



ABSTRACT WORKING PAPER 5.9

VALUES AND SOCIAL CAPITAL AS PREDICTORS OF ATTITUDES TOWARDS INNOVATION

January 2013

This paper presents the results of a large survey which has been conducted in four federal districts of Russian Federation (Central, North Caucasus, Far East, Volga). The study examines the relationship of values and social capital with attitudes towards innovation. The respondents (N = 1238) were asked to fill out a questionnaire, which included the Schwartz value survey SVS-57, a self assessment scale of innovative personality traits [Lebedeva, Tatarko, 2009], and a method of assessing social capital [Tatarko, 2011]. The results of the correlation analysis revealed a positive correlation between values of openness to change and a positive attitude to innovation. It was also found that the components of social capital (trust, tolerance, perceived social capital) positively correlated with attitudes to innovation. The empirical model obtained by means of structural equation modeling generally confirmed the hypothesis of the study and demonstrated the positive impact of the values of openness to change and perceived social capital on attitudes towards innovation in Russia. The strong relationship of the value of openness to change with the attitudes towards innovation is indicative of the need for creating conditions to form the given value as a powerful motivational basis of individual creativity and innovativeness.

In this model, perceived social capital performs to some degree the function of a mediator. Trust relationships in the group, both directly and indirectly through the value of openness to change, promote the adoption and support for innovation. Thus, this empirical study proves once again that the socio-cultural context and the dominant values in society play a significant role in attitudes to innovation, and it is essential to take them into account while designing and implementing innovation policies at every level.