

THEORETICAL PRECONDITIONS AND PRINCIPLES OF MANAGING INTELLECTUAL CAPITAL

Formation and development of the categories of intellectual capital and intellectual assets in economical theory is related with the attempts of learning peculiarities and specifics of so-called “invisible” assets, as one of the factors of economical growth. Economists offered various characterizations of the category of intellectual capital about learning character and degree of influencing upon provision of scientific-technological progress. Herewith following problems were expressed in the center of the researchers’ attention:

Of so-called “Invisible” assets, as definers of the role of factors of economical growth; definition of the place of such assets in the function of enterprise, as well as determining their role in the system of economical relations.

To determine category of intellectual assets, researchers use following concepts: “knowledge”, “human capital”, “innovations”, “information”, “immaterial assets”, “intellectual resources”, “knowledge capital”, “invisible resources”, “unnoticeable resources”, “intellectual property” and finally “intellectual assets” and “intellectual capital”. We discuss evolution of theoretical concepts about nature and essence of information-intellectual resources and products.

Modern theories of “Invisible” intellectual assets. Among foreign researcher-economists of this problems we can separate **I. Shumpeter** (research of technical innovations); **R. Sallow** (Substantiation of economical influence of technological changes); **N. Romer** (Model of Endogen scientific-technological development); **M. Polan** (Concept of general knowledge, knowledge, as study and structuring of capital); **P. Romer** (New theories of growth, influence of unique concrete priorities upon economical growth); **P. Sullivan** (Management of intellectual assets, vital cycle of intellectual assets); **K. Sweiby** (Monitoring of intellectual assets); **L. Edvidson** (Assessment of the value of intellectual capital); **P. Strasman** (Management of intellectual resources); **L. Prusak** (Structuring of Intellectual Capital) and others.

Among researchers of the researchers of post-communist countries they study various aspects of managing intellectual assets. **I.P. Anisin** (Innovative management, Instruments and methods of managing

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innovations); **A.V. Proskuriakov** (Development of the concept of creation of new technique and management of mastering); **M.K. Moiseev** (Methods of activation of creative work, elements of harmonization of knowledge-consuming production); **G.V. Bromberg** (Theoretical-methodological aspects of inter-company management of intellectual assets); **L. Chikava** (Innovative Economy); **D. Dzamukashvili** (International law of intellectual property. Tb., 2000); **D. Gabunia** (Invention, patent, innovation); **Sh. Chalaganidze, E. Chalaganidze** (Globalization of scientific and innovational technological development); **L. Qoqiauri** (Investments into the Intellectual Capital) and so on.

Essence and nature of “invisible assets”. In the works of the named researchers discuss different aspects of managing of **intellectual assets**, though no clear and final opinion has been created till today about essence and nature of the so-called “invisible assets”. Besides the fact that each of them (collectively) recognizes information to be nature of these assets, their definition is not unprecedented till today. Every researcher have special, extremely individual point of view about occasion to be researched; they use different terms, herewith, they especially focus on the study informational resources and informational flows of enterprise or on legal aspects of relations. This latest is related with formation and utilization of the means of intellectual capital and formation and utilization of products. In the Table 2.1 we give relative characteristic of concepts and terms, operated by the researchers in relation with the objects of immaterial character.

As it is seen from the given Table, Opinions of researchers are concentrated in a specific field, though it gives no systemic opinion about field to be studied. We successively discuss chronology of the listed concepts and their bit in the researches of the category of intellectual assets.

Human capital – first concept. We should note that historically concept **Human Capital** was emerged first. It was involved by founders of classical economical theory A. Smith and J.S. Mill. The term meant collective concept of qualitative and quantitative dependence of a human towards labor. During this period, relation between characteristics of human capital and demographic tendency of quantitative changes of people able to work was established; though factors defining degree of human capital and abilities of raising effectiveness of work always were of great interests. Representatives of neoclassic direction of economical theory and, in the first place, I. Fisher, who studied influence of education upon human capital, became interested in studying problems of human capital from this point of view.

