as on risk management and reliability of data, knowledge and personality. In this context, reliability of information is a key tool of data realism and knowledge in research and estimates of random and predicted risks in models, simulations, positions and communications. [5]

Economic uncertainty separates but also connects identities of work, markets and culture. It has an impact on composition and decomposition of various indicators of identity and sociality, which is necessary for market observation and research, socio-economic phenomena, social and economic reforms and policies. Its broad and constant influence in the society, on the one hand, defines some expected usefulness of probabilities and hypotheses, but on the other hand, it creates prerequisites and leads to an economy of poverty and social exclusion.

"Identity" means self-determination that changes and refines itself with various elements and systems, both in terms of uniformity or similarity, and of meaning to clearly distinguish and demarcate any substantive and formal relationships about a given object or subject, in a way that is unique and recognizable. In this sense, identity creates difficulties, contradictions and problems that are complicated by increasing of data and knowledge, experience, value and change. On other hand, identity is influenced to a lesser extent by economic uncertainty, as it may even be a root cause of not only cost economic self-determination. This is often accompanied by phenomena of different crisis internal and external character, which requires precise cost attention and economic research, quick recognition and effective risk management of similar resources of subject.

A sense-minded and cognitive aspect of personality is inner and outer personal and social face – content and form of essence and meaning of existence, quality of life, thinking, work and relationships that determine knowledge abilities of personality and people to build organizations, community, nation, state and alliance from countries.

Identity is formed and builds from childhood to last breath. It is formed both by the subject's substance and educational, economic, social, scientific and cultural path and heritage. Identity provides a hold balance between objective and subjective sphere of work and life activity. But variety of types of identity and personalization into plurality of it is also problem because the reasons for existence are rooted both in the fluctuations of thinking, consciousness and uncertainty.

Problems arise by development of systems, human and technical essence within the impact of self-control of subject, machines and people as belongings and intellect, good and perfection or imperfection and uncertainty. Constructive thinking, knowledge and Humanistic paradigm qualities and skills are indispensable assets to sustainability and strength of Man, organization and society, and to unique power of searches and creations within of itself. But socialization and inclusion are not always with growth of new communication models and innovation in the postmodern digital economic and social life. [3]

Identity is a mental and cognitive construction that once created is dynamic potential for change into dimensions through thinking and knowledge, experience and values. It affects universal and passing conditions of economic and social uncertainty associated with common territory, markets, history, language, culture, race, ethnicity, religion, values, symbols, media and publicity.

Meaning of concept identity is expanded and transformed with design thinking of scope and inducing subject to focus on good, better or best substance of knowledge, qualities and perspectives within self-identification, self-management and perfection of personality by models of perfectness.

Economic Identity – substantial sign factor of personality

Economic uncertainty creates prerequisites and new risk conditions for wealth and poverty that affect and tread everything in capitalist society because capital in it has ability to quickly change its owners or to create financial, economic, social, political, etc. by type of crises, especially when ownership impedes development of economic relations within cost and value. It is competition, race and dynamics that continue to dominate Minds and move societies and modern communities to next stages and forms of economic and social life that are not perfect and will give way to those who have clearer and wider universal qualities and features for development of economic identity, economic relations and perspectives.

Personal economical identity is a slow variable process. Similar process begins in transition through consumer identity, formed in family, school, social and economic life with postmodern values of consumer and Digital society. This is a difficult process, especially in conditions of economic uncertainty and transition period of valuable transformations into techno-economical and socio-economical systems.

Economic self-determination is a multi-dimensional complex and dynamic phenomenon because the objective and subjective substance and sphere of citizen self-reflects itself and the Being that everything exists by matter of subject, organization, economy, nature, society and the world. In this discourse, formation and construction of an economic identity is not one-sided and unilateral issue and process.

