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THE FORMATION AND DEVELOPMENT OF SCIENTIFIC IDEAS IN ECONOMICS: THE EVOLUTION OF THEORETICAL CONCEPTS, CONTEMPORARY APPROACHES, AND ENTREPRENEURIAL PRACTICE

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Abstract. This article examines the theoretical and methodological foundations of the formation of scientific ideas in economics and explores the historical patterns underlying the emergence and development of economic concepts, from classical political economy to contemporary areas of economic research.

Particular attention is paid to the relationship between scientific inquiry, socio-economic transformation, technological change, and entrepreneurial activity as sources of new economic ideas. The article examines the development of scientific concepts through the work of Adam Smith, David Ricardo, Karl Marx, John Maynard Keynes, Joseph Schumpeter, Amartya Sen, Daniel Kahneman, and Joseph Stiglitz.

The article considers the role of innovative entrepreneurs in creating new economic models and transforming business practice. It proposes an original approach to understanding how economic ideas emerge, based on the interaction of scientific research, the analysis of social needs, practical experimentation, and theoretical generalization.

Keywords: economics, scientific idea, economic theory, scientific inquiry, economic thought, innovation, entrepreneurship, entrepreneurial idea, scientific methodology, digital economy, artificial intelligence, economic development.

Introduction

Economics is a constantly evolving system of knowledge shaped by changes in social production, resource allocation, exchange, consumption, and economic relations. Its development cannot be imagined without the emergence of new scientific ideas, which become the basis for theoretical concepts, research fields, and practical transformation.

The history of economic thought shows that the most significant scientific ideas have generally emerged not in isolation, but in response to particular social needs and contradictions. Changes in production methods, the expansion of trade, the Industrial Revolution, economic crises, globalization, and digitalization have created new research problems requiring scientific explanation.

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For example, the development of market relations in the eighteenth century made it necessary to study the mechanisms of wealth creation and resource allocation. The Great Depression of the twentieth century raised questions about the limits of automatic market adjustment and stimulated the development of Keynesian theory. Today's digital transformation, in turn, raises new questions concerning the platform economy, artificial intelligence, information resources, and the changing nature of entrepreneurship.

The relevance of this study stems from the fact that, under contemporary conditions, economics must not only explain existing processes but also identify new patterns, anticipate change, and provide a scientific basis for economic decision-making.

The purpose of this study is to identify the patterns governing the formation and development of scientific ideas in economics through a historical analysis of economic theories, contemporary scientific approaches, and the practical experience of innovative entrepreneurship.

To achieve this purpose, the following objectives have been set:

to examine the main sources from which scientific ideas in economics emerge;

to reveal the historical continuity of economic concepts;

to analyse the contributions of classical and contemporary economists to the development of economic thought;

to identify the role of entrepreneurial activity in shaping new economic perspectives;

to reveal the specific features of interaction between theoretical knowledge and business practice;

to identify promising directions for the formation of economic ideas amid digital transformation and the use of artificial intelligence.

The methodological foundation of the study comprises historical, systemic, comparative, logical, and institutional approaches, together with methods of scientific generalization and analysis of economic concepts.

1. The Scientific Idea as the Starting Point for the Development of Economics

A scientific idea is an initial form of understanding a particular phenomenon or process. It contains an assumption about its nature, causes, interrelationships, and possible directions of development. In economics, a scientific idea may arise from observing business activity, identifying contradictions in existing theories, analysing statistical data, studying the behaviour of economic agents, or examining entrepreneurs' practical experience.

However, not every interesting thought becomes a scientific idea. To qualify as one, it must have cognitive value, be formulated as a research problem, and receive theoretical or empirical substantiation.

The formation of a scientific idea can be represented as a gradual movement from identifying a problem to providing a scientific explanation. For example, a researcher may observe that an increase in the money supply does not always lead to a proportional increase in output. The initial observation

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becomes a research problem; a hypothesis is then formulated, the conditions for testing it are determined, research is conducted, and a theoretical explanation is developed.

