

Intellectual Capital as a Basis for the Development of Post-Industrial Economy

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Summary: The article applies a systematic approach to determine the relationship of the post-industrial economy with the economic, innovative, and intellectual blocks, shows the structure of intellectual capital and characterizes its components. Formulation of the problem. The basis of modern socio-economic development is information, knowledge, a creative person and the conditions in which he works. The reorientation of economic thought in the direction of perceiving the ideas of the theory of intellectual capital is becoming the leading opinion in shaping the socio-economic orientation of domestic reforms. An analysis of studies conducted in EU countries has found that those enterprises that do not use intellectual capital receive an average of 14% profit; those who use it from time to time - 39%, and those who take it as the basis for strategic development - 61% [1]. In modern conditions of development, intellectual capital acquires the importance of a strategic factor in the formation of a post-industrial economy [2]. This is especially important for our country, which today operates in a period of unbalanced governance, lack of trust in all branches of government, the presence of systemic corruption, an unfair judicial system, lack of funding for science, etc. In such a socio-economic state of the country's development, intellectual capital in fact, it becomes one of the main sources of development, and therefore the study of its significance in the formation of a post-industrial economy becomes an urgent problem. The purpose of the study is to apply a systematic approach to clarify the structure of intellectual capital, understanding its essence and role in the process of formation of the post-industrial economy. Review of scientific works. Confirmation of the relevance of the research is the huge number of dissertations conducted and defended for the academic degree of Doctor and Candidate of Economic Sciences. One of the latest such fundamental studies is the research for the degree of Doctor of Economics by A.G. Zharinova. on the topic "Mechanism for managing intellectual capital at the stage of formation of the knowledge economy" [3]. Methodological aspects of the formation of a post-industrial society are reflected in the works of such famous foreign scientists as D. Bell , G. Becker , E. Brooking , P. Bourdieu , P. Drucker , L. Edvinsson , V. Inozemtsev , M. Castells , Crawford , M. Porter , T. Sakaya , T. Stewart , H. Takeuchi , O. Toffler and others. Domestic science does not ignore this issue. The works of such scientists as Y. Bazhal , V. Geets , Y. Pakhomov , L. Fedulova , A. Chukhno and others are devoted to the problems of intellectual capital. With a positive assessment of the research carried out , the use of a systematic approach to clarify the structure of intellectual capital remains unattended, understanding its essence and role in the process of formation of a post-industrial economy. One of the first researchers of intellectual capital were L. Edvinson and M. Malone ; they adhered to a fairly broad interpretation of intellectual capital, including human and structural capital, and it is their combination that determines the hidden sources of values that give the enterprise a high market valuation. T. Stewart identifies three components in intellectual capital: human, structural and consumer capital [4]. E. Brooking, when considering intellectual capital, identifies four components: market assets; intellectual property as an

asset; human capital and infrastructure assets [5]. V. Oleyka believes that intellectual capital is a collective concept that unites objects of intellectual property; property rights to them; knowledge, abilities, skills of a person, which, when included in economic circulation, bring additional value. This is confirmed by a generalization of the features and differences between intellectual capital and material resources [6]. There are also other approaches to understanding the essence of intellectual capital. For example, B. Leontiev [7] identifies the value of a person's intellectual assets with his intellectual capital. In our opinion, this approach combines the concepts of human potential and capital. But despite the large number of studies in this area of activity, there is no unambiguous understanding of the definition of intellectual capital yet. Positive evaluation of the study, without attention yet there remains a comprehensive approach to the study of current theoretical, methodological, methodological and practical issues related to the mechanism for managing intellectual capital at the stage of formation of the post-industrial economy. Among scientists there is still no generally accepted understanding of the socio-economic essence and interrelation of economic categories and concepts that make up the methodological tools for analyzing the process of formation, reproduction and determination of the structure of intellectual capital in the conditions of the formation of a post-industrial economy. Research results. The presence of a large number of internal connections between the components of the modern post-industrial economy forces us to consider socio-economic processes at the system level. As was shown in the author's work [8], modern socio-economic development is based on two systems, namely: economic "information - man - knowledge" and social "society - man". At the center of these systems is a person, whose intellectual capabilities are the basis of intellectual capital. In general, the structure of intellectual capital is shown in Table 1. In the process of forming a post-industrial economy, the leading role is played by intellectual capital. In [8], intellectual capital is considered as the sum of an individual's intellectual capital and social capital. The formation of an individual's intellectual capital and social capital occurs in conditions of interdependence between a person and society. In this interdependence, the principle of unity of contradictions is realized, and this indicates that the proposed structure of intellectual capital meets the requirements of the general theory of systems and the principle of synergy. The structure of intellectual capital and the functioning of intellectual capital allows us to conclude that there is a direct relationship between a person's intellectual abilities (individual intellectual capital) and the state of development of society (social capital). Individual intellectual capital is the property of a person. This type of capital still has many unresolved problems, both in the methods of its assessment and in the methods of managing this type of capital. There are quite a lot of problems that need to be solved in the area of understanding the structure of social capital, its assessment and management methods. Let's consider the meaning of social capital, which, in our opinion, combines at least two types of activity, namely cognitive: relationships, norms, behavior, values, trust [9] and structural, formed in areas of activity that are the main components of the creation and use of intellectual property. product. The cognitive component is the methodological basis for the formation of social capital. Legislative and regulatory framework, rules of conduct, rights and obligations of legal structures and members of society, degree of trust in each other, fairness, distribution of income, motivation of activities, etc. must work towards a goal that is acceptable to both society and the individual. The structural component of social capital, first of all, creates and provides technological conditions for the creative work of the individual, and also directs efforts to protect and use the created intellectual product in the process of forming a post-industrial economy. The most important structural components of social capital are [9]: -education system; -Scientific research; - information and communication technologies (ICT); -high technologies in production. In addition, in our opinion, the following should be added to the above list: national information resources and the intellectual property system. Education shapes a person's creative abilities, ICT, science and high technologies in production and information resources create conditions for the creative work of an individual, and intellectual property is aimed at stimulating the further development of creative work through registration and protection of the creative product in the process of forming a post-industrial economy. Let us consider the features of the formation of individual intellectual capital. Human behavior is simultaneously formed with the help of individual and social principles. He is the creator of new knowledge, and society is the consumer of new knowledge created by man. There is formalized and non-formalized knowledge [10]. Unformalized knowledge is the property of the individual, his professional knowledge, it can be demonstrated and transferred to others (from a master to a student, from a teacher to a