Later, till the middle of 20th century, economical science studied the concept of invisible assets of economical sciences in two ways, and on the other hand, it took these resources beyond the limits of economical analyze. K. Marks said that creation of true wealth together

with development of large industry becomes less and less dependent to the level of the work and quantity of spent time. In the first place, it depends on common level of science and level of technical progress, or on it utilization in scientific production.¹ Herewith, scientific progress itself is discussed as social and socially available wealth or factor of production; during this time expenses on material and labour expenses, in relation with traditional elements of labour expenses are much smaller.

Within the bounds of labour theory of valuable, K. Marks related with each other labour category of social necessity, as measurer of value and average level of the workers' abilities, though development of capitalistic economy used to discuss development of economy, as the process of "intellectual potential" from the providers of productions.

Schumpeter's theory about innovative diffusion. In 1912 Austrian economist I. Schumpeter discussed technical innovation in his work "Theory of Economical Development" as economical means, which can be used by the entrepreneur for the purpose of making higher

Table 1

COMPARATIVE CHARACTERISTICS OF SEVERAL CONCEPTS OF THE OBJECTS OF IMMATERIAL CHARACTER IN VARIOUS THEORETICAL CONCEPTS

USED TERM	BRIEF IMPORTANCE OF THE TERM	AUTHORS, WHICH USE THIS TERM
Intellectual property	Totality of the right on the outcomes of creative work	V.M. Andoshin; A.A. Bovin; N. Bogdanov; V. Borokhovich, G.V. Bromberg, E.I. Vilnetsruset; V.G. Zinov, A. Ilishev, S.M. Corchagin, L.G. Kravets, I.B. Leontiev, L.I. Lukicheva, O.V. Novoseltsev, A.M. Pontiukhina, E.P. Skorniakov, V.V. Feigelson, I. Fomichev, V. Khan, G.V. Bronberg.
Intellectual capital	General distinction between market value of the company and the value of material assets.	I. Bruking, L.I. Lukicheva, T. Stuart, N.V. Khroshavina, Edvinson L., Malone M., Firer S., Williams M., Hinter L; Webster E; Wyatt A; Lithy D; Skyrme D; Stuart T.A; Sudarsaman S; Sorvar G; Marr B; Sullivan Patrick H; Sueiby K. E; Teeke David; Van den Berg; H.A; Wing K; Williams M.
Intellectual resources	Totality of various forms of objective knowledge of commercial value.	S.M. Klimov, O.M. Melnikov, Wondis N; Drogonetti N; Jacobson C; Roos G; Pulic A; Roos G.
Information	Information about surrounding environment, which strengthens existed level of indefiniteness.	N.P. Beliatski, V.V. Godin, I.M. Arsk, V.N. Kostiuk
Knowledge	Totality of information owned by a human or a society.	N.P. Beliatski, V.V. Glukhov, L.B. Korobko, T.V. Marinina, N Bontis; a. Brooking; Nonaka I; Takeuch H; Polanyi M; Skurme D; Zack M.
Human capital	Complex of knowledge, skills, abilities and motivation, which is owned by every person.	N.P. Beliatski, S.A. Dyatlov, Stuart T.
Immaterial assets	Assets formed at the market of intellectual capital of intellectual property of the groups of rights, privileges, mutual-dependence, intellectual property and immaterial assets, which have no material development.	S.V. Valdaitseb, V.N. Zhukov, L.I. Lukicheva, S.A. Nikolaeva, A.M. Partiukhina, L.I. Ushvitski, Sullivan Patrick H; Nonaka I; Hunter L.