The most important sources of economic ideas include:

First, socio-economic contradictions. Uneven sectoral development, unemployment, inflation, poverty, income inequality, and crises create a demand for new scientific explanations.

Second, technological change. New production technologies, automation, robotics, and artificial intelligence alter cost structures, labour productivity, and competitive relations.

Third, the development of entrepreneurship. Practical experiments by entrepreneurs help identify new forms of production organization, management, financing, and the sale of goods and services.

Fourth, the development of science itself. New research methods, interdisciplinary connections, and critical analysis of existing theories contribute to the emergence of new areas of economic thought.

Thus, an economic idea emerges at the intersection of objective changes in economic life and human intellectual activity.

2. Historical Examples of the Formation of Scientific Ideas in Economics

The history of economic thought makes it possible to trace how specific historical conditions became the basis for the emergence of fundamental scientific concepts.

2.1. Adam Smith: The Idea of the Division of Labour and Market Self-Regulation

Adam Smith was one of the founders of classical political economy. His work, An Inquiry into the Nature and Causes of the Wealth of Nations, marked a major milestone in the development of economics (Smith, 1776).

Smith's economic views took shape during a period of intensive growth in trade, manufacturing, and the social division of labour.

Smith observed that higher labour productivity depends not only on workers' individual abilities but also on how the production process is organized. His famous example of pin manufacturing demonstrated that dividing a complex process into separate operations can substantially increase output. From this observation of production practice, Smith developed a broader scientific idea: the social division of labour is one of the most important sources of productivity growth and national wealth.

Another important element of his intellectual legacy was the idea of market coordination through the interaction of individual economic interests.

The methodological lesson from Smith is that a fundamental economic idea can emerge from the analysis of a specific production process and subsequently acquire universal theoretical significance.

2.2. David Ricardo: The Development of the Theory of Comparative Advantage

David Ricardo was a representative of classical political economy who developed the theory of the international division of labour and income distribution.

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Ricardo's ideas took shape amid the expansion of international trade and the development of industrial production.

By examining differences in production costs between countries, he concluded that mutually beneficial trade is possible even when one country has an absolute advantage in producing all goods.

This led to the theory of comparative advantage (Ricardo, 1817). Its central idea is that countries can benefit economically by specializing in goods for which their opportunity costs are lower. Ricardo's example shows that a scientific idea can emerge by abstracting from numerous secondary factors and identifying a fundamental pattern.

2.3. Karl Marx: The Scientific Idea as a Result of the Critical Analysis of Economic Relations

Karl Marx was the author of the fundamental work Capital, which examines the structure of capitalist production, capital accumulation, and socio-economic contradictions (Marx, 1867).

Marx developed his economic concept through a critical analysis of nineteenth-century industrial capitalism. His approach focused not only on the external manifestations of market relations but also on the internal mechanisms of production, ownership, distribution, and capital accumulation.

The categories of surplus value, capital, wage labour, and reproduction occupy a central place in his theory. Regardless of differing assessments of Marxist theory, its historical significance lies in offering a systematic approach to the study of economic relations and their social structure.

This example demonstrates another mechanism behind the formation of scientific ideas: a critical reassessment of existing views can lead to the creation of a fundamentally new research paradigm.

2.4. John Maynard Keynes: An Economic Crisis as a Source of a New Theory

John Maynard Keynes was the author of The General Theory of Employment, Interest and Money, which had an enormous influence on macroeconomic policy (Keynes, 1936).

One of the clearest examples of historical events influencing the development of economics was the emergence of Keynesianism. The Great Depression of 1929 and the 1930s demonstrated that a market system could remain in a state of high unemployment and insufficient aggregate demand for an extended period. Keynes challenged the assumption that an economy automatically and rapidly returns to full employment.

