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DEVELOPMENT OF CHANNELS OF INTELLECTUAL CAPITAL MOVEMENT IN THE SYSTEM OF INNOVATIVE COOPERATION OF EDUCATION, SCIENCE AND PRODUCTION

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Abstract: The article analyzes the ways of development of channels of intellectual capital movement between different spheres of the intellectual environment. Approaches to the organization of intellectual capital movement based on the study of the regulatory framework are considered. The system of monitoring the development of channels of intellectual capital movement is analyzed. A marketing strategy for the development of intellectual capital investment channels and the main directions of the marketing strategy for the formation and use of intellectual capital are proposed.

Keywords: intellectual capital, innovative education, marketing strategy, intellectual capital movement, intellectual environment, integration.

摘要：文章分析了智力环境不同领域之间智力资本流动渠道的发展方式。考虑了基于监管框架研究的知识资本运动的组织方法。分析了智力资本流动渠道发展监测系统。提出了智力资本投资渠道发展的营销策略和智力资本形成和使用的营销策略的主要方向。

关键词：智力资本，创新教育，营销策略，智力资本运动，智力环境，整合。

Introduction

The trends of world development indicate that humanity is consistently entering a qualitatively new stage of its development, a characteristic feature of which is the comprehensive intellectualization of society on the basis of the development of lifelong education systems and the deep penetration of

educational systems by the results of its work into the sphere of science and production. At the same time, in the system of modern economic relations, characterized by high independence of economic entities, trends are developing, strengthening direct contacts of scientific and industrial enterprises with higher educational institutions capable of providing them with

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specialists of a high level of training. Enterprises increasingly consider a person who has been comprehensively trained in the process of education and the level of special knowledge of university graduates as the intellectual capital of an enterprise that has a high value and is able to act as its intangible asset.

However, this kind of innovative relationship between education, science and production, despite the constant monitoring of the employment of university graduates by government agencies, is currently in most cases created spontaneously and rather intuitively. To do otherwise, we do not yet have a sufficient scientific and methodological base capable of providing a modern intellectual space and intellectual environment with fundamentally new tools to improve the quality and competitiveness of the intellectual capital being formed in the country, to create new channels of mutually beneficial communications of education, science and production.

Ways to develop channels of intellectual capital movement

A particularly important problem of the marketing strategy is to ensure innovative cooperation between education, science and production. The effectiveness of this cooperation is achieved only with a well-established system of the overflow of intellectual potential and intellectual capital from the sphere of education to the sphere of science and production, and vice versa. The organization of such circulation of intellectual resources in the marketing strategy is carried out by developing channels of intellectual capital movement between different spheres of the intellectual environment.

The classical theory of marketing assigns a prominent place to the policy of organizing

channels of goods distribution and distinguishes three of their varieties, direct or direct, indirect and combined, mixed. There should be similar channels in the organization of intellectual capital movement - directly, through an intermediary, or in a combination of these types. The choice of a specific channel of capital movement is carried out depending on the current situation in the intellectual capital market and the available capabilities of the intellectual potential producer. However, it should be borne in mind that the peculiarity of intellectual capital movement is that, unlike traditional goods, a person - the carrier of intellectual capital, has the right to independently find the scope of application of his potential. This means that each of them is constantly forming new and new channels for the movement of their intellectual capital. In some cases, they fit into standard, pre-formed schemes, but a significant part of them are random, fluctuating. Here, as in any system of controlled chaos, each element of the system strives for stability and optimal application of its potential. Therefore, it is necessary to consider this process of intellectual capital movement within the framework of the formulated patterns of intellectual space and synergetic principles of marketing strategy. It is important to direct this spontaneous movement in the right direction. That is, to create a stable channel for the movement of intellectual capital. It is advisable to use various kinds of attractors as the main tool here. For a person, these are material and moral incentives, for an entrepreneur - a high level of profit, other benefits and preferences in the implementation of innovative activities. And most importantly, the creation of a clear and transparent organizational structure, supported by the necessary regulatory documents.