¹ Marks K. Selected Compositions. 46t., naw.II. pg. 215.

profit. Schumpeter didn't share point of view according to which balance is normal status of economy and it paid special attention to its dynamics.² Pursuant to the concept of Schumpeter, innovative processes make basis to economical development. Its essence exists in realization of the factors of industrial activities and new combinations of conditions. Evolutional character of these processes exists in the fact that they have place in already active enterprises and are realized with same workers, though using existed resources is provided in different way.

Schumpeter considers diffusion of innovations to be the catalyst of economical development that is distribution of already mastered and utilized innovations in time under modern conditions, in new places of not using.³ In expectation of making high profit effective innovation was successively imitated by the groups of industrial subjects, separated by Schumpeter into "earlier recipients", "earlier majorities" and "underperformers". Cumulative growth of the quantity of emitters gives rise to waved process similar to long waves of N.D. Kondratiev.

K.D. Kondratiev was first processor of the scenario of technical-technological changes and cycled "long waved" development at the expense of fall and rise of waved movement. He didn't relate waved conjunctive cycles with technological changes, though he assumed that inventions used during the years of development can be successfully used in the future.⁴

In his late works Schumpeter advanced a theory of long waves out of technical changes, he gave initial importance in peculiar scenario of development.⁵ He established the category of "Technical Revolution", as activator of Kondratiev's waves. Processed the theory of innovative "packages" and separated three large waves related with utilization and distribution of electricity and automobiles, as well as steaming machine and railway. Evolutional method of approach processed by Schumpeter influenced significantly upon development of economical point of view of last years, directed it towards learning factors and instruments of innovative processes, and namely, learning information-intellectual resources.

R. Sallow about economical impact of technological change. Great merit of R. Sallow was the fact that in 1956 he stated economical influence of technological changes; evaluated it till 90%. In his model Sallow used classic

function of Koba-Duglas: $Y=K^aL^{1-a}$, where K is a capital, L – labor, $0<a<1$ and by involving technological constant (resident), he represented formula of following kind:

$$A:Y=AKaL^{1-a} \quad (1)$$

Growth of labor-effectiveness in Sallow's model is being provided on constant basis and reflects influence of technical progress on increasing effectiveness of capital-constant, herewith, it must be noted that model of Sallow was based on homogeneity of capital and it didn't foresee additional factors influencing upon the quality of work-force.

Based on Sallow's works, economists did much to build the model of economical growth based on neoclassical principles of economical balance. This latest considers balance of final requirement and supply and active factor of technological progress.⁷ In the middle of the 60s E. Denison tried to find reasons of economical development in the progress of knowledge based on the conducted tests. It paid special importance to education and other factors influencing upon preparation of labor force.

Innovative-central model of M. Kaletski. Role of intellectual assets in economical growth was learnt by famous researcher M. Kaletski. He processed innovative-central model, according to which constant economical growth can be achieved within the bounds of the cycle. Though impulses provoking changes in the system of conditions can influence upon economy in absolutely different way and give rise to the leaped development.⁸ Tsaletski compared new technical decisions with periodic shocks stimulating producers. In the long-term perspective they reduce duration of economical fall and reduce periods of economical rise. Consequently, influence of long-term tendencies depends on the rates of earlier growth of economy and speed of technological progress.

Points of view of K. Shenon, N. Viner and Shmukler. Shmukler's studies confirmed the fact that size of economical changes influence upon technological changes. Shmukler conducted researches with hundred-year retrospective, on the influence of changes of the consumers' cost indexes upon various products or services. Consequently he confirmed that in the studied period upper profit is made not based on the values, but at the expense of reducing cost of new scientific and technological decisions.⁹

² **Brooking E.** Intellectual Capital" Key to Success in New Millennium. St. Petersburg. 2001. pg. 28.

³ **Schumpeter I.** Theory of Economical Development of Global Economical Opinion, IV; pg. 56-60.

⁴ **Aniskin U.P., Privalov V.V., Popov A.N., Budanov A.U.** Management of Investment Activity. M.: Omega-L, 2002. pg. 272.