He developed the concept of effective demand and substantiated the possibility of active government involvement in regulating economic activity through fiscal and monetary policy.

Thus, the economic crisis became not only an object of research but also a major stimulus for the formation of a new macroeconomic theory.

A review of these historical examples shows that the scientific ideas of Smith, Ricardo, Marx, and Keynes emerged under different historical circumstances, yet all sought to identify patterns underlying specific economic phenomena.

3. The Formation of Scientific Ideas in Contemporary Economics

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Contemporary economics is developing amid increasingly complex economic relationships, globalization, technological transformation, and changes in the behaviour of economic agents. As a result, traditional approaches are being supplemented by new theories that take social, psychological, institutional, and informational factors into account.

3.1. Joseph Schumpeter: Innovation as a Source of Economic Development

Schumpeter developed the concept of innovative entrepreneurship and a theory of economic development (Schumpeter, 1934). He proposed viewing the entrepreneur as a key agent of economic transformation. In his concept, an entrepreneur does not merely organize production or manage capital, but introduces new combinations of factors of production.

These combinations include the creation of new goods, the introduction of new production methods, the development of new markets, the use of new sources of raw materials, and the establishment of new organizational structures.

Of particular importance is the concept of "creative destruction". It describes a process in which new technologies and business models displace outdated forms of economic activity.

The scientific value of Schumpeter's ideas lies in linking economic development to the innovative activity of entrepreneurs.

3.2. Amartya Sen: From Income Growth to the Development of Human Capabilities

A significant direction in contemporary economic thought has involved rethinking the very concept of economic development.

Amartya Sen argued that social well-being should be assessed not only by income levels or the production of goods and services, but also by people's real opportunities to lead a life they have reason to value (Sen, 1999).

His capability approach broadened traditional views of economic performance. It emphasizes education, health, social security, freedom of choice, and people's opportunities to participate fully in social life.

Thus, Sen's scientific idea emerged from a critical analysis of the limitations of traditional indicators of economic well-being.

3.3. Daniel Kahneman: The Psychological Foundations of Economic Behaviour

Daniel Kahneman, together with Amos Tversky, made a fundamental contribution to the development of behavioural economics. Their research showed that people's actual decisions do not always conform to assumptions of fully rational economic behaviour. People use simplified mental processes, are subject to cognitive biases, and assess losses and gains differently (Kahneman & Tversky, 1979).

Prospect theory became an important scientific tool for analysing the behaviour of consumers, investors, and other economic agents.

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Kahneman's example shows how integrating psychology and economics can lead to the emergence of new interdisciplinary fields of research.

3.4. Joseph Stiglitz: Information as an Economic Resource

The research of Joseph Stiglitz and his colleagues made a substantial contribution to the development of information economics.

Traditional models of perfect competition often assume that market participants possess complete information. In actual economic activity, however, sellers, buyers, lenders, and borrowers have access to different amounts of information. This creates information asymmetry, which can affect prices, product quality, lending, and investment decisions.

Stiglitz's work demonstrated that imperfect information can be fundamental to the functioning of markets and the formulation of economic policy (Stiglitz, 2002).

Thus, new economic ideas often emerge by identifying factors that were previously considered secondary or were not taken into account in traditional models.

4. Entrepreneurs as Sources of New Economic Ideas

Entrepreneurship deserves particular attention in the study of how economic ideas are formed. Entrepreneurial activity is not merely a means of earning profit; it is also a distinct form of practical search for new solutions.

Unlike a scientific researcher, who primarily studies the patterns of economic processes, an entrepreneur directly experiments with resources, technologies, organizational structures, and models of interaction with consumers.

As a result, entrepreneurial practice becomes a kind of laboratory in which new economic ideas are tested.

4.1. Henry Ford: The Idea of Mass Production

Henry Ford, one of the best-known industrial entrepreneurs of the twentieth century, demonstrated that production organization itself can be an independent source of economic efficiency. The introduction of assembly-line production, standardization of parts, and rationalization of production operations made it possible to increase automobile output substantially and reduce unit costs.

