

## THE USE OF INNOVATIVE POWER

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**Abstract:** *International security is one of the essential topics in strategic studies. It is unarguable that international security has undergone a vast change throughout history, up to the twenty-first century, when it was characterized by a global nature and comprehensiveness of data, and affected the entire international community. There is no party that does not want this data to reach it, in addition to the advantage of rapid transmission of global challenges within a limited period of time. Therefore, we find that the basic concepts and postulates in international and strategic studies have changed and developed due to the interrelated and interacting variables in a manner that is increasing in relative importance, in contrast to the relative declining of some others as a result of the interaction process. One of these concepts is innovation, which is now considered to be one of the key concepts in strategic studies due to its connection to dynamism and productivity. It entails developing new skills. Farrell and Tarff define it as "the development of new military techniques, tactics, strategies, and structure that help predict in a way that achieves peace."*

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### INTRODUCTION:

The endless successive conflicts that the global environment is witnessing, in addition to the trend of the international system towards multipolarity based on the patterns of power that go back to the geopolitical standard and the co-global economy, have made countries move towards innovation. This innovation could change the world image because the world has become in the stage of the game based on satisfying needs. That is, it is not the dimension based on the accumulation of power globally, but rather the dimension based on creativity and innovation. This is because the world has become based on innovation, which indicates that action and behavior have a margin of movement and freedom of action. On the other hand, the occurrence of the digital revolution and what it produced of new types of actors who have the capacity to influence the state to the extent that state sovereignty has come under consideration. This is particularly true given the rising frequency with which nations are exposed to many types of threats, particularly threats to security like cyber-attacks and cyber-terrorism. These are all motivators that led nations to attempt to strengthen their positions through innovation. Thus, the study was divided into two axes: The first axis dealt with the innovative power and its employment, while the second axis dealt with innovation and its relationship to other concepts.

#### **The first axis: the use of innovative power**

Even though it has changed over different eras, power has always been one of the fundamental ideas in international and strategic relations. (Al-Hunaity, 2021). Power plays basic roles in the international environment. The greater the power of the state, the more effective the impact of its strategic action because of the power it possesses, in addition to the impact of its strategic action. Even if it is simple, the effectiveness of its extension is influencing the behavior of other countries. (Hamid, 2021). Power refers to the possibility of influencing other's behavior by (threat, temptation, or attraction) to attain the results desired by the state (Nay, 2007). However, how does power do it? Historically, power usually meant military force or was synonymous with it because military force was the judge in the state system that lasted for 350 years. Therefore, power is something that all governments and players have; otherwise, it wouldn't actually exist in international politics. Although military power still plays a vital role in today's international environment, other elements of power are becoming increasingly important. There are two types of



power: the subjective power that people feel the state possesses, and the objective power that the state really possesses. (Yargar, 2011). That is, power is no longer what exists in its measurable arithmetic form, but power as we perceive it in its form represented in the minds of observers. (Quochali, 2018)

The concept of power has become dependent on the main dynamic components and determinants represented in (power, capital, and knowledge). They are determinants whose dynamism is more dependent on quality than quantity. Money is more than simply riches. Power does not mean only that legitimate monopoly on the exercise of force "coercive force". Also, knowledge is not limited to its scientific type. Each group consists of a mix of the three determinants of power, and each determinant has a spectrum of levels and characteristics. These may be used to assess the relative social status of the owner of the comprehensive power within various social domains and systems, ranging in size and complexity from straightforward collective domains to intricate planetary systems. The change in the nature of power has become sustainable. This change corresponds and is associated with all the current planetary transformations and at the same time represents their contradictory and complex essence (Shalabi, n.d.).

The change of power in international politics began to appear through three directions: (Julib, 1983)

1. The major nations decided to avoid engaging in armed conflicts with one another, as opposed to continuing their long-standing pattern of settling disputes by war.
2. The strength of the weak state over the resistance of the strong state began to compete with the strength of the strong state for leadership, at least in the arena of the weak state itself. Weak states often challenge strong states, supported by ample international restrictions on strong states, and often without dire consequences.
3. The usual struggle for the balance of power persisted in international relations in the twenty-first century, where the conflict over shared interests was not as evident as it previously. Large and small nations equally have, for the most part, relied on a wide range of relatively recent international institutions and standards to safeguard their interests. Most nations turned to an exact replica of the previous power balance when it was unsuccessful or needed completion.