⁵ **Schumpeter I.** Theory of Economical Development of Global Economical Opinion, IV; pg. 460; **Silagadze A.** Economical Doctorants. Tb.: Publishing House "Innovation", 2010. pg. 494-498.

⁶ **V.V. Glukhov, S.B. Korobko, T.V. Marinina.** Economical Knowledge. St. Petersburg: Peter, 2008. pg. 528.

⁷ **Klimov S.M.** Intellectual Resources of Society; St. Petersburg, UBESPE; Znanie, 2000. pg. 168.

⁸ **Brooking E.** Intellectual Capital: Key to Success in New Millennium. St. Petersburg, PETER. 2001. pg. 288.

⁹ **Nromberg G.V., Kovchugo E.A.,** Economy and Intellectual Property. M.: INITS, 2001. pg. 121.

Formation of economical theory of information was provided together with theoretical concept of economical growth. In 1948 American mathematician **N. Winner** processed cybernetic theory of information, which stated the fact that information is not only totality of different concepts, but communication providing obtaining, exchange or transformation of these concepts. Winner studied methods of approach of quantitative assessment of information. Under the quantity of information it considered the quantity opposite to entropy.¹⁰

Mathematician K. Shannon represented in his work: "Mathematical Theory and Communications" information for quantitative measurer of communicational exchange.¹¹ Opposite to Winner Shannon specified that quantity of information equals to entropy.

Theory of human capital. Information theory under modern conditions is being actually developed, as idea of using information for reduction of indefiniteness of managerial decisions and raising degree of reasoning doesn't lose their actuality.

Theory of human capital was born from the 60s of last century and is related with the names of B. Backer, T. Schultz, and I. Mantzer.¹² They focused the role played by the knowledge and skills of workers in the process of production and they processed methodology of assessment of effectiveness of investing production means in the study of education and workers.

Human capita is discussed as totality of human abilities, which give it opportunity to make profit. Ability of making income of human capital in the process of social production of capital equalizes it functionally with other forms. Human capital is formed on the base of congenital skills of a human through purposeful investments in its development. Dependence on the size and sequencing of these investments, increases income of this factor of production, this latest is expressed at individual and social levels.

Quality of human capital at the level of social reproduction is expressed in the rates of effectiveness and economical growth of production. Investments into the human capital condition abilities of mastering new knowledge and technologies by society, creating motivation of development and progress.¹³

New theories of economical growth are significantly related with creation of concept of human capital and are originated in the works of such works, as Uzava, Barro, Arrow, P. Rammer.¹⁴ In these theories scientific-technological progress is discussed at the initial progress as internal factor of economical growth.

Uzava's Model. Uzava's Model considers material production and education. Statistical models with Gross Domestic Product taking into account intellectual level is accepted in **Barro's** model, where human capital is evaluated dependence between number of pupils and number of population of the country. In **Arrow's** model there is index of the production scale, which indicates the fact that the higher is the index of concentration of the production concentration; more is the index of effectiveness.

P. Rammer's Model. P. Romer processed the model of endogenous scientific-technological progress based of the idea of accumulation.¹⁵ According to the Model role of important factor of economical growth is played by technological changes, which take place on the base of purposeful actions of a human, while further utilization of the created technologies doesn't require additional expenses from the side of the producer. **Rammer** separated economy into three sectors: research, production of the means of production and production of final products. Rammer's industrial function has following kind:

$$Y(H_Y, L, x) = H_Y^\alpha \times L^\beta \times \sum_{i=1}^{\infty} x_i^{1-\alpha-\beta}, \quad (2)$$

Where, H_Y – is human capital;
 L – labor expenses;
 x – means of production
 α, β – technological parameters.

Expected rate of economical growth if calculated with the formula:

$$g = \delta HA = \delta H - \gamma r; \quad (3)$$

Where H is total human capital of the first and third sectors.