The economic significance of Ford's model went beyond technological improvements in production. It helped transform the entire system of industrial organization, labour relations, and the consumer market. This example shows how an entrepreneurial idea can become a new model of economic organization and subsequently an object of scientific research.

4.2. Steve Jobs: Innovation and the Creation of New Markets

Steve Jobs was one of the best-known representatives of innovative entrepreneurship. His activities show that economic ideas can emerge not only from improving an existing product but also from changing consumers' perceptions of the product itself.

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The development of personal computers, digital music services, and smartphones was accompanied by the creation of new models of interaction among manufacturers, software developers, and consumers.

An especially important outcome was the ecosystem-based organization of business, in which hardware, software, digital services, and user experience form an integrated system of economic value.

From a scientific perspective, this example is relevant to the study of the platform economy, network effects, innovative business models, and the formation of consumer demand.

4.3. Elon Musk: Entrepreneurial Thinking and Technological Transformation

Elon Musk is a representative of contemporary technology-based entrepreneurship.

Musk's entrepreneurial activity is associated with the search for new technological solutions in the automotive industry, space sector, and energy industry. Tesla demonstrates that the development of the electric vehicle market depends not only on vehicle specifications but also on charging infrastructure, battery improvements, service organization, and changes in consumer behaviour.

At SpaceX, the reuse of rocket systems and efforts to reduce the cost of space launches have played an important role.

From an economic perspective, such projects are relevant to the study of technological risks, venture financing, innovation-based competition, and long-term investment.

It should be emphasized, however, that entrepreneurial activity can create conditions for scientific research, but commercial success in itself does not prove the scientific validity of an economic concept.

4.4. Muhammad Yunus: Social Entrepreneurship and Microfinance

Social entrepreneurship occupies a special place in the formation of new economic perspectives. Muhammad Yunus developed microcredit practices aimed at people who lacked access to traditional banking services.

His experience showed that financial instruments can be used not only to generate commercial profit but also to address social problems, support small businesses, and expand people's economic opportunities.

Microfinance has become an independent field of economic research covering access to financial resources, poverty, social mobility, and the efficiency of credit institutions.

These examples suggest that entrepreneurial practice is an important source of new economic ideas. Entrepreneurs and scholars perform different but complementary functions: the former create and test practical solutions, while the latter identify underlying patterns and develop scientific explanations.

Economics develops through the continuous interaction of theoretical inquiry and changes in real economic life. The formation of new scientific ideas should therefore be viewed not only as the result of individual intellectual creativity but also as a natural process in the development of scientific knowledge.

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For a deeper understanding of this process, it is useful to consider research in the philosophy of science. In The Structure of Scientific Revolutions, Thomas Kuhn argued that science does not always develop through the simple accumulation of knowledge. At certain historical moments, accumulated contradictions and unresolved problems may lead to a revision of dominant scientific views and the formation of a new paradigm (Kuhn, 1962).

This argument is highly relevant to economics. For example, the development of Keynesian theory resulted from a reassessment of traditional views on market equilibrium and employment during the Great Depression.

Another important methodological approach is found in the work of Karl Popper. According to his concept, a scientific theory must allow for empirical testing and potential falsification. Scientific development involves proposing hypotheses, critically testing them, and eliminating identified errors (Popper, 1959).

In economic research, this means that a scientific idea must be logically coherent and contain propositions that can be tested using statistical data, observations, economic experiments, or comparative analysis.

The ideas of Kuhn and Popper therefore make it possible to identify two complementary mechanisms in the development of economic knowledge:

the paradigm-based mechanism — a change in fundamental scientific views;

the critical-empirical mechanism — testing hypotheses, identifying errors, and improving theories.