In addition to the simplest schemes of intellectual capital movement, it is necessary to develop more complex structures, including a network of its own branches, independent intermediaries, specialized enterprises that form non-traditional channels of commodity movement. In this aspect, a multi-channel scheme for the organization of intellectual capital movement, carried out using traditional, vertical and horizontal sales marketing systems, looks very promising. The traditional system of capital movement consists of a chain of independent and not controlled by other subjects channels of the intellectual environment. Vertical system - includes the producer of intellectual potential and intermediaries that ensure its delivery to the final consumer. It acts as a single system with common goals and interests. The dominant participant in such systems, as a rule, is an educational institution. Vertical systems can be of three types: corporate, operating within a single organizational structure of one enterprise; contractual, combined on a voluntary basis with the condition of using the brand on a commercial basis and providing services under the auspices of an educational institution; managed administrative within the sphere of influence of one of the participants. A horizontal system is an association of two or more subjects of the intellectual environment in the joint development of emerging opportunities in a particular market with insufficient funds or other reasons for organizing all marketing work, as well as with a high risk of developing a new market.

When forming channels of intellectual capital movement, it is necessary to take into account both the requirements of science and production, and the policy of competitors. Participants in capital channels should perform functions related not only to the distribution of

intellectual potential, but also to conducting marketing research on the collection and processing of information, commercial work, advertising and stimulating the growth of intellectual capital.

The issues of regulation of intellectual capital movement are constantly in the focus of the state's economic policy. On September 11, 2018, a Resolution of the Cabinet of Ministers of the Republic of Uzbekistan on measures to further support innovation activities was adopted, which identified some approaches to the organization of intellectual capital movement. But in their original form, they were first recorded in the National Training Program, where education, science and production were considered as unified and indivisible components of the intellectual space and intellectual environment. The National program, which has the status of a Law of the Republic of Uzbekistan, defined the tasks and functions of each of these components. They found their further normative development in the resolutions of the President of the Republic of Uzbekistan No. 436 of 07.08.2006. "On measures to improve and manage the development of science and technology" and No. 916 of 15.08.2007 "On additional measures to stimulate the introduction of innovative projects and technologies into production." A significant role in the development of intellectual capital channels is played by the Resolution of the Board of the Ministry of Higher and Secondary Special Education of the Republic of Uzbekistan dated April 17, 2010 . "On the mechanisms of innovative cooperation of science, education and production" and the decree of the President of the Republic of Uzbekistan dated October 8, 2019 yil No. PP-5847 "The concept of development of higher education of the Republic of Uzbekistan

until 2030". It provides for the use of a new monitoring system for this process, including:

- information about the created innovation groups of departments of educational institutions;
- enterprise database;
- database of existing problems of enterprises;
- information about cooperation between educational institutions and enterprises;
- generalized information on the integration of science, education and production;
- information about the enterprises with which innovative cooperation has been established;
- introduction of advanced standards of higher education, in particular, a gradual transition from education, the curricula of which are aimed at obtaining theoretical knowledge, to an education system aimed at the formation of practical skills based on international experience;
- raising the content of higher education to a qualitatively new level, establishing a system of training highly qualified personnel capable of finding their place in the labor market, making a worthy contribution to the stable development of the social sphere and economic sectors;
- ensuring academic independence of higher educational institutions;
- step-by-step implementation of the "University 3.0" concept, which provides for the interconnection of activities for the commercialization of the results of education, science, innovation and research in higher educational institutions;
- creation of technoparks, foresight centers, transfer technology centers, start-ups and accelerators in higher educational institutions by widely attracting foreign investments,

expanding the scale of paid services and other extra-budgetary funds, bringing them to the level of scientific and practical institutions for forecasting and researching the socio-economic development of relevant industries, spheres and regions.

Nevertheless, it has to be stated that the channels of interaction of the structural elements of the intellectual environment: the state, scientific and educational institutions and the business sector are in the process of formation, although there are prerequisites for closer communication. As a result of the implementation of programs for the modernization of sectors and localization of production, technical and technological renewal of production takes place, which creates favorable conditions for increasing the demand for innovations, the demand for high-quality intellectual capital increases. Scientific institutions, as the results of the annual fairs of innovative ideas, technologies and projects show, have sufficient potential to offer modern innovative developments in various areas of engineering and technology.

At the present stage, in order to further develop and strengthen the channels of intellectual capital movement, it is necessary to develop the infrastructure of the intellectual environment. Channels of scientific and industrial intellectual integration, according to world experience, need to be formed by creating an innovative infrastructure of technology parks, innovation centers, etc., in which production will invest in scientific research, and science will give production the innovations it needs.

