

The book cover features a central white rectangular area containing the title and authors' names. This central area is framed by dark blue geometric shapes: a horizontal bar at the top, a vertical bar on the right side, and a horizontal bar at the bottom. The title is written in a bold, white, sans-serif font, and the authors' names are in a smaller, white, sans-serif font.

**ACHIEVEMENT OF THE SCIENCE AND
EDUCATION SUSTAINABILITY:
THE ROLE OF DIVERSITY**

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Achievement of the Science and Education Sustainability: The Role of Diversity

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Abstract

There is no doubt that science and education play a key role in our life embracing all the aspects such as economic development and natural balance, in other words sustainable development. Therefore, science and education are the source of sustainability development of complementary elements. Obviously, the science is a source of increasing state and business competitiveness. In the current stage of the world economy evolution, the successful development of scientific and educational systems needed to be associated with integration processes that allowing to achieve synergistic effects by combining and coordinating overall efforts. There are number of arguments/needs for integration of education, science, and business – unique scientific, educational, and business spheres and number of socio-economical directions. It demands to consider integration education, science, and business within the regional framework for achievement expected results based on mutually benefits in development of innovation and research development. No doubt that it creates an excellent environment for making education more adequate to requirements of up-to-date market economy. The model for improving management of the integration of science, education and business is aimed at simplifying activities of integrative formation from projects that does not create values. The diversity is the fundamental principle while using in different conditions and environments and can be accepted and understood in a variety of aspects and approaches. The diversity is explaining in some of cases as platform of acceptance of many people and visions into the same of matter or obtion. To assess of integration effectiveness of science, education and business it is vital to monitor and diversify of this area making possible timely identification of problems in terms of development strategic plans for further management of effective commercialization of research activities and being able to create environment for timely response of any changes during the process. It is very important how to achieve expected outcomes in integration of science, education for sustainable development in a wide area of economic progress. This chapter demonstrates for sustainable development of science and education as the basic factor for sustainable development and factor of human resources development and the role of science and education in capacity building.

Keywords

Sustainability, diversity, integration of science, education and innovation, management system

Introduction

An opinion about the end of the oil century demands determination of the direction of the world economy and political system. In this condition what resource will deputate as a dominant factor of energy resources in the world economy as the benchmark? If you look closely at the trends of the powerful world human gain, here is a criterion for evaluation. It can be seen that the intellect will be an indisputable part of the system. Today the essence of this intelligence will become a criterion of the future development. Countries that have identified and implemented appropriate measures will succeed and prosper. It is a well-known fact that in order to achieve what is mentioned above and to stand in the same harmony over time it is only to achieve expected results through the progress and development of education and academic system. These conditions inevitably determine the place and responsibility of science and education in our modern life.

The importance of science-based activities cannot be determined by the influence of the decisions of those responsible persons. The important point here is that the scientific evaluation and appreciation of the society is very important. If the attitude of society to science and scientific activity is not belief or figurative, it should be brought to the level of faith. To achieve this, it is necessary to focus on existing opportunities. A number of structures, such as appropriate museums, the media, as well as properly organized propaganda and advocacy opportunities should play an important role.

It is an undeniable fact that science and technology are becoming more and more important in our lives. How we obtain and distribute food, water, energy and other attributes necessary for human life. Acquisition of knowledge and purposeful application allow improving the quality of the life by creating the basis for sustainable progress. On the other hand, with an innovative approach to science, high-quality food, efficient transport, clean energy, health, communications, waste recycling, etc. allows to solve global problems. The problem of integration of education, science and production being the prerequisite for high quality training of engineering specialists and ensuring competitiveness of domestic economy is as actual today as it was in pre-war time (Sazonova, 2008). The problem's relevance is continual.

An experience of the developed countries shows that today in all directions political and socio-economic policies that affect development of society on the basis of economics, culture, megaprojects and concepts there is a potential for the development of education and high-level personnel. At present, 60-80% of the national wealth in developed countries is made up of human capital. It is also a reflection of the development of science, in other words, of the economy. The development process in this field in the world is based on the development of science and education in Azerbaijan research on the use of advanced or

leading technologies, application of the results of research works for end use product, scientific research organization market infrastructure, which optimizes the relationship between the industry and production structures the creation of the law, the history of inventions and research of individual countries successful implementation in the field of technology, improvement of the technology market, resources that meet modern requirements in the field of humanities, scientific research and development requires be provided.