At the same time, the formation of economic ideas also has a practical dimension. The research of Joseph Schumpeter is particularly important here: he linked economic development to entrepreneurs' innovative activity and the emergence of new combinations of factors of production (Schumpeter, 1934).

Consequently, the theoretical foundation of this study is the integration of three approaches: historical-paradigmatic, critical-empirical, and innovation-entrepreneurial. Their combination makes it possible to view the formation of scientific ideas as a complex process integrating social needs, scientific inquiry, and practical activity.

Practical implementation and further development. The use of scientific results in business, public administration, and economic policy.

The proposed model does not imply that all scientific ideas necessarily pass through these stages in a strict sequence. In reality, scientific inquiry may begin with a theoretical contradiction, experimental data, or a critical reassessment of a previously developed concept.

A key feature of the model is the feedback relationship between scientific inquiry and practical activity.

A scientific theory may provide the basis for new entrepreneurial projects, while the results of implementing those projects may become a source of new scientific problems.

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This relationship is particularly evident in research on business model innovation. Mark Loon and Xiaohong Iris Quan, in particular, examine the formation of business model innovations as a set of interconnected mechanisms, while research by Patrick Spieth and his co-authors systematizes contemporary areas of business model innovation studies.

5. Contemporary Conditions for the Formation of Economic Ideas: The Digital Economy and Artificial Intelligence

In the twenty-first century, the mechanisms through which economic ideas are formed are undergoing significant change under the influence of digitalization and the development of artificial intelligence. Whereas statistical observations, comparative analysis, and theoretical modelling played a major role in traditional economics, researchers today can work with large datasets, use machine-learning algorithms, and model complex economic processes. This expands the possibilities of economic inquiry.

5.1. Big Data as a Source of New Economic Patterns

The development of digital technologies makes it possible to analyse consumer behaviour, price dynamics, financial flows, and production processes in considerable detail. For example, big data analysis can reveal changes in consumer demand that traditional sample surveys cannot detect.

Such research can generate new ideas in marketing, regional economics, production management, and forecasting economic dynamics. However, the availability of large datasets does not in itself guarantee reliable scientific results. Data representativeness, measurement quality, causal relationships, and possible systematic errors must all be considered.

5.2. Artificial Intelligence as a Tool for Scientific Inquiry

Artificial intelligence opens up new opportunities for economic research. It can be used for:

analysing scientific literature and identifying research gaps;

processing statistical and financial data;

building predictive models;

identifying relationships among economic indicators;

modelling consumer behaviour;

assessing alternative economic development scenarios;

analysing entrepreneurial risks.

The use of artificial intelligence to formulate research hypotheses is particularly important. For example, when studying tourism development in a particular region, a researcher can combine information on tourist flows, transport accessibility, seasonality, hotel infrastructure, prices, and consumer preferences.

Data-analysis algorithms can identify patterns that may serve as a starting point for new scientific hypotheses.

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Artificial intelligence does not replace scientific thinking. It is a tool for searching and processing information, whereas substantiating scientific novelty, testing causal relationships, and interpreting results require the researcher's critical involvement.

5.3. New Economic Ideas in the Context of Digital Entrepreneurship

Digital entrepreneurship creates new models for generating and distributing economic value. These include digital platforms, e-commerce, the sharing economy, fintech, remote services, and the use of artificial intelligence in enterprise management.

A distinctive feature of digital business models is that economic value is increasingly created not only through material production but also through information processing, network interaction, and the use of intellectual resources.

This raises new questions for economics:

How should the value of data as an economic resource be assessed?

How do platform companies affect competition?

How does artificial intelligence change labour productivity?

How are the economic benefits of automation distributed?

What new forms of entrepreneurship are emerging in the digital environment?

How can a balance be achieved between innovation, competition, and the public interest?

Answers to these questions can provide the basis for new scientific concepts and areas of research.