γ – constant side, which depends only at the size of technological parameters of α and β , as

$$\gamma = \frac{\alpha}{(1-\alpha-\beta)(\alpha+\beta)}; \quad (4)$$

r – is interest norm on capital.

According to Rammer's model, rate of economical growth disproportional with the rate of bank interest rate

¹⁰ **Godin V.V., Korneev I.K.** Module Program for Managers: Management of Informational Resources. M.: Infra. M, 2000. pg. 352.

¹¹ *Ib.* pg. 355.

¹² **Beliatkiy N.P.** Intellectual Technique of Management: educational manual. Minsk. Novoye Znaniye: 2008. pg. 320. **V.L. Makarov; A.E. Varshavski.** Innovative Management. Issues of Strategic Management and Scientific-Technical Security. M.: Nauka, 2004. pg. 880; **Sagrafov A.** Human Capital: Source of Development // Ekonomika y Zhizn, 2009. No. 1-2

¹³ **Sagrafov A.** Human Capital: Source of Development // Ekonomika y Zhizn, 2008. No. 1-2. pg. 22.

¹⁴ **Glukhov V.V., Korobka Ts. B., Marinina T.C.** Economics of Knowledge. St. Petersburg. Peter, 2003. pg. 528.

¹⁵ *Ib.* pg. 528.

and direct proportional to the size of human capital existed in the field of taking new knowledge.¹⁶ Thus idea is formed according to which field of scientific-research and experimental-construction works influence upon economy not only directly with the ideas of new applied character and processing. Its existence itself is necessary, though inconvenient condition for economical growth, as, it provides accumulation only of human capital.

Accumulation of human capital according to the new theories of economical growth is discussed as a result of the work of educational system. It provides technological progress, as expenses on education increase reserve of human capital; thus it improves ability of economy to create new ideas, to grant their relative priority in knowledge-consuming fields.¹⁷

Supporters of evolutionary theory. A kind of continuance of I. Schumpeter's ideas was evolutionary theories created in the beginning of the 80s. Differing from neoclassic authors, supporters of evolutionary theory of economical growth discuss scientific-technical progress in the process of economical development as variable having internal character. R. Nelson, S. Winter and other evolutionists focus not on the process of production, distribution of wealth and its utilization, but more on evolution of the subjects of industrial activities and they considered them to be initial reason of changing whole economical system.¹⁸ Innovations, training and discoveries occupied central place in description of evolutionary mechanisms.

Scientific-technological progress, as the essence of the variable of internal character, evolutionists connect with the fact that technical progress has no autonomic forms, it is always expressed with quantitative and qualitative parameters of utilized factors of production.

There is distinction together with similarity of basic provisions of new and evolutionary theories of economical growth, namely, the first one is formed by distribution of reduced economical resources, as axis to economical activities; while the second pays attention to the progressive knowledge and inventions, creation of which is directly related with financing of scientific-research and experimental-constructive works. Basis to the second opinion is existence of direct relation of the size of financing processing and of the made effect.

Evolutional theory is expressed in numbers of concepts of different mechanisms of perception, which differ from each-other only with different understanding of evolutionary mechanism. Competition is the basis of

developing economical system between mixed economical subjects.¹⁹ The Model processed by D. Doss and L. Orsenigo excludes regress and **is programmed on scientific-technological progress, as following scientific-technological achievements and their material realization is irreversible process.** Capital investments in this situation are conditioned to be the result of free selection of the system participants, i.e. as endogenous factor.

Evolution concepts of M. Amendol and J. Gafard²⁰ offer such model of industrial process, where technology is considered to be one of its results. Herewith, creation of new technologies is conditioned with utilization of specific, progressive knowledge consuming human resources.

Technological progress and economical competence is evaluated by B. Carlson and E. Teimazov as the factor of economical growth.²¹ Economical competence in its meaning is much more, than technological progress and is defined as ability of the enterprise to make concrete priority through utilization of achievement of technological progress.