It should be noted that the role of science and education in the socio-economic development of society is increasing. This is exceptional important in order to increase the role of science in socio-economic development, first of all, science and education itself. Comprehensive measures and strategic decisions should be taken into account to promote development. The establishment and application of modern management systems in the management of science and education is a necessary factor.

The current conditions in which the new reality has emerged the field of scientific and technical activity of the state. Special responsibility and position of the national academies of sciences and universities pursuing their policies puts the obligations and responsibilities. It is an undeniable fact that the most advanced method of conducting research at the modern level in all fields of science and education is now available. There are not enough opportunities for even for developed countries. Therefore, in modern conditions, fundamental science is more focused on the real needs of each country. It is carried out within the framework of international collaboration (Lisetskii and et al., 2015).

Diversity and Opportunity for Development

Diversity is an excellent opportunity for cultivation to be ready to changes that means to be changable. This character and behaviour needed to be educated spirutally for each person as a vital culture for personal development and improvement. It makes possible to come out of people internal abstacles to be ready always to learn and create personal chaous for personal development. Diversity is highly important way and ability in changing personal quality for development of a new thinking and approach, looking and searching opportunities for own needs and people around. It is a best instrument of minimization of risks and mistakes based on integration particular abilities achieved by own education over all devirsity segments and requirements. It makes possible to open our eyes to see the world in obsolutely different “quality and colors”.

Below some of abilities needed to be considered for human diversity:

- accept people’s differences but find common ground;
- learn something new from people that are different to you, don’t shut it down;

- make sure you give everyone a chance to have an opinion;
- avoid using stereotypes and recognise and address your own bias; and
- think about what you are saying

Diversity offers a variety of perspectives. Diversity is a source developing unique experience to use advantages of diversity to work and communicate in the diverse background, nationality and culture. It offers to improve skills and set diversity opinions which can bring a new and significant impact for achievement expected perspectives. It is an attractive instrument for problem solving in any human environment. Because there is always a person who can suggest some particular approach and perspective might be significantly influence in changing direction of problem solving and speeding up a positive role of suggestion.

Diversity increases creativity. Diversity is the platform for creativity within the team and effectively realization and implementation of tasks expected to carry out. It is an environment where each member of the team is independent in impression ideas and novelty during execution of tasks. Diversity leads creativity skills of the team which is significant factor of success. It is learning new and exciting ways to try to execute different tasks from one another is fun and eye opening. It will increase the team spirit at work and challenge out of date ways of working.

Diversity increases productivity and collaboration. The fact is that by embracing diversity it brings more motivation for achievement of goals. Diversity in society creates more mutual understanding and respect to each other and opens environment for feeling of people being able to contribute for society progress. There is common interest and motivation of personal and leaders to use time and provide maximum productivity for achievement of high results.

Solve Important Scientific and Organizational Problems in the Context of the Country's Interest in Development

It is extremely important to manage scientific and educational activities in accordance with modern requirements. In order to achieve this goal, it is very important to correctly determine and choose the direction of management. The goals and objectives can play a key role in making this choice. Objectives help to determine what fundamental management principles are to be achieved by defining the expectations to be achieved. For this purpose, the specificity, which is based on the management of the scientific, educational and intellectual environment in general, must be taken into account and considered. The principle of constantly expanding the opportunities of the community involved in the scientific and educational process to achieve the results they really

strive for, creating an environment for cultivating new and broad models of thinking, creating maximum free environment for the fulfillment of collective aspirations and constantly improving people by learning and training together. The principle of governance, which includes all of above indications the Learning Organization finds its place in the model. The Learning Organization assumes a kind of management in which employees constantly improve and change their environment by gaining knowledge and experience. The process of re-formation of the consciousness of its employees takes place in the Learning Organization. Within such an organization, people contribute to how to create a new reality and how to change it. Skills are constantly being improved individually and collectively in the Learning Organization. Within such an organization, training is not only in the form of traditional seminars and trainings, but also manages the whole process by sharing people's knowledge and mutual assistance. An idea of the Learning Organization and its author, Peter Seng, was brought into the scientific arena. The Learning Organization is based on five basic concepts and principles:

the development of personal skills should be realized through the continuous improvement of knowledge and skills on one's own initiative.