6. The Author's Concept of the Formation of Scientific Ideas in Economics

Theoretical Foundations of the Model

The proposed model draws on several areas of scholarship.

First, the historical-economic approach, which makes it possible to identify how the emergence of scientific concepts depends on specific socio-economic conditions.

Second, the philosophy of scientific inquiry, which explains the mechanisms of hypothesis formation, the testing of scientific propositions, and changes in research paradigms (Kuhn, 1962; Popper, 1959).

Third, the theory of innovative entrepreneurship, which explains the role of practical innovations in economic development (Schumpeter, 1934).

Fourth, institutional and information-based approaches, which make it possible to take into account the influence of information, economic institutions, and the behaviour of agents on the formation of new economic perspectives (Stiglitz, 2002).

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Fifth, research on business model innovation, which examines it as a sequence of interconnected processes and organizational transformations (Andreini et al., 2022).

Integrating these areas makes it possible to offer a more comprehensive explanation of the mechanism through which scientific ideas are formed.

6.1. Structure of the Multilevel Model

The proposed model comprises six interconnected levels and is termed the Multilevel Integrative Model of Economic Idea Formation (MIMEIF):

Level I. Generation of a scientific problem. Identification of contradictions, emerging social needs, economic imbalances, and technological changes (source of the initial impulse).

Level II. Formation of an idea and hypothesis.

Formulation of an initial scientific proposition and identification of the object, subject, and presumed patterns (intellectual construction).

Level III. Practical testing. Testing the initial idea through entrepreneurial experiments, economic observations, and modelling (practical validation).

Level IV. Scientific verification. Empirical testing of hypotheses, assessment of data reliability, identification of limitations, and comparison of alternative explanations (scientific validity).

Level V. Theoretical institutionalization.

Development of a scientific concept and definition of its conceptual framework, patterns, scope of applicability, and research prospects.

(Theoretical consolidation)

Level VI. Practical implementation and dissemination.

Application of the results in entrepreneurship, public administration, education, and economic policy. Economic impact.

Feedback and the generation of new ideas.

A distinctive feature of this model is that each subsequent level not only uses the results of the preceding one but can also change the researcher's initial assumptions. For example, entrepreneurial testing may reveal limitations in the original hypothesis. Scientific verification may require a change in research methodology. Theoretical generalization may show that the results apply not only to an individual enterprise but also to a particular sector of the economy.

Thus, a scientific idea develops not linearly but through successive refinements and feedback loops.

6.2. Four System-Forming Factors of the Model

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For the model to have not only a descriptive but also an explanatory function, four factors affecting all six levels must be identified.

The interaction of these factors determines the speed, direction, and effectiveness of the formation of new economic ideas. Their relative importance may vary depending on the nature of the problem under study. For example, institutional and socio-economic factors may play a leading role in research on international trade, whereas information and technological factors are particularly important in studies of digital entrepreneurship.

The role of entrepreneurial experimentation becomes more significant when developing new methods of production organization.

6.3. Criteria for the Scientific Validity of an Economic Idea

An important addition is the development of criteria that make it possible to distinguish a scientific idea from an ordinary assumption or a commercial proposal.

Six criteria are proposed:

Novelty — the presence of a new proposition, approach, relationship, or way of explaining an economic phenomenon.

Table 1. System-forming factors of the model

Factor	Nature of influence	Outcome
Socio-economic	Needs, contradictions, crises, and market changes	Emergence of a scientific problem
Intellectual-scientific	Research thinking, scientific criticism, theory, and methodology	Formulation and substantiation of hypotheses
Entrepreneurial-practical	Innovations, experiments, and new business models	Practical testing
Information-technological	Big data, digital platforms, AI, and modelling	Expanded research capabilities

Theoretical substantiation — consistency with scientific reasoning and the presence of an argument-based explanation.

Empirical testability — the possibility of comparing a hypothesis with factual data.

Explanatory power — the ability to reveal the causes and mechanisms of economic processes.