The change in power was reflected in the multiplicity of trends that dealt with the concept of power and its relationship to international political influence (Duetch, 1983).

- 1- The first trend: the traditional one. It is the capacity to manage a situation and get beyond challenges. It refers to a state's capacity to coerce other actors on the international stage to comply with its demands through the employment of its armed resources. (Abdul-Sabur, 2014)
- 2- The second trend: the contemporary understands power in the sense of psychological influence, i.e. as a result of the interaction relationship between two or more parties, which is characterized by the ability of one of its parties to push the other towards carrying out a specific action. (Al-Lahibi, 2019)

This refers to any capacity of an international actor to change the behavior of another international actor, (Al-Ali, 2017). Therefore, it can be said that the concept of power has gone through several stages, as follows: (Al-Akabi, 2010)

- 1- The stage of the traditional concept: This stage can be limited to the beginning of the emergence of civilization to the year 1850. The best explanation of power during this period was Machiavelli, as he emphasized that the success of politics is measured by the extent of its use of power. He emphasized that politics is nothing but a battle, but rather a continuous battle that is represented in the struggle for power on the basis that all politics are nothing but politics of power.
- 2- The stage of the modern concept of power: This stage is limited to the period between 1850 and 1945. The emergence of the industrial revolution led to a qualitative shift in the manufacture of weapons, which was reflected in the development of the concept of modern power, which centered around the invention of gunpowder and steam machines. Clausewitz and Hans Morgenthau are among the thinkers who emphasized the reflection of the

developments that took place in that period on the concept of power. (Al-Ali, 2017). Morgenthau defined power as the control of one person over the mind and actions of another person. He distinguished between military power and other types of power, as he saw power as a psychological relationship between two minds. Power is characterized by psychological influence, while military power is characterized by violence, i.e. a physical relationship between two bodies. (Jassur, 2009)

- 3- The stage of the contemporary concept of power: the history of this period begins from 1945 to 1990, as the world entered after the end of World War II in the era of development, technologies and nuclear weapons. This was reflected in the contemporary concept of force, especially in the seventies of the last century, when there was a qualitative leap in the field of technological development in general and the development of weapons in particular. (Al-Ali, 2017)
- 4- The stage of the meta-contemporary concept: The history of this period began after the end of the Cold War and beyond, when the concept of power witnessed changes in two levels: a level specific to the parties that possess power, especially since there are non-state actors who have come to possess some elements of power that influence power. A level specific to the constituent elements of power and the forms that power takes, (Barakat, 2018) including the emergence of soft power, which means the ability to contain covertly and softly attract. Others want to do what the dominant power wants without having to resort to the use of force (Abdul-Salam, 2015). This power depends on three elements: the first is the culture of the state or the actor, whether it is elitism or popularity, i.e. the attractive elements in society's higher or elite values and practices. The second is the political values of the actor when he faithfully applies them at home and abroad. The third is the actor's foreign policies when others see them as legitimate and with moral and ethical authority. (Mua'wdth, 2019).

Furthermore, smart power appeared for the first time in an article by American diplomat Susan Nossel in 2004, which means the combination of hard power represented by the economic and military powers, and soft power, which is represented by investing in the status and attractiveness of the state. This is done in order to have a greater global impact because neither of them is strong enough to stand up for the interests of American national security and defend the status quo of international law on their own, particularly in light of the transition of many nations worldwide from industrial to post-industrial economies. The power of the state depends mainly on the creation and manipulation of knowledge. The state's ability to create and innovate lies in its superiority by possessing some sources of strength (Abd-Ala'ty, 2017). Hence, we find that the concept of power is subject to change and is characterized by a set of characteristics: (Abdul-Rahman, 2018)