Economic identity refers to the idea that people make economic choices based on both monetary incentives and identity: holding money incentives constant, people refrain from actions that contradict a concept or concept of themselves. The foundations of economic identity were first formulated by economists George Akerlof and Rachel Kranton in the article "Economics and identity" (Quarterly Journal of Economics, 2010), which presented a framework for social inclusion identities in standard economic models. Social identity and ethnic identity turn out to be dependent on economic models, failures or successes, which, on the contrary, affect the factors of economic uncertainty or growth. [1]

Economic identity is determined by subject's ownership, assets and liabilities. It is by kind of individual and group. Both types of the economic identity are determined by the dimensions of the Being, economic thinking and knowledge, societies, nature and environment of existence, which the substance of Man and relations between people use and extend at objective measure but which are objectively independent of to some extent by themselves of it. It is therefore necessary to explore with various interdisciplinary and multidisciplinary approaches and models of self-determination by qualities and characteristics, behavior and cost orientation in the economic and social life.

Economic identity depends on the substance of economical thinking, knowledge and values. It is a basic complex to understand it because it is multifaceted and multi-layered in the Mind and reflections of Minds by data, knowledge and experience from the midst of existence, decision-making, self-management, substantial values and interactions of people. Economic identity is basis for status and development of economic personality and professionals.

The loss of one's own economic identity and a lack of adequate conditions for acquiring a new economic identity is a loss not only for economic relations, but it is also a prerequisite for alienation of subject in the society, depression and even trauma to the personality, because of loss identity is a loss of memory by a kind of material and immaterial property. In this sense, the problem of economic uncertainty is not only economic, but its essence has an important, even fateful, multidisciplinary and broad systemic character, especially in conditions of a crisis economy, endlessly known processes of economic and social changes and successively failing on realization of financial and economic plans and programs in the society.

Fluctuations and changes of economic identity within subjects in team, organization, enterprise, and society can accelerate or slow down certain factors of persons, corporate, organizational and social economic identity and uncertainty, because of potential of economic identity is the capacity for existence and development of economic relations as a basis of any economic and social action and activities, including related to own line of changes. Economic identity is special cost concept of revealing important determinants of quality work and governance that can overcome economic uncertainty and provide sustainable growth.

Further, economic identity is substance for successes and failures of subject as a specialist and professional in the economic and social life, because it is maintained authority and concept in the actions of personality. In this context, constant attention is needed to improve and enrich economic identity and culture at least as a factor, because it facilitates the best and quicker transmission of positive experience and results from economic actions stimulating economic thinking of human quality and relationships. By this sense, it is necessary to study and research valuable substance of economic identity and thinking of new by it.

Digital Identity and Digital Personalization

Value of personal digital identity is increasing by conditions of uncertainty and economic hardship. But it do not guarantee solution of subjective and objective contradictions and success with identity by itself, because data code and signal, technical system and network are only a means of transmitting value of data and knowledge, despite the fact that more and more automatic and automated information, computer and communication devices, systems and technologies are emerging.

Development of digital identity with virtual technologies has diverse and broad innovative potential not only for technical systems and businesses, but also for people and social

networks. But it requires constant observations and new inventions for objective and more realistic, more accurate, faster and more complete reflection and presentation of identity through data, cognitive and value resources, digital culture and reserves of human and technical matter of systems and society.

Problem of identity and social innovation remains lack of sufficient resources, experience and reliable digital environment for improvement of digital identity and real models of different organizations, economic and social knowledge levels, because of both society and economic informational environment continue to be transformed under influence of many systemic and non-systemic factors and attempts at various types of management, knowledge and values.

Development of science, economics and society offer models and architecture of digitalization that identifies subsets with a numerical code and signal, which primarily relates to the communicative nature, computerization and characteristics of subjects, machines and develops respectively, above all, own identity in a communicative aspect within information techno-economical and socio-economical systems and technologies. From the point of view of philosophical sense of self-determination, this is not enough to adequately represent substance of information unit simultaneously in all dimensions of humans and the Being, for example in economic, social and cultural way of life, work and participation in markets and society.

For markets and society, education and science, digital identity is a long-standing issue, because it predetermines few new core problems and challenges of thinking and learning, research and creativity, innovation and practices with data and knowledge. An issue is not only critical design thinking of creating a digital identity, but what is possible and what is being done next with it by cost and value: what, where, when, how, and why it is used, or it poses unnecessary what it develops and what evolves with its framework, how far and behind the digital identity is significant or important with its presence and behavior in the dimensions of being, whom and what attracts or distances from itself and the environment of existence.