Creating an overall vision. It focuses on the common goals achieved as a result of joint activities. Such activity allows to form an overview of the possible future situation of the organization. The formation of a common vision creates an atmosphere of sincere interest between the parties. General vision skills bring the parties closer to the process of continuous improvement.

Team-scale training. This approach aims to build knowledge as a team and to train the team in practical ways of interacting with each other. Team-level training is conducted both within the organization and as individual teams. In this case, it is talking not only about trainings and seminars, but also about creating a free exchange of ideas within the team. In some cases, dialogue between employees may be inaccessible (Holley and Dansereau, 2014). Within the framework of the dialogue, one or another situation is clarified. It is an undeniable fact that discussion is the best choice. It is team-based training that has a synergistic effect, unlike emotion.

Orientation of mental models. Mental models are deeply rooted in our minds. Everyone has secret beliefs that affect their thinking. These beliefs can negatively affect learning expectations. The danger of stereotypes in the management of the organization and their negative contribution at the organizational level is alarming. The implementation of the new management methods / methods put forward creates an environment of conflict because it is antagonistic to the formed mental thinking. For this reason, in some cases, new management ideas that are productive and progressive remain unrealistic. For this, there should be a constant exchange of views and dark points, and negotiations should be held until consensus is reached.

System thinking. This is the fifth principle that connects all the principles mentioned earlier.

The results of training in a Learning Organization are not limited to making employees more professional. With the help of staff training, as well as teamwork, organizations are balancing their work and development to a new level. Learning Organization is not just about gaining experience. If the organization changes according to the knowledge and experience gained in the learning process, it demonstrates the success of the work carried out. This creates a climate of confidence in the environment that will lead to the development of the organization, both individually and as a team.

Establishment of Management System of Scientific Organizations and Educational Systems

Most of the existing problems in the field of scientific activity are related to the organizational structure and management of science. In this regard, one of the important directions of the policy is to optimize the infrastructure in the management system. Implementation, increase of transparency, implementation of new management mechanisms and more efficient use of human resources. The main purpose of these reforms is to build a political, economic and cultural life which needed to be modernized. In such conditions, structural reforms in scientific and educational institutions, scientific research adaptation to the requirements of modern times, the effectiveness of science, national and statehood compliance with staff, staffing, etc. are important to carry out radical reforms in these areas. Taking into account the existing realities, the structure of science and education is mainly in the interests of the country. Accordingly, it is necessary to organize in flexible and productive forms.

Academies of sciences policy, coordination and evaluation in this field - to the status of the supreme executive state, which carries out the executive function as a matter of fact, it should be improved in terms of structure and management. Optimization of management and improvement of the structure in the field of scientific activity following measures should be implemented for improvement of management system creating integration capacities in science/education/business:

ISO 9001: 2015 in the field of scientific management - below the Quality Management System application of the above-mentioned (QMS) international standards;

- involvement of the organization's staff as a whole in the process;
- activity aimed at customer satisfaction;
- direct participation of management in the process;
- appropriate approach to processes;
- continuous improvement;

- making decisions based on factual information;
- dialogue management of mutual relations;
- adoption of a quality management system is a strategic decision for the organization. The aim is to improve the overall performance of the organization and to provide a fertile ground for sustainable development initiatives (Jensen, 2003). Successes in organizing the implementation of a quality management system based on this

International Standard can be presented as follows:

- a) the ability to consistently provide products and services that meet the customer's requirements and applicable laws and regulations
- b) facilitating opportunities to increase customer satisfaction, ie customer-oriented activities

All this not only makes the integration of science and education successful, but also creates a positive environment for the inclusion of the business factor in the process.

Performing of Scientific Theme Carried out On the Basis of Basic Financing in the Form of Projects

For presentation scientific them in the form of a project considered to implement required to be performed all aspects of the project as project the results, all the financially supported items, staff and responsibilities within the project, the necessary technical means (existing and necessary to be placed, including software), area for project implementation, and in each phases description of the work to be performed and the expected results, which are appropriate for each phase. A special working group required to be created for the evaluation / acceptance of project outcomes in the form of PPP format. Presentations should be made as part of the project content.

Within the institutes to ensure the mobility of problems during the implementation of projects creation of research and development centers / groups is more effective favorable environment for achievement purposful results and the release of market-oriented scientific products.