- 1- Power is a relative matter as it is measured by comparing it to other countries.
- 2- Power is basically a cognitive relationship, whereby a country possesses great capabilities that enable it to impose its will, but the behavior of other countries towards it will depend on its awareness of the capabilities of the first country, as well as on its awareness of the desire of that country to employ these capabilities and put them into practice. The perception process continues retrospectively so that (power) depends on the first party's perception of the second party's perceptions, and so on. (Al-Harary, 2015)
- 3- Power is a dynamic concept.
- 4- The distribution of power in the state is characterized by inequality within the vital sphere of the state. In addition, power is concentrated in the center of the state and in what is called the heart of the state or the effective region, and the degree of power decreases by moving away from the nucleus of the state or its heart. The roots of this theory date back to the fourteenth century, when Ibn Khaldun revealed the areas of power distribution over the state. He distinguished between its center, its scope, and its periphery, as he stated, "The state in its center is stronger than what is in the periphery and scope, and if it reaches the scope that is the goal, it becomes incapable and falls short of what lies behind it." (Saeed, 2018)
- 5- Power is characterized by scarcity, so countries are keen on what they possess.



Accordingly, the changes that affected the concept of power resulted in a set of repercussions, as follows: (Owais, 2018)

- 1- There are countries that, despite having superior military capabilities, their security is still threatened.
- 2- A country that does not have significant military capabilities, but its security is not threatened.
- 3- The alliances are no longer military as they were in the past, but have become economic alliances such as: NAFTA, the European Union, and others.
- 4- The state is no longer the only actor in international relations due to the emergence of powerful actors in the arena of international relations such as international, regional and non-governmental organizations.

As for the concept of innovation, it has become an aspect of international politics, especially in light of the many challenges and changes facing countries in the international security environment as a result of the international competition between the major powers. It forced countries to think innovatively as a means to achieve the greatest degree of competitiveness and to make innovation an intended factor and not just a coincidence. (Courvisanos, 2009) (Khalfan, 2019)

The intended innovation, based on mechanisms, helps in predicting future scenarios of international competition (\* Prediction: A set of individual convictions that have been established about a specific topic or process, predicting a greater or lesser degree of probability of the occurrence of an accident or a series of accidents. It may be normative, heuristic, or intuitive). (Abd-AlHay, 1991).

Innovation is a process that involves generating or developing new ideas or behaviors, as innovation is seen as a means of change or in response to changes in the external environment, or as a preventive measure to influence the external or internal environment. It introduces something new. (Enayiat, 1999). (Vaughan, 2013)

As for Rogues, he defines as a new production resulting from an interaction between the individual and the material of experience, while James and Evans see innovation as the ability to discover new relationships and form new concepts from two or more concepts that existed before that in the mind. Every innovation is a new combination of ideas, products, colors, words, and so on. Creativity leads to the discovery of new innovative processes, each of which achieves the satisfaction of some of the needs of the human race (Vaughan, 2013). (Viktoria et al, 2015).

Innovation is also a method used by countries to produce the largest number of ideas about the problem they are exposed to (intellectual fluency). These ideas are characterized by diversity and difference (flexibility), non-repetition and commonality (originality). Through this definition, we find that the basic factors for innovation are: (Abu-Nasir, 2007)

- 1- Fluency: It means the ability to produce the largest number of ideas and the ability to flow ideas and easily generate them.
- 2- Flexibility: it is the ability to change the state of mind by changing the situation, and is the ability to provide ideas about responses that do not belong to one idea or one category. The types of flexibility are automatic and adaptive flexibility.
- 3- Sensitivity to problems: it is the ability to see many problems at one time.
- 4- Originality: Not repeating the ideas of those around or imitating them. (Abu-Nasir, 2012)

There are numerous, diverse, and mostly application-dependent notions of innovation (Mansour, 2018). Innovation is often a dynamic process in which issues are found, fresh concepts are created, solutions are chosen, and strategies are put into action. (Cardenas et al, 2019). It is a tool for creating new knowledge, (Kotsemir et al, 2013). As for innovation in politics, it is a category or branch of social innovations, meaning new strategies, policies, tools, ideas, or practices initiated and implemented by political actors as a response to emerging social needs and the urgency of contemporary problems. Political innovation can lead to meeting social needs through (modernity, crises or risks, and social impact), (Le and Guahk, 2017). The majority of research on political innovation describe it as significant modifications to the political system brought on by novel political theories. Theoretically, these alterations might be in reference to democratic or



authoritarian governments. For this reason, the words used to describe these political innovations range from (deliberative innovations, innovations in democratic governance, and innovative democratic technologies). Therefore, we find that political innovation is represented in three forms, as follows: (Meigre et al, 2017)