Theories of knowledge. Origination of the theory of knowledge is logically conditioned by the attempts of researchers to share the essence of human capital, as well as the issues of information and transformation of knowledge into information, exactly these factors condition creation of competitive priorities. Founder of the theory of knowledge is **M. Pollan**, whose concept deserves special interest from the point of increasing management of enterprise and intellectual capital.²²

Special interest towards management of knowledge is indicated in large corporation of the middle of the 90s of last century, where the problems of processing information gained special interest and critical importance. Herewith, management problems were created because of absence, as well as large number of information. It became necessary to express the valuable and concretize it, namely, on the information guarantying success of the company.

¹⁹ **Glukhov V.V., Korobko S.N., Marinina T.V.** Economy of Knowledge. St. Petersburg, Peter, 2008. pg. 528.

²⁰ **Klimov S.M.** Intellectual Resources of Society; St. Petersburg. UBESPE; Znaniye, 2002, pg. 199. **Klimov S.M.** Intellectual Resources of Organization; St. Petersburg. UBESPE. Znaniye. 2000. pg. 168.

²¹ **Dyatlov S.A.** Theory of Human Capital: educational manual. St. Petersburg. Publishing St. Petersburg GUEF, 1996. pg. 172.

²² **Beliatskiy N.P.** Intellectual Technique of Management: educational manual. Minsk. Novoye Znaniye: 2001. pg. 320. **Glukhov V.V., Korobko S.B., Marinina T.V.** Ekonomika znaniya St. Petersburg. Peter, 2003. pg. 528.

²³ **Skyrme D.** Kapitalizing On Knowledge. From E-Business To K-Business. Oxford, 2001. pg. 455.

¹⁶ **Dyatlov S.A.** Theory of Human Capital: Educational Manual. St. Petersburg. Publishing SPBGUEF, 1996. pg. 172

¹⁷ **Klimov S.M.** Intellectual Resources of the Society; ST. Petersburg. UBESPE; Znaniye, 2002. pg. 199.

¹⁸ *Ib.* pg. 203.

Term of “Knowledge Management” was first originated by K. Viga in 1993.²³ In his works, Viga separated three mutual connected levels of knowledge management: business, perspective management and practical actions.

In 1986 Rammer conducted new researches about parameters of knowledge. He discussed totality of enterprises of industrial function of the type F (h, H, x), where h is intellectual knowledge of enterprise. Herewith, H is totality of knowledge, which equals to the sum of knowledge of enterprises.²⁴ He discussed x resources of the enterprise with two characteristics – capital and labor. Rammer determined in the model that totality of x factors is constant. Mentioned access allowed the Scientist to discuss what influenced upon creation of intellectual potential. For this he involved special industrial function:

$$F=k^aK^b; \quad (5)$$

Where a and b are more than zero, and totally more than one.

Based on his model, Rammer formed four basic signs of the nature of economical growth:²⁵

- Technical progress is a result of the human’s activities;
- Imitation is allowed during physical activities;
- Large number of enterprises function in market economy;
- Knowledge is the wealth; it can be utilized at the same time by many, though individual can receive permanent monopoly rent on inventions.

Significant influence upon the theory and practice of managing knowledge was provided by the concept of I. Nonaka and Kh. Takeush (1995). They significantly developed ideas of M. Pollan.²⁶

Main issue of the polemics of Japanese authors was the term: “knowledge management”, they refused it and opposed to each-other western and eastern methods of approach of solving problem. They used to mention that **western method of approach is based on mutual-opposition of Descartes of the subject and object of knowledge, while for eastern opinion totality of human and nature is characteristic, its sensitivity and not rational thinking, or understanding.**

Switzerland scientist G. Krog and M. Kenne paid

special attention to significant component of management – transfer of knowledge in their concept of management of knowledge.²⁷ Krog and Kenne’s model of transfer of knowledge showed that dependence of enterprise profitableness at the expense of