

METHODOLOGICAL ASPECTS OF GLOBAL CORPORATE RESPONSIBILITY

The world vision of a researcher determines the success of his scientific research, foremost makes major influence on a direction of scientific work. Formed world vision represents the methodology and this methodology in its essence is the world vision in action. Relations of conceptions of world vision and methodology, their unity, interrelationship and influence upon each other are enclosed in this definition. World vision will be abstract and easy violated if it will not be based on the facts of reality.

Quantum conception of consciousness. The substance of a proposed summary is based on studies of physicists in the quantum mechanics area, in particular Max Plank, Albert Einstein, Lui de Broil, K. Devison and L.Jermer, Niles Bor, E/Schredinger, Jan R.G., Dann B.J. and others. Results of their research we have taken as the foundation of real content of consciousness, which will play the huge part in discovering the essence of evolution process, in understanding the economical development effect upon human internal and external life, especially for interpreting the main point of corporate responsibility.

The answer to the question: “What is common between molecule and consciousness” is the principal factor in formulation of the task.

The answer to this question is based on the unity of matter and consciousness. This statement directly relates to the main question of philosophy about the relationship between consciousness and being, spiritual and material in general. Marxism interprets spiritual as the specific product of matter development and this thesis spreads over to understanding of social life.

The author’s opinion about matter and consciousness unity is grounded on the determined researches of physicists and thorough conducted experiments in order to investigate a manifestation of universal corpuscular-wavy dualism of the matter. Since the matter and consciousness are the united reality in our opinion, so our consciousness is also double/ambivalent. Therefore the notions of corpuscular and wave behavior have been used in the description of consciousness.

The answer to the following questions is given on the basis of quantum mechanics of consciousness: how to observe the “transformation” of an emotion into molecule? How to substantiate the materiality of consciousness? The result of study is the recognition of the unity of both sides of reality (particle and wave) which are in conformity to each other and can be percept simultaneously.

The summary has been prepared in accordance with author’s belief that research and use of natural processes as metaphors bring us closer to the reflection of objective reality. Such description depends on limits of our consciousness and intellect. The results of this investigation play important part in human life, in his survival and in the observation of evolution process in general.

Carefully worked out experiments were conducted during more than 10 years in the laboratory at School of Engineering and Applied Sciences at Princeton University under the leadership of professor R. Jan. On the ground of philosophical and statistical analyses of results the new theoretical model was formed – quantum conception of consciousness. Experimental data obtained with the help of special equipment and the results of application of new approaches to statistical information treatment as well as a new method of it’s interpretation will be used in this report.

The unity of both sides of reality (particle and wave) have been grounded on the basis of quantum mechanics of consciousness and these sides are in conformity to each other and might be percept simultaneously. The opening the main point of the given thesis contains the answer to the following questions: how to observe the “transformation” of the emotion into molecule? How to substantiate the materiality of consciousness?

The research and use of natural processes as metaphors bring us closer to the reflection of objective reality. Such description depends on limits of our consciousness and intellect. The results of this investigation play important part in human life, in his survival and in the observation of evolution process in general.

The study of an essence of evolution and globality is necessary for strengthening the methodological base of an international corporate responsibility. Marxism understands the evolution in the scope of

Darwin's theory as the historical process of nature development. This statement is kept today as the basis of the evolution conception. However, as the result of investigation we came to an opposite conclusion: during the evolution process new species do not originate by means of chaotic mutations, but through the consecutive development steps.

One of the founders of evolution process was Greek thinker Pythagoras, lived in VI century BC. He considered evolution as phenomenon directed by cosmic movement/motion to harmony. According to Pythagoras, the goal of human life on the Earth is participation in evolution process and not the blind obedience to the God's will. He considered the main goal of science in understanding and explaining the universal reality at all levels of an existence. At the same time science is not limited by only physical observations, it also includes the hidden but capable to be revealed reasons that can affect physical observations. That is why Pythagorean science contains many ideas that can be a foundation for contemporary development of a methodology and a scientific theory.

The necessity to reveal the essence of globality is logically concluded from the global process of evolutionary development. Pythagoras research in geometry resulted in a fact that he erected the angle stone in foundations of the World. Full embody of idea about meaning of geometric forms being at the ground of Universe structure, as he thought, humanity will find out in epoch of Aquarius approaching now.

Corporate responsibility has got the global meaning today. At current level of world development, in particular economical, it is not enough to limit us by definition that globality represents coherent, full, universal relationships. The question arises in this context: "Why are they such?" The answer has direct relation to theoretical foundation of the global effect of corporate decisions.

Firstly, it is necessary to study the essence of globality as the most important evidence of information system in Universe having the broad and variable mass of knowledge. About 400 years ago Johann Kepler came to conclusion that all planet orbits in our Solar system are based on Plato's bodies. However, having the wrong information about planets' orbits he could not prove the criteria of Plato's bodies as the equality of all edges, surfaces and angles and the fact also that all peaks must be enclosed into sphere. At present times, an Englishman John Martino has inserted into computer for comparison the precise information about maximal, minimal and medium sized orbits of planets available in NASA and the majority of known interrelationships from the sacral geometry. The results were stunning. It was found out that there are no any accidents and sacral geometry defines interrelationships between planet orbits.

The stated above analysis presents more real understanding of an essence of globality. In the draft of a resolution accepted by participants of the World Informatology Forum (WIF-2000), held in Moscow at the edge of centuries and millenniums, sponsored by the United Nations, for the first time informatology interprets the conception of information as universal, common to an essence of the whole mankind and science, enveloping the cosmic spheres of human activity and the whole space of Universe

"The gold section" proportion has the direct relevance to a deeper understanding of "globality" matter. Its main point is expressed by the following formulation: smaller part of the whole related to larger as the larger to the whole. Proportion of segment division in middle ratio is perspective for using in economical management. Mathematical systems, excellently approximating the gold section proportions and representing the ideal case, play the huge part in that.

Informational sphere of Universe represents the live system capable to understand the information, to keep it, to learn from earlier obtained information, to create new information and independently to give an order for acting and material movement. Interests of countries and nations, nature and society and state politics are harmonized in the informational sphere. Therefore the conception of international corporate responsibility can be built on the foundation of globality. The stated above can serve as the methodological base for intra informational proportion of international division of labor and development of main forms of world economical relationships, in particular, the structural components of internal and foreign economical politics. All said about the objectivity of globalization is related in order to escape the chaotic collection

Резюме

В статье изложены аспекты единства бытия и сознания, обоснованные учениями ведущих физиков, философов Макса Планка, Альберта Эйнштейна, Луи де Бройля, К. Девисона и Л. Джермера, Нильса Бора и др.