The most important thing is to change the way of thinking of scientists and researchers involved in research process. This will allow for the commercialization of science.

Research and Innovation/Development Center

Research and Innovation/development is the process of developing and commercializing new ideas, implementing new processes or changing the way business makes money. It can also be viewed as the activities required keeping your business competitive and sustainable for the long term. An innovation center is a cross-functional plan that creates a safe haven for new ideas. With

opportunities for individual and group collaboration across time zones and continents, it is a place that fosters a culture of innovation through the creation, sharing, and testing of idea.

Innovation and research/development are two terms that are sometimes interchangeably used, but carry uniquely different meaning. Innovation is driving new value and value streams, whereas R and D is focusing on what you might already have. The research and development (R and D) process is a process in which new products are developed. Manufacturers of everything from pharmaceuticals to personal computers use this process to identify new ideas, take those ideas through development, and eventually release them on the open market for sale.

The difference between research and development and product development is that research and development is the conception phase in the product life cycle, while product development is the entire process of designing, creating, and marketing new products or existing products with new features.

Figure 1 demonstrates successful integration of tree main segments of science and education commercialization. It should be operated segments of science, education and business all together making possible to observe compenents containing process of integration. The fact is that for successful operation all the segments of science/education/business it should created platfor for linking between elements of the system.

Figure 2 reflects conseptual approach of integration science/education/business. It opens an opportunity to achieve expected success in application of education and science outcomes for industry needs as well as in any sphere it can be needed for use. There are mainly four types innovation can be described as below:

- Disruptive Innovation. Disruptive innovation is often the most well-known type of innovation;
- Incremental Innovation. Incremental innovation constitutes a gradual, continuous improvement of existing products and services;
- Sustaining Innovation; and
- Radical Innovation.

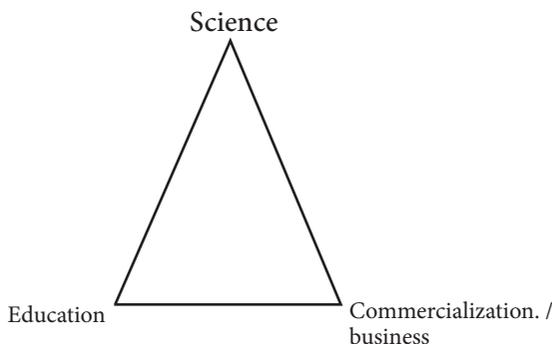


Figure 1. Structure of science/education/business

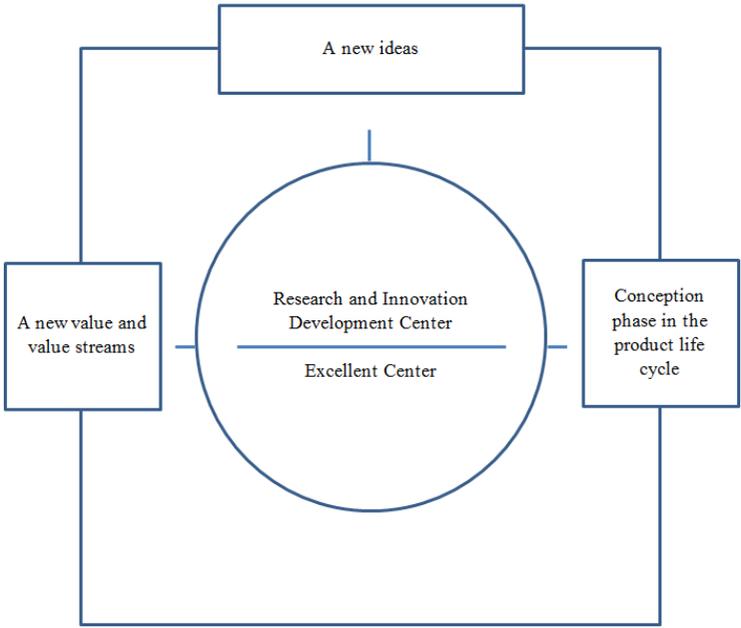


Figure 2. Conceptual picture of science/education/commerce integration

A Necessary Attributes of Innovation Center

Many of the companies and organizations we work with on a culture of innovation focus want to set up an innovation center or lab. This can actually be done in just a day with basic materials. Use a design thinking innovative mindset to get into action quickly with a prototype for your innovation center that you could keep iterating and evolving. There are number of basic things can be used to get innovation center idea into action and make it a physical reality much sooner rather than later.

