

Innovations and National Identity on the Example of Germany

Научный руководитель – Яковлев Алексей Александрович

Соченкова А.С.¹, Адхамова А.Ш.²

1 - Российский университет дружбы народов, Факультет физико-математических и естественных наук, Москва, Россия, *E-mail: anasochenkova@gmail.com*; 2 - Российский университет дружбы народов, Факультет физико-математических и естественных наук, Москва, Россия, *E-mail: ami_adhamova@mail.ru*

Annotation

Nowadays innovative companies have tend to hire foreign employees. Therefore there is a question if modern companies have saved their national identity. In this paper authors look through this problem based on the example of the most innovative companies of Germany. **Keywords:** national identity, innovations.

1. Introduction

In 2012 Professor of the Department of Social Philosophy I.A. Gobozov had published the paper "State and National Identity where he presented an unusual view on globalization. In his opinion, it is an artificial process directed by large transnational capital (moreover, capital from countries that were not part of the socialist one). He did not deny the growing integration and interdependence, as well as the gradual unification, but claimed that until the end of the twentieth century this process was not controlled from the outside (although there were those who influenced it). However, we can note that it does not reach conspiracy theories. The "natural" process that has taken place throughout the entire history of mankind, he called internationalization. He named this process "artificial" and called it "globalization".

Nonetheless, any large transnational financial capital still belongs to one or another state at least formally (for example, well-known The Coca-Cola Company, that is presented all over the world, nowadays still remains an American company). From those who gain the profit from the active introduction of innovations, one expects even higher loss of national identity, since university teams, laboratories, research centers often have foreigner specialists in their ranks, and therefore the likelihood that, at least members of the corporation management of a corporation or concern responsible for innovation are less nationally diverse, turns out to be higher. Further internationalization of the team management is also possible as a chain reaction.

However, is it all that simple? In our report, using the example of German companies that are in the Forbes Top-50 ranking on innovation, we will analyze whether the innovation-oriented big business is losing its national identity or the process is much more complicated and controversial.

2. Research

In our research we looked through the list of Top-50 World's Most Innovative Companies [1, 2] and we took only those of them whose founders were Germans. This ranking is presented on the picture below (see Fig. 1).

Further research on the companies in this list showed that only 8 of them could somehow be considered as historically German companies. The list of them is presented in the Table1 below.

Таблица 1. German companies and their ranking in Top-50 of The World's Most Innovative Companies

Rank in Top-50	Name of the company
21	Siemens
23	BASF
27	Bayer
30	Allianz
33	Daimler
36	BMW
38	Pfizer
42	SAP

Here we should say that **Pfizer** was founded by German founder, but it was founded in the USA, so originally this company has tend to get American citizens to the board team. Because of this we decided to exclude this company from the list of German companies since it was influenced by another historical situation and was developing in another economic conditions.

Further research has led to the official websites [3, 4, 5, 6, 7, 8, 9, 10] of the companies where we looked for the members of board. According to the data performed in 2018 the research of the board diversity in national membership of the companies has revealed following numbers. **Siemens** has showed the highest level of the national identity with the stake of 88% of German members. At the same time the lowest value of the national identity level has showed **Allianz** company with only 33% of German members.

We also made calculations of the average percentage of the German members stake in the board team. We got the value around 62%, that means that the level of the national identity in German innovative companies remains high enough to operate this term in application to German companies.

3. Conclusion

Our research has led to several conclusions. First of all, German companies have been in the leading positions in innovations for many years and are still holding their positions. It is possible to obviate the tendency of the internationalization and Americanization of companies' stocks but nevertheless it is clear that the level of national identity stays still pretty high.

4. Acknowledgements

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Список литературы

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- [9] Pfizer official website - www.pfizer.com
- [10] SAP official website - www.sap.de

Иллюстрации



Рис. 1. Top-50 of the most innovative companies in the world in 2018.