- 1- Creativity in the institutional organizations of the political system in a way that regulates the work of institutions and actors in the political community.
- 2- Creativity in the political process itself, which is the process through which public policy is practically made.
- 3- Innovation in political outputs through efforts to develop and promote new political visions, goals, strategies, and political programs.

The challenges facing countries in our contemporary world constituted real reasons that prompted countries to consider resorting to innovation as an appropriate mechanism to face challenges. Some of them carry internal dimensions, while others come as a result of the pressures of the external environment. Cyber terrorism “term cyber terrorism appeared in the eighties of the twentieth century. This is due to researcher Colin, who is a specialist in informatics and security, as he believes that cyber terrorism is linked to changes in the global arena. It includes two factors: the first is the dissolution of the Soviet Union, which generated new risks related to cybersecurity, such as cyberwars and espionage operations. The second is related to the Internet, which brought a lot of concerns. The most important of these challenges are: (Salim, 2019) (Al-Ashqar, 2018)

- 1- The growing expectations of societies: the indicator of societal expectations from the state is rising, that the manner in which it performs its roles and functions in providing public services will be consistent with the rapid changes in the global environment and the quality of services provided by the actors. The ceiling of ambitions is raised in terms of the novelty of the state's public administration and its ability to solve social, economic and environmental problems.
- 2- The emergence of new types of actors: the digital revolution produced new types of non-state actors that gave them the ability to influence societies. The giant technology companies, which have become major players in today's world, are one of the most prominent of these actors.
- 3- The increasing external challenges: The concept of state sovereignty has become a subject of consideration after the technological revolution contributed to increasing the frequency of states' exposure to various forms of threats, especially security represented in cyber-attacks, cyber-terrorism \* and others. The matter is the intertwining and complexity of challenges, as the state faces an unprecedented set of great challenges, starting from terrorism, to climate change issues, labor market imbalances, and others. Resorting to innovation as a mechanism to face these very complex challenges in nature is no longer a luxury, as its solution requires adopting innovative methods capable of moving away the challenges of political and economic differences, and then catching up with the wave of global transformation towards innovation in the provision of public services.
- 4- Transformations of the global economy: Countries now face fierce competition from powerful technological companies and radical new trends in the digital economy. This represents a challenge to the country's capabilities, making it need to adapt its policies and skills in order to integrate more effectively into the global economy and possess the ability to compete, which needs innovation as a mainstay in confronting it (Salim, 2019)

Accordingly, political innovation, according to Machiavelli, is based on the overthrow of an existing regime or the destruction of a previously existing legitimate regime. The core of political innovation is change, not wealth, in the sense that there is a changing environment that necessitates new approaches (new practices, new laws, and new procedures) that allow sustaining order. As a result, it is reflected in the state's capacity to achieve stability in its security environment (Godin, 2014). Regarding economic innovation, it has evolved into a crucial component of the economic changes that have impacted the development process. It did not only contribute to changing the concept of development and its nature, but it became an essential





element in policies and practices since the international community adopted the development discourse after World War II (Abdulhamid, 2019).

This is what the American economist William Baumol indicated, as he scientifically believes that the economic growth that occurred after the eighteenth century was mainly due to innovation. Baumol recognized the effective application of ideas within industries as the main source of their development (Jan, 2017). This is evident through important historical stages in which innovation left a significant impact, represented in the pre-industrial revolution and the discovery of industrial steam power, the post-industrial stage, and then the current stage, which is characterized by a focus on information and knowledge, or rather digital. Countries at this stage were divided into categories: (Oukil, 2011)

- 1- Countries that have trended to the knowledge and information society through intensive production.
- 2- Countries in the transitional period in which there are features and traces of the traditional industrial civilization.
- 3- Countries are moving backwards from the two cases, and they are relatively floundering in the darkness of material and living backwardness.