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Predictive potential — the possibility of producing well-founded forecasts under specified conditions.

Practical applicability — the possibility of using the results to solve real economic problems.

It should be emphasized that practical applicability is not a mandatory condition for recognizing a fundamental theoretical idea as scientific. However, it is particularly important in applied economic research.

6.4. The Author's Scientific Propositions and Testable Hypotheses

Proposition 1. The greater the intensity of socio-economic and technological change, the higher the likelihood that new research problems will emerge and the greater the need to revise existing economic concepts.

Proposition 2. Interaction between scientific research and entrepreneurial practice increases the opportunities for identifying new economic patterns because it makes it possible to compare theoretical assumptions with actual economic processes.

Proposition 3. The use of digital technologies and artificial intelligence expands the possibilities for generating and initially testing scientific hypotheses; however, the reliability of final conclusions depends on data quality and scientific methodology.

Proposition 4. Feedback mechanisms among research organizations, business entities, and public institutions contribute to more effective dissemination and practical use of economic ideas.

Proposition 5. The scientific validity of an economic idea is determined not by its popularity or commercial success, but by a combination of criteria including novelty, substantiation, testability, and explanatory power.

These propositions can be used as a basis for subsequent empirical research.

7. Discussion of the Research Findings

The analysis suggests that the development of economics is a complex process involving the interaction of historical, social, technological, and intellectual factors.

The examples considered show that the emergence of fundamental economic concepts is often associated with a reassessment of established views on economic activity.

Adam Smith identified the importance of the division of labour for productivity growth. David Ricardo substantiated the economic rationale for international specialization. Karl Marx offered a systematic analysis of capitalist production relations. John Maynard Keynes transformed views on the possibilities of government regulation of the economy.

Contemporary scholars have broadened the subject matter of economics by studying human behaviour, information constraints, social welfare, and innovation-driven development.

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Entrepreneurial practice, in turn, demonstrates that new economic models can emerge directly in the course of business activity.

A key finding of this study is the need to view scientific inquiry and entrepreneurial activity not as isolated processes but as interrelated sources of economic ideas.

The proposed author's model makes it possible to systematize these sources and explain the transition from a social need or practical problem to a scientific concept and its subsequent application.

8. Scientific Novelty and the Distinctiveness of the Proposed Model Compared with Existing Approaches

Its originality lies in combining elements of several research areas into a unified system that explains how an economic idea moves from an initial problem to scientific substantiation and practical application.

The work of Joseph Schumpeter, Amartya Sen, Daniel Kahneman, and Joseph Stiglitz has demonstrated how the subject matter of economics has expanded to include innovation, social, behavioural, and informational factors.

The role of entrepreneurial activity in shaping new economic perspectives is particularly important. Entrepreneurial innovations can serve as a source of scientific hypotheses, while their practical implementation creates conditions for subsequent economic analysis and theoretical generalization.

The most important result of the study is the development of the Multilevel Integrative Model of Economic Idea Formation (MIMEIF). Its conceptual distinctiveness lies in combining six successive levels in the formation and development of a scientific idea with four system-forming factors: socio-economic, intellectual-scientific, entrepreneurial-practical, and information-technological.

The proposed model makes it possible to view the formation of a scientific idea as a dynamic and cyclical process in which theoretical assumptions pass through practical testing, empirical verification, and conceptual generalization.

The inclusion of artificial intelligence and digital technologies among the factors shaping contemporary scientific inquiry is also significant. Their use expands the possibilities for information processing, pattern identification, and the formulation of research hypotheses, but does not eliminate the need for critical verification of the results.

Thus, economics should be viewed not only as a system of accumulated theoretical knowledge but also as a constantly renewing mechanism for generating new ideas capable of explaining contemporary economic processes and shaping prospects for future development.

A promising direction for further research is the empirical testing of the proposed model using evidence from business entities, research organizations, and educational institutions.

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