Digital identity is quality form of representation of digital unity and diversity of subjects by inner and outer face of data. The content of it is increasingly necessary to relate to wishes and lifestyle of subject, machines and people, and provision and support of it. Digital identity facilitates redefinition of identity by itself, diversifies and accelerates patterns of presentation and sharing, change, or work with it, because it is a kind of primordial with data, which is provided for orientation in the external and internal fields of subject, machines and people.

Economic uncertainty causes, more or less, active or passive demand, in the simplest or easiest way of data, model of imitation and simulation, market and world understanding and worldview.

Personalization of marketing and social messages, brands, advertisements and information expands, diversifies and accelerates its dynamics, efficiency and effectiveness through varying degrees of innovation and consumer practices. But in such dynamic models and their interactions, there are no features of economic identity that facilitate identification and expand communications and markets with an interesting and new cost design of information unit that is useful for economic identity and its relation to environment of growth or insecurity.

Due to the dynamics of economic and social life (growth or shocks), innovation or continuous innovation, there is a need to form, build and periodically maintain new digital economic literacy, knowledge and skills to develop economic individual and social identity.

Research, modernization and development of data economics models, systems and software applications, simulations and choices of solutions are cross related to the reliability of information, for example on the diversity and types of data and innovation management, because they are basis for ensuring to a higher degree of realism and quick cost orientation with the help of digital economic identity of subject, machines and people. But this requires not only digital economic literacy starting from primary school, but also developing and maintaining it on a professional level with new determinants and development of it in communication and navigation technologies by network smart skills and unbelievable digital culture.

In the area of the Digital Agenda of the European Union and concept of creating a single information space, there is a need not only for the technical information definition of digital identity, but also for its development as an economic and social digital identity in order to achieve the objectives of the EU's strategy for sustainable and smart growth and knowledge-based innovation and inclusion, and to build a Union of Innovation. [4] In this sense, computer, communication and information competences and identities predetermine basic forms of existence and improvement of digital identity with new issues and directions of realization in the digital markets, economic and social life.

Common economy, unified territorial connectivity and mobility of citizens are basis of cultural economic identity and for development of it. But economic and market situations are fundamentally changing – advertising companies overlook customers' preferences and value of quality experience. Customers are naturally willing to expect real-time customized messages

and links to companies that deal with products, services and brands that do not fall short of their expectations and interests. In this context, economic and social identity give a certain profile, mood and image of economic and social environment, and markets within specific personalization of digitalization.

Identity research, such as the customer's targeting of cross messages, meaningful market offerings with integrity and customer-friendliness, even associate client profiles across the Internet and social networks. In this sense, consumer identity with new types of experience in consumption and trade is a reliable objective economic basis for overcoming the risk and crisis prerequisites for uncertainty and economic hardship. But it requires surveys because it can often change its preferences and participation in the consumption of goods and services. This is often case, for example, survey method for consumer demands and determination of certain user identity features for specific products and services. On the other hand, the subject and people sometimes consciously allow themselves to be cheated or deceived, perhaps to enjoy the knowledge or challenge of self-consciousness and its authority "Ego" and "Above Ego".

An interesting contemporary challenge is creation, for example, of an investment profile based on intelligent management of economic identity, support and development by subjects in social networks and digital markets, because dynamics of information change requires correspondingly quick, adequate and correct evaluations, decisions and actions that are not only related to specific information objects, but they are based on cost and values of economic self-determination, possibilities and purpose of subject to be included in systems and networks. In this context arise the role and importance of economic identity and capacity of it to present and enhance competencies, experience and cognitive resources of personality and digitalization.