According to the theoretical literature, innovation in this area causes significant shifts in productivity, encourages economic development, contributes to the establishment of new firms in the industrial and service sectors, and enhances economic well-being. Economic development: the situation in which the national economy becomes able to generate continuous increases at a rate ranging from 5% to 7%, which means achieving a continuous increase in the level of real per capita income between 2% to 4%. (Najim, 2015).

This is consistent with the vision of the American economist Joseph Schumpeter, as he sees innovation as new markets and new forms of industrial organization that create the capitalist formation. (Joseph Schumpeter: (1883-1950) the most prominent economist of the twentieth century, an American of German origin. He is considered one of the most prominent economists who contributed a large share in the theories of economic development and economic cycles as well as his in-depth studies in contemporary economic systems such as socialism, capitalism and democracy. (Namiq, 2017).

In his economic theory, Schumpeter sees innovation as a critical dimension of economic change. He also believes that the orbit of economic change is around innovation, entrepreneurial activities and market power. In his theory, Schumpeter tried to prove that innovation and market power can produce better results than the hidden hand and price competition. Also, technical changes often lead to the emergence of a state of temporary monopoly, which results in achieving abnormal profits that are quickly reduced as a result of the entry of competitors. Temporary monopolies are an important incentive for companies to develop new products and processes. Schumpeter divides innovations into five types: (Fandur, 2019)

- 1- Introducing a new commodity that consumers are not used to before, or introducing it at a new level of quality.
- 2- Introducing a new method of production.
- 3- Opening new markets that the product did not enter before, whether this market existed before or not.
- 4- Opening new sources for the supply of raw materials or semi-manufactured goods, whether those sources existed before or not.
- 5- A new regulatory situation in the industry, such as creating a monopoly situation in the industry or breaking an existing monopoly situation.

As for military innovation, it is one of the most important topics of interest to specialists in national security. (Volez, 2018). This is because the main military innovations, according to "Robert Powell, can create interruptions in international politics, allowing dangerous situations to occur. The actual balance of power diverges sharply from the distribution of advantages in the international system because the system has not yet caught up with the new realities of power. If a rising power develops a new innovation, it gains an enormous advantage in its quest to reach the top. In



contrast, the power of the status quo that can quickly emulate and adapt new military innovations or respond with innovations of its own. It has the best chance of minimizing the disruptive impact of innovation as well as maintaining its level of relative strength in the face of challenges, but sometimes major new military innovations are confronted by major forces. However, for organizational and financial reasons, it cannot be adopted in the short and medium term. This presents a major force with the basic option of continuing to act as if it is a major force or internalizing the message and pursuing an alternative strategy that might involve making its interests part of those of another potential adopter.

The international system may become unstable when nations take the first course of action, as the Austro-Hungarian Empire did before to World War I. This is because it highlights the knowledge gap in national analyses of prospective wars and the difference between perception and reality already present. It is one of the common causes of wars because it increases the potential for miscalculations and escalation for all parties (Hueritch, 2013). Military innovation means changing or developing new technologies, tactics, strategies and military structures during the process of adaptation in the face of the way opponents wage war (<https://www.aljundi.ae/>). Theorists agree that:

- 1- Military innovation involves change: Scholars generally agree that military innovation must involve a change in how armies plan to fight. This necessarily changes the army behavior in the operation. Military innovation is here as a break with the past, making old ways of war obsolete. From this perspective, military innovation includes a "major restructuring," as Rosen sees military innovation as a major change to the extent that it involves a new approach to fighting. Sometimes, the creation of a new branch of combat weapons such changes do not occur through incremental improvements, but rather radical changes.
- 2- Military innovation stems from adapting the military tool to political purposes. It, as a break with the past, integrates technological progress with national interests. (Michael et al, 2019)

There are many justifications that make countries move towards military innovation, the most important of which are strategic necessity, international rules, cultural openness, and the need for the ability of allies to carry out joint operations. It is also possible for countries consuming military innovation that the threats facing them have an important role in making them motivated and capable of innovation. Also, the existence of a technological challenge on the battlefield helps military innovation in identifying and investigating the targeting of irregular fighters or traditional combat formations. (Hueritch, 2013).