Organizations of any kind can benefit from the establishment of an innovation center, lab or makerspaces on their own campuses. Innovation centers and their kin establish a physical space for the digital and physical tools and fruits of innovation (Davydenko and et al., 2010). Beyond conducting facilitated innovation centers in the space, companies will oftentimes use an innovation center to showcase their own innovations or new products to employees, investors or even customers. As spaces for innovation, innovation centers typically include the latest technologies and tools for employees to use to experiment or iterate on their ideas or see how else they might apply the technologies in their business.

An innovation center also serves as a space where people can gather and design thinking for innovation can directly happen, meaning it is designed to host brainstorming sessions, design sprints, or innovation workshops.

Organizations need to structure and outfit the innovation space for mobility and collaboration to accommodate this innovation, especially for innovation teams to engage in design thinking or agile activities. Here, it outlined both the tools and supplies for the most basic setup of an innovation center, as well as explore some of the kinds of technologies you might consider including given your own innovation goals and needs.

Here are some of the common elements have seen across innovation centers and labs. Much of what is needed is so basic that you probably have enough things in your office to pull off a prototype of an innovation center or lab in an empty room today. Design thinking, design sprints, lean, and agile are popular approaches that are human centered, collaborate, and quickly iterative. It can be applied in an innovation center. While no doubt that it can be done many innovation approaches, where teams do daily standup meetings, collaborate, or chalk up a scrum board, anywhere, a physical space-like an innovation center-can help.

People in Innovation Centers

This is the most important part. It can get people together in any space for innovation to happen. It does not need all of the bells and whistles. It is necessary to have a trained innovation facilitator who can guide people through design thinking or innovation activities. Almost anyone can participate and has something of value to add to an innovation session but you will get better results with session participants who are trained, skilled, and have an interest and mindset for innovation.

At the very least just get people together and start with an activity just get into action. There is no any need lets the development of an innovation center stop from taking action on innovation and design thinking. It is just to start by keeping it simple with the things which have listed above that almost every organization has. It is vital to iterate innovation center or lab from there. An important thing is to use the innovation process to develop innovation center. A criticism of innovation centers is that sometimes people in the organization think that the center is the only place where innovation happens. No doubts that it is important make sure that it has a culture of innovation that values innovation from anyone, anywhere, anytime. A center can provide the extra boost due to it is focused space and tools. A center can also be the home base for design thinking facilitators and innovation coaches. Since the room is set up for design thinking (and may be where the supplies are stored), it can be an ideal space to host an innovation design thinking facilitator train the trainer program for those trainers, facilitators, coaches, and leaders in your organization.

What makes an innovation center successful?

In order to succeed, innovation labs require a clear purpose that will empower the parent organization:

- a portfolio of beacon projects that push the edge of the organization's current strategy;
- creative teams with a breadth of expertise; and work spaces where the lab can develop and sustain its own unique culture.

It is necessary to consider below philosophy being able to achieve expected results in establishment of innovation center. Try to provide some structure to guide the innovation and exchange of ideas, but not so much that it puts a cap on people's creativity.

- start with a goal. This is a great way to start an innovation hub and focus the efforts toward a common goal;
- define the metrics for success; and
- make your hub diverse.

Incubators centre is the institution that assists entrepreneurs in developing their business and solving problems associated with it, especially in the initial stages, by providing an array of business and technical services, initial seed funds, lab facilities, advisory, network and linkages. There are some factors impacting negatively operation of innovation centers. One reason why they fail is that there is often a lack of clear vision and objectives prior to setting up the lab. That is why before everything else, there must be a clear theme or problem that the innovation lab has to focus on. Innovation teams rarely fail because of the quality of ideas, they fail because they lack an understanding of the organization they are delivering within. Lack of relationship between organization segments. Many innovation teams go out of their way to find outsiders in the hopes of breathing new life and thinking into the organization.