Formation of an economic and social identity of subject, team, group and organization in changing media environment requires digital, media and multicultural literacy, innovation thinking, adaptability and complexity management, organized thinking and effective communication. It is hampered by information burden, emergence of new technical and technological opportunities for presentations and media channels, dynamic transformation and impact to new identity and digital markets. This has a wide social and economic cost context, for example in the nature of relations and development of media, business organizations, markets, administration, culture and education. Philosophy of structural, functional and dynamic models of intra-individual and intra-group phenomena and mechanisms predetermines substantial meaning and importance of roles, effects and effectiveness of information-cognitive management in the presentation and management of economical identity and digital personalization of it.

Philosophy of society and social innovations implies free and smart development of data and knowledge, a new kind of culture within digital thinking and skills, digital personalization, personalism and innovation management to solve different issues and challenges from dynamic of transformations, internal and external financial and economic phenomena and identity, as well as ensuring growth on basis of digital systems and virtual technologies in the social and economic life, digital markets and European Union of Innovation. But such type of information and innovation management is also of a risky nature for which it is necessary to combine them within full value, crisis management and smart digital reliability of skills.

Uncertainty in the economic and social systems depends on basic and practical reliability of data and philosophy of technical, economic, social, political, educational, scientific and cultural knowledge and systems of organization and society. In such relations of interdependence and relativism of data, relations, connections and systems, data and knowledge increase scientific, social and economical values in the dynamic of change while increasing intelligence of economical thinking, technical devices, systems and networks. Such value requires in economic relations smart economic identity that understands values and aims to cultivate self-perfection with people and systems of economic and social life.

A huge challenge for successful and effective solutions of digital management is high race of thinking speed, design and movement of electronic digital form and information signal. New types of exposures, risks and prospects for improving human and technical nature (systems and networks) and digital identity of it will emerge by digital space of virtual world.

Information is not uniformly produced and distributed in the objective and subjective world and aspects of ideas, knowledge and ideals. This is a source-base of essential contradiction and specific information space and time. In the substance of such relation, the information and its reliability are an increasingly important, all-rounder, fast-acting and valuable factor in any conditions that, with the help of technical devices, systems and technologies, and affect not only localized and subjective (conscious or unconscious) systematically on relationships and

communications between objects of themselves, and objects and subjects. Without reliability of information, we are fueling hopelessness and uncertainty.

Economics and commercialization of data and social relations increase the risks of crisis preconditions and situations of social life and uncertainty in society. For this reason, the reliability economy is useful, for example, as a management tool for innovation and financial engineering. And reliability is becoming more and more intelligent, for example, especially when an information reliability assessment is combined with an innovative indicator of measuring the innovation of an enterprise and even a national economy, as in the European Union.

Over-commercialization of business, capital and society definitely leads to dehumanisation of social relations and a rapid economic and social crisis or accelerated to the likelihood of similarities depending on the magnitude and power of systemic egotism of businessmen, traders, economic and financial elite. Research for highly reliable applications in communication, computer and navigation systems and technologies is one of directions in solving personal, organizational and social problems of work and life.

Techno-economical and socio-economical systems accelerate and expand diversity on basis of data, knowledge, accumulated experience and innovations, which requires smart design of architectural access and reliability of information. Like any system, they have data structural and functional constraints and resources that over time require maintenance, upgrading and reassessment of safety and efficiency, as well as a review of value and asset management. This is impossible without qualified specialists, experts and engineers who successfully combine competitive solutions in line with requirements of the future of techno-economic and social systems, technologies and expanding of smart reliability in societies, diverse market environment and in conditions of sustainable growth or economic uncertainty.

Econometric assessments of goods need to be linked to risk and reliability assessment of data and smart digital skills and management, as well as to standard national and European indicators of economic identity, innovation and growth, for example, for small and medium-sized businesses and organization by social innovations and inclusive actions.

The Mind is life, but not always the life and work flows entirely through knowledge and rational lessons. Economic identity and digital personalization help to reveal various types of risks, contradictions, crisis predispositions and uncertainty. They are a contemporary core of any issues, substantial problems and uncertainties in postmodern socio-economic life, which requires digital, media and multicultural literacy, critical and innovatory thinking, adaptability and management of new management skills within smart digital complexity, organizational behavior and effective communication, innovations and discoveries of scientific and educational systems, and culture.

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