

MONOPOLY RENT VERSUS THE COMMON WILL: STRATEGIES FOR UNIVERSITY DEVELOPMENT IN WARTIME

Summary

Ukrainian universities must prioritize unity and shared goals over privatized innovation during wartime. Emphasizing collaboration instead of monopoly rent will help strengthen society, support resilience, and contribute to long-term national stability.

Key words:

Ukraine, war, unity, universities, national identity, innovation, monopoly rent, general will, collaboration, resilience, patenting.

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Ukrainian society has been in a state of war for 10 years, and since 2022, a full-scale Russian invasion of the territory of Ukraine has taken place. These events were not least due to the policy of geographical and cultural disunity in relation to Ukraine, which the Russian Empire, in its various historical modifications, had been pursuing all along.

The disunity can be overcome with common challenges. However, connections, including national identity, a common enemy (challenge), similar emotional reactions, etc., can also create a sense of unity among out-group members. Unfortunately, this effect is short-term. Such bonds can be strengthened by increasing their subjective importance through purposeful and repeated attention to them. The unifying effect of common belonging and shared activity can increase our chances of coming together as a single biological species. To achieve this, it is necessary to share the familial experiences of our homes, the neighborly experiences of our communities, and the friendly experiences of our social interactions with members of other groups (Cialdini, 2021, pp. 405-482).

The role of universities during the war is multifaceted and extremely important. It consists of the development of science and education, the

strengthening of the country's defense capabilities, and the promotion of the general consolidation of society. The community of Ukrainian universities must conduct joint activities. The matter of it is obvious. Accumulation of scientific inventions and innovations should be accompanied by the will to survive (overcoming global challenges) and specific psychological aspects, which may increase productivity and long-term stability. Correctly built social connections enhance our possibilities to improve life quality (but the Ukrainian context is fairly directed to producing goods that may prevent casualties of civilians and military success).

The strategy of unity and general will is opposed by monopoly rent. In general terms (of Marx's origins), monopoly rent arises when landowners or monopolistic firms charge higher prices than possible in a competitive market, often due to unique advantages or control over scarce resources (Das, 2023). It is quite dangerous if universities, as primary institutions of innovation and research, begin patenting each vital (for state future) invention on rights of absolute privatisation. For an obvious explanation of the idea, it is necessary to apply early mentioned examples with firms to more primitive ones of our market. The wine trade has

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become increasingly international over the past thirty years, and the pressure of global competition has led to some interesting outcomes. International wine producers have agreed (after long legal battles and intense negotiations) to gradually phase out the use of "traditional terms" on wine labels that could include terms like "château" and "domaine", as well as generic names like "champagne", "burgundy", "chablis", or "sauternes". In this way, the European wine industry is trying to preserve its monopoly rent by emphasising the unique value of the land, climate, and tradition (combined with the French concept of *terroir*) and the distinctiveness of the product certified under a specific brand. Strengthened by institutional control measures, wine trades insist on the authenticity and originality of their products, which forms the basis for the uniqueness that sustains their monopoly rent (Harvey, 2021, pp. 170-171). Universities should not follow similar social patterns of behaviour. Integration of technical and social innovations is a crucial objective for our society and politicians to implement. Gaining an advantage in military operations and maintaining civilian stability is not the utmost point. Economic prosperity stands at the basis of other spheres of human beings (at this moment, at least). For this purpose, the unity of social actors is essential, as is the combination of the general will (excluding monopoly rent as the main enemy in circumstances threatening our existence). "A simple example should make this clear. It is in the interests of each sports team member to be covered in glory - that is their particular will. The

will of all is the sum of these: they should all be covered in glory and be part of a winning team. The general will is what is in the team's best interests: that it should win. Although the will of all and the general will are both that the team should win, they are quite different. The will of all is the pursuit of individual glory through the team winning, and the general will is simply that the team should win (even if this means players sacrificing their glory, perhaps by volunteering for substitution)" (Rousseau, 1998, p. 11). The General will of the Ukrainian context of universities must be based on similar principles. By sacrificing parts of their innovative potential, it is possible to achieve synergy, which can transform events of the common space and turn them in a positive direction for our society (including the economic dimension).

Therefore, the only potentially successful strategy for developing universities during the war is the strategy of the general will. The unified approach among Ukrainian universities is essential for solving urgent societal challenges and fostering long-term resilience. These institutions can play a pivotal role in stabilizing the nation's economic and social landscapes by prioritising shared goals over individual gain. Emphasising collaboration and resource sharing over exclusive ownership of innovations will allow Ukrainian universities to contribute to a collective national strength, enabling society to withstand external pressures and advance holistically.

References

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