Defining Tasks and Expanding Contacts to Increase Scientific Potential

Talent is always in short supply in any field. It is an undeniable fact that the science and education system, representing the elites of the countries, is directly responsible for the emergence of tomorrow's scientific leadership. To achieve this goal, the following can be included in the list of possible tasks:

- develop leadership skills among young scientists
- by creating the necessary environment and conditions for them to fully demonstrate their potential:
 - increase responsibilities from time to time
 - involve in solving more complex scientific problems
 - develop the ability to communicate with a wide audience
 - to develop the ability to establish cooperation with researchers from other countries with different religious and cultural backgrounds.

It is very important to involve all segments of society in the issue of representation in science and education. The success of scientific research and the increase in the effectiveness of scientific research make it necessary to use the potential of all available talents. For this, it is vital to identify all existing administrative barriers and take action to eliminate them.

One of the priority issues in the field of science and education is the challenges of the modern world and in accordance with the trends of socio-economic development of the country, a modern profession. It is the training of highly qualified personnel with knowledge and skills. The new social, political, economic, demographic, geopolitical, ecological regime of the 21. century in the context of the world, a creative nation, a democratic social state, an inclusive society. The formation of a cultural and civil society is directly related to the high level of economic activity. The quality of the staff depends on the training. Here the place of competitive human capital and modern innovations is a national priority. The main condition for its realization is the creation of a highly qualified human capital. Master's and doctoral studies in order to receive education in accordance with the requirements of the 21. Century education at the secondary level should be modernized, digital technologies should be developed, to train talented young people in the world for the training of specialists in accordance with international standards. Conditions should be created for studying in developed science and higher education institutions.

It is required to be mentioned that implementation following measures in the field of high-quality personnel training important as a part of staff development program:

- the process of training highly qualified scientific personnel, taking into account the world experience, is unique.
- development of effective material incentives for the involvement of young people in science and implementation
- increasing the plan for priority scientific institutions
- scientific research institutes for the effective implementation of the educational program Strengthening the material and technical base of the university and the professor involved in the teaching process - to take measures to stimulate the work of the teaching staff
- special attention is paid to the training of personnel at the PhD and postdoctoral levels abroad. Recognition and recognition of dual diplomas
- assignment of degrees and titles to some scientific institutions, such as pilot projects. assignment of authority
- establishment of advanced science centers and universities for the award of scientific degrees. Discussions are held on a regular basis in order to be conducted on a regular basis
- increase the training and specialization of scientific personnel in new

- fields of science. creation of effective programs for the population
- International cooperation of scientists, retraining and exchange of experience creation of opportunities for financing of organizational work
 - incentives to encourage students and pupils in science and technology creation of native programs and starters
 - scientific research institutes for students of different levels of education organization of “Summer School” and “Summer Internship Programs”
 - computer science, computer engineering, information at all levels of higher education political technologies, programming, to pay special attention to the training of personnel on specialties; and
 - establish special grants for young researchers.

In the context of modern globalization, the development of the scientific potential of each country is its international goal. It is conditioned by direct cooperation. In this regard, the establishment of international scientific cooperation at the level of modern standards. It is necessary. Azerbaijan’s priorities for international scientific cooperation by 2030 are low it consists of details:

- the following measures will be taken to strengthen link with the scientific diaspora living abroad. Implementation of some:
 - establishment of the International Scientific Council of the Scientific Diaspora of Azerbaijan
 - creation of a database on the scientific potential of living abroad;
 - scientific potential of the country abroad for scientific processes in the country and especially for the grant project Assessing the support you can give.
- problems of science (computer biology, machinery, etc.), which are considered a priority for world science. Methods of study, artificial intelligence, nanomaterials, etc.). Joint preparation of research projects with reputable foreign scientific centers and its implementation
- lack of training of highly qualified scientific personnel in the world's leading scientific centers international grants and scholarships for joint research funding extensive use of
- development of science in the field of science in the developed countries of Europe and Asia.
- strengthening scientific cooperation with the Republic of Türkiye, science, technology ANAS-TÜBİTAK-TÜBA coordination in the organization of technical and technological research Ensuring the transition to religion, joint scientific research, development and excellence centers , the establishment of centers on strategic issues related to security

- strengthening scientific cooperation with Islamic countries, Islamic countries organization of joint research with the Science Foundation of the Cooperation Organization of Russia
- establishment of the world's leading science and higher education institutions, especially publishing houses. learning and experience in the field of brand publications and
- modern world experience, knowledge, skills in the presentation of the results of fundamental science acquisition of light and quality.