Marketing strategy for the development of intellectual capital investment channels

The marketing strategy for the

development of intellectual capital channels in the system of innovative cooperation between education, science and production should be aimed at:

- increasing the role of technological and innovation policy in the organization of innovation networks and clusters;

- development of insurance of investments in innovations, leasing of high-tech equipment and devices, stock market for high-tech companies, etc., as well as training of professional certified appraisers of intellectual property;

- strengthening cooperative ties between scientific organizations, educational institutions and industrial enterprises by creating incentives for effective cooperation and cooperation, including between the public and private sectors, to create cooperative networks;

- improving the quality of intellectual potential formed in educational institutions;

- expanding the training of specialists in the field of innovation management, expanding the participation of students and specialists in foreign educational programs;

- development of modern forms of innovation management and commercialization of innovations in the market of scientific and technical products;

- stimulating the innovative activity of enterprises of industrial development leaders;

- further expansion of the investment sphere by activating the stock market and attracting foreign direct investment, further strengthening the banking sector and its credit resources;

- development and adoption of a special state program to support the development of small innovative entrepreneurship, advisory and venture firms, the organization of educational

and scientific institutions of their own firms for the organization of effective channels of intellectual capital movement;

- ensuring information transparency of the innovation sphere, organization of mass propaganda of scientific achievements, activation, in this regard, of the activities of the society "Marifat va Manaviyat", mass media;

- organization of delivery of proposals for the introduction of new equipment and technologies directly to consumers;

- improving the innovative culture of the population and entrepreneurs;

- to advertise and expand information about new technologies and possible markets for fundamentally new innovative products, as well as information for private investors and credit institutions about capital investment objects with potentially high returns;

The development of intellectual capital channels is a consequence of a marketing strategy aimed at increasing the demand for innovative products from the private sector, creating "technological corridors" based on improving mechanisms for supporting the export of high-tech products, concluding international agreements on mutual recognition of certificates of conformity, creating technical and innovation zones, facilitating the integration of development sector organizations into the corporate sector and the research sector, development of industry-specific technological programs and breakthrough innovative projects in certain sectors of the economy, using the mechanism of private and public partnership.

An important direction for the development of intellectual capital channels is the further development of infotelecommunications. It is no coincidence that for the first time in Uzbekistan, the need to create

a universal information and telecommunications system was presented in March 1994 in the State Program to deepen the processes of denationalization and privatization in the Republic of Uzbekistan. The same kind of task was again set in August 1995. in the State program "The main tasks and directions of state support for the development of small business and private entrepreneurship in the Republic of Uzbekistan". That is, already at that time, the development of infotelecommunication systems was considered as one of the most important conditions for the development of channels of intellectual capital movement. In the future, this direction was continued and a number of normative legal acts were adopted concerning the further development of computerization and the introduction of information and communication technologies that give another impetus to the development of information channels, and consequently, channels of intellectual capital movement. Comprehensive large-scale measures to reorganize and improve management in the field of computer and information and communication technologies carried out during the years of independence of Uzbekistan ensured the implementation of the infotellecommunication fragment of the development of marketing strategy and the further development of intellectual capital channels.

Conclusion

In recent years, there has been a rapid development of global information communication networks and information communications: satellite television, radio broadcasting, telephone communication and means of facsimile transmission of information, transnational computer information and

telecommunication systems using high-speed intercontinental superhighways. As a result, a fundamentally new global planetary information environment is being formed, which will form the basis for creating new channels of intellectual capital movement, manifested in the creation of distributed international creative teams of scientists working on common scientific projects, intensification of the processes of international exchange of scientific information, holding international teleconferences.

Thus, one of the main directions of the marketing strategy for the formation and use of intellectual capital is to ensure innovative cooperation between education, science and production. The effectiveness of this cooperation through the development of channels of intellectual capital movement between different spheres of the intellectual environment. The organization of these channels can be carried out directly, through intermediaries, or in a combination of these types. It should be taken into account that the peculiarity of intellectual capital movement is that a person - a carrier of intellectual capital, has the right to independently find the scope of application of his potential. In some cases, these channels fit into standard, pre-formed schemes, but a significant part of them are random, fluctuating. It is important to direct this spontaneous movement in the right direction. It is advisable to use various kinds of attractors as the main tool here. For a person, these are material and moral incentives, for an entrepreneur - a high level of profit, other benefits and preferences in the implementation of innovative activities. And most importantly, the creation of a clear and transparent organizational structure, supported by the necessary regulatory documents.

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