#### **The second axis: The relationship of innovation to other concepts.**

The concept of innovation has been exposed to several disputes, the reference to which is the concept of the innovative process, because innovation falls under what is called hypothetical formations, which are abstract concepts by nature (Abul-Amir, n.d.).

Therefore, the concept of innovation, creativity, invention and political imagination is often confused. Creativity is the process of awareness of weaknesses, inconsistencies, lack of information, predicting problems, searching for solutions, adding hypotheses, testing and modifying them using new data. (Abul-Rauf, 2015). Creativity differs from innovation in the following: (Muzi and Hariman, n.d.)

- 1- Creativity is the production of new ideas, while innovation is the implementation and rearrangement of those ideas.
- 2- Innovation is the embodiment or collection of knowledge within dazzling services or processes, meaning that innovation is the end result of the creative process.
- 3- Creativity can reach a creative solution to a problem, while innovation is the appropriate creative application of it. (Najim, 2017)

As for invention, it is considered one of the concepts that are directly related to innovation, but it differs from it in several aspects: (Al-Bahi, 2019)

- 1- Innovation contributes to transforming ideas into useful products or services, while invention contributes to formulating new ideas.



- 2- Innovation contributes to generating new products, while invention affects production by developing a set of suggestions that help improve it.
- 3- Innovation may stop developing at a certain stage, while innovation continues whenever new factors appear. (Al-Bahi, 2019)

As for the political imagination, it is considered a cultural product, because it is ultimately subject to the state's ability to create and the state's ability to create innovation. The political imagination is the work of the mind and imagination together to formulate integrated visions to solve the problems of the present. It is the ability of political leaders to put forward alternatives or options in order to solve the problems facing the political system, as well as to plan for the future of the state and the ability to propose systems and political and social frameworks that are more developed and have the highest ability to meet the immediate and upcoming needs of the people, as well as their aspirations and hopes. (Hasan, 2017)

Through the foregoing, it is clear that innovative power means the ability to transform ideas into results and develop tools and methods in a way that allows the decision-maker to face problems, anticipate future demands, identify responses, and choose new and efficient solutions to crises and dilemmas of strategic value. Innovation comes in response to changes. It is a performance that can enhance security in general, from global security to security at its lowest levels. Creativity does not start from a vacuum, but is based on a philosophy, that is, it must be based on knowledge, i.e. (the precise meaning of knowledge), especially since the concept of knowledge has changed radically, as knowledge is no longer traditional knowledge (data and information). Contemporary knowledge means the existence of a new qualitative perception, that is, new knowledge means creating a new cognitive perception that affects the creation of radical solutions, that is, preparing for the future. This means taking the greatest precautions and working on the required possibility and future possibilities (possible, likely, and desirable). Hence, innovation is an initiative and not a reaction, that is, an efficient preparation for the future.


## CONCLUSION


Innovativeness is regarded as one of the most crucial subjects at the moment since innovation has evolved into a way of showing the degree to which the state has the authority to affect international contacts, especially if we know that innovation is a reading of details. It helps the country realize itself. This is on the one hand, and on the other hand, innovation has become a criterion for measuring the state's ability to influence the international system. This was confirmed by French President Macron when he spoke about the reality and future of the relationship between France, Europe, Russia and Asia, as he believes that China, Russia and India are not economic power but rather a political force that has its own political imagination that is much stronger than Westerners today. Likewise, the Asians began to search for their philosophy and culture, as they no longer believed in Western politics, but began to search for their national culture, which when they found it, they began to believe in it. They will get rid of the philosophical culture that Western domination instilled in them in the past. From this point on, the end of Western hegemony starts. This end is not brought about by a decline in the military or the economy, but rather when the United States of America is unable to maintain its cultural dominance. The export of its values to emerging countries means that these countries are characterized by the power of their political imagination, which has strong and coherent connotations, and which pushes them to more political inspiration, i.e. (innovation) in order to spread their values to the international table.

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