Promoting the Importance of Science and Education in Society

The importance of science-based activities cannot be determined by the decisions of those responsible. The important point here is that the society's appreciation and appreciation of science and education is of great importance. Society's attitude to science, education and scientific and educational activities must be brought to the level of trust and belief. To achieve this, it is necessary to focus on existing opportunities. To this end, many structures, such as appropriate museums, the media, as well as properly organized propaganda and advocacy opportunities, should play an important role.

Creating New and Effective Opportunities for Linking Science, Education and Business

It is an undeniable fact that science and technology are becoming more and more important in our lives. We try to solve problems such as how we get and distribute food, water, energy and other attributes necessary for life. Acquisition of knowledge and purposeful application allow to improve the quality of life by creating the basis for sustainable progress. On the other hand, with an innovative approach to science and education, high-quality food, efficient transport, clean energy, health, communications, waste recycling, etc. allows to solve global problems.

The use and expansion of new, diverse and effective mutual exchange opportunities is one of the important factors in the implementation of the above-mentioned issues. Communication should be established between those involved in science and education, and in the community involved in science and education in general, by finding and identifying the most effective methods of exchange. All of this should be reflected in the following:

- facilitate the development of all possible means for the exchange of science and education. The exchange of science and education is a topic that helps people working in the field of science and education to communicate more effectively, and the process of establishing exchanges with non-scientific societies should also be explored
- another promotion of exchange and communication in science and education is the rewarding of people working in these fields for their scientific achievements. Such events can promote science and

education by covering science and education in the media. On the other hand, such events further motivate people involved in science and education by introducing them to society

- one of the important points is that such activities will have an impact on the commercialization of science and education. The results will be recognized by the community and they will know where and to whom to turn to solve the problems of the necessary business areas
- use existing best practices. The organization of various seminars, conferences, forums and other relevant events can help to establish communications and contacts.

Creating an Environment that Promotes Trust in Science and Education in Society

Science and education are around us and are involved in all the processes of our daily lives. However, it should be noted that we see science and education as part of our lives only when this connection with science / education and society is evident. In this case, the question naturally arises as to what we can do better to make this connection for everyone?

Although the demonstration of success in scientific research is generally a good sign, its value is not known in society unless the hard work and risks involved in achieving it as a whole are addressed. Scientific success and results are perceived by society as a normal thing, which is considered as the next stage of normalization. All this must be propagated, and in order to achieve this, it is very important to propagate the experiences of a very small part of the society engaged in science and the difficulties with which these achievements are achieved.

Unfortunately, in a scientifically developed country like the United States, public confidence in science is only 35%. In other developed western countries, statistics show lower results. That is, the current problem is not local, but global.

First, it should be noted that increasing the trust and strengthening relations with influential people in the scientific community can make a positive contribution. More effective coverage of their activities, as well as the elimination of negative situations that often overshadow the activities of scientific and educational societies in public, can help to achieve the goal. One of the important factors that can play a role in building trust between society and science and education is that the community of science and education must enter people's homes and instill in them the unique role it plays in the life of every human being. Mosques of science and education must play a leading role in the future, wherever people gather. And this role must be presented in a language and style that society will accept and understand, not with complex thinking. This is not an easy task. There is simply no other way.

The method of research conducted today, and even the communication between the supervisor / researcher and the teacher / student, in some cases has a negative effect on trust. Today, science and education are at a distance from our daily lives. Now, joining the scientific research and educational process, being a scientist or a teacher is completely different from the desire to become a traditional scientist or teacher in the seventeenth century. In order to eliminate them, it is necessary to create conditions for scientists and educators who have a reputation and a say in society to make direct contact with the society. It should be supported by creating an environment in which scientists and educators who are trusted and respected by society have a say. Under such conditions, trust in science and education can be realized more effectively, and in the end, great success of scientific achievements is achieved.

It is very important for scientists and educators to admit their mistakes. We must always remember that the question “how did we get to where we are today” should always be asked. This will help us to look at the existing problems, monitor and identify them, and the next step will be to solve and eliminate them.

The approach to solving the problems of science and education must be determined in accordance with the requirements of our modern life. The scientific community must be sure that it has established relationships and points of trust. The correct formulation of the problem and the correct definition of the approach can help to find the right answers to the questions that affect the life of society by setting priorities for scientific research.