student, etc.). Such knowledge can only be assessed indirectly; precise methods for assessing informal knowledge do not yet exist. Formalized knowledge has a logical structure and is made public in symbolic form (mathematical, graphic or other). Unformalized Its formalized knowledge is capital for an individual, but for an enterprise capital is only a formalized part of knowledge. Different approaches to assessing an individual's intellectual capital require the development of new social-labor relations. The presence of formalized and informal knowledge allows the subject of activity to divide knowledge into potential and capital. Potential is tacit knowledge, and capital is formalized knowledge. Potential is the possibility of an individual obtaining benefits as a result of the implementation of hidden knowledge. The transition of potential into capital is carried out through the implementation of at least three conditions, namely: the presence of knowledge, the ability to translate it into a product or service and the desire to realize it. Capital in the author's understanding is the result of labor, assessed by the equivalent of comparison (monetary, natural-objective, moral, educational, political, managerial, etc.). If you follow the logic of the above definitions of "potential" and "capital," then the ways of approaching the development of mechanisms for assessing an individual's intellectual capital become clear. The intellectual capital of an individual is the valuation of his activities at the appropriate professional level and is assessed simultaneously as potential, a potential carrier of ideas and as an evaluated result of work. Jeffrey Pfeffer and Robert Sutton believe that knowledge, skills and abilities alone are not enough for the progressive movement. You must, firstly, want and, secondly, know how to transform the listed qualities into actions, since there is always a gap between knowledge and action. Many employees do not know how to implement what they know and talk about. This is especially true for senior managers at various levels, both government and heads of companies, organizations and institutions. The gap between opportunity (potential) and reality (capital) exists both at the level of the individual and at the level of organizational structures, including the state. People work at all levels, and therefore this gap between knowledge and performance is a real phenomenon. The hidden part of a person's intellectual capital cannot be the property of the company. The inseparability of an intellectual resource from a person, the impossibility of its alienation from the bearer of intelligence is the essence of a person, the source of his income and authority. A person's ability for creative activity (potential) and the estimated result of his work (capital) differ significantly from each other, which is why different assessments of these indicators are necessary, but it must be remembered that these indicators are in dialectical unity and dialectical interrelation, which is the basis creative progress. Let us consider the formalized knowledge of human intellectual work, which we classify as "capital". This part of human activity can be assessed by the number of developed ideas, technical drawings, software, patents, licenses, databases, reports, proposals, management efficiency, etc., in general, everything that remains in the company after completion of work. The result of a person's creative work becomes an asset of the company; it can be property and an object of purchase and sale. The formalized part of an individual's creative work is protected by the state system of intellectual property protection. In this field of activity, there are quite a lot of developed assessments of the results of human creative work[11]. Thus, the intellectual capital of an individual has different meanings for the individual himself and for the organization and is interpreted and assessed differently. In modern socio - economic development, it is not natural resources that become the basis for the unprecedented success of modern highly developed countries, but today the human factor determines the degree of development of the state, and this entails a change in the general system of management of socio-economic development, the formation and use of the creative abilities of workers and their self-realization; as well as the inclusion of ordinary employees in the decision-making process and formation of company policies.

Conclusions:

1. Application of a systematic approach to understanding the essence of intellectual capital makes it possible to conclude that the basis of intellectual capital is human intelligence, which is realized with the help of economic ("information-person-knowledge") and social ("society-person") systems.
2. The formation of a post-industrial economy is based on the simultaneous functioning of economic and innovative areas of activity with their provision of a creative product.
3. In the formation of a post-industrial economy, the main role is played by the person, who is the generator of new knowledge, the universal technological role is played by the innovation system, and the function of

constant renewal is played by intellectual capital. All areas of activity operate on the principle of unity of contradictions, aimed at using the possibilities of natural synergy.

4. Intellectual capital consists of individual intellectual capital and social capital, which are assessed by various methods.

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