Society can truly see the place of science and education in its life, which can increase confidence in science, education and the scientific community.

It is very important to see how science and education adapt to the processes taking place in our world and contribute as an adaptation. We usually try to determine the essence and value of science by the number of scientific studies conducted. Naturally, the results obtained will increase the public's sympathy for science and education by providing quality presentations. It would not be right to make scientific activity and research effective only with good scientific results. It is very important that the results of scientific research are commercial. The diversification of scientific results should be identified and the assessment of the principle of correct and incorrect arguments should allow monitoring the process.

A very important point is that the state carries out important fundamental research with basic funding. The scientific results obtained simply cannot be integrated into the private sector and contribute to the country's specific problems. To do this, you can solve the problem using existing management tools. Scientific activity is mainly a factor focused on the internal environment

and demand. If scientific knowledge and experience are not reliable and accurate, society will not accept the results obtained and will generally be skeptical of science. In the end, the business will stop further contacts with science as it faces a problem in the decision-making phase.

Establishing High Standards of Professional Activity and Team Behavior

Evaluating any activity is very important. The process of evaluating the submitted reports is also very important. This should not be limited to the design in accordance with the requirements. One of the most important points is that the reports prepared by different scientific directions are qualitatively significant. To this end, a systematic approach to reporting evaluation should be applied.

It is expedient to establish a Scientific Bureau for the Evaluation of Scientific Activity (SBESA), consisting of leading scientists representing various fields of science, which evaluates the reports. The status of this scientific bureau must be determined and formalized. SBESA, in turn, should establish and implement an evaluation system in accordance with each segment of the report, ie the title, purpose, summary, materials and methods used, results obtained and their discussion, references used.

Promoting the Application of Best Practices, Scientific Research and Educational Diversity and Their Practical Implementation

The implementation of these segments will have a positive impact on the effectiveness of scientific activity without exception. The inculcation of the ability to exchange and share in the mosque of science and education is an undeniable priority. Here you can manage the current situation using the “Lessons Learned” method. The “Lessons Learned” (DL) consists of simplified information that reflects both the positive and negative outcomes of the work performed. This tool allows you to determine the effectiveness of the work performed and to investigate and identify each segment that has been successful or unsuccessful during the implementation.

A very important point is to instill the ability to solve problems by taking responsibility in the fields of science and education, which reflect different areas. Such an approach to the issue and the solution of the problem will lead to the creation of professional and professional staff who know their job perfectly.

Motivation of Transformative Thinking and Promotion of Professional Reward System

Creating an atmosphere of discussion and consensus is important to enhance professionalism. It is an undeniable fact that many discoveries have been

made possible by the support of the fundamental sciences. The hard work and contribution of young scientists here is unparalleled. If the unjust propaganda of the result obtained is a blow to the development of science and science as a whole. Undoubtedly, any failure to motivate thinking and intellect will have a serious impact on scientific transformation and educational achievements. For this purpose, a reward system should be established, and its implementation should be very sensitive and careful.

Conclusion

In conclusion, this study has demonstrated that the integration of science, education, and business is crucial to the formation of robust and dynamic systems for sustainable development. The empirical evidence supports the necessity of this triadic integration, reinforcing the need to surmount traditional barriers and encouraging cross-sector collaboration and mutual enrichment. It has highlighted the effectiveness of the learning organization as an indispensable instrument for facilitating this integration process. A learning organization optimizes the interface between these three domains, fostering knowledge exchange, innovation, and superior performance. It is a melting pot where scientific research, educational advancement, and entrepreneurial innovation converge to promote economic growth and societal welfare.

The study also provides insights into the critical lessons learned to ensure the system's successful monitoring. It has elucidated the necessity of dynamic feedback mechanisms, regular evaluation of objectives and outcomes, and adaptability in the context of changing external environments. These lessons have important implications for policy formulation and organizational strategies, highlighting the need for continuous evaluation, learning, and adaptation of the system in order for it to reach its maximum potential.

In our pursuit of prosperity, it is incumbent upon us to adopt these insights. The integration of science, education, and business, the formation of learning organizations, and the utilization of lessons for effective system monitoring constitute a formidable triumvirate for progressive change. Therefore, this framework merits further investigation, refinement, and application in order to enhance the synergy between these vital sectors and realize their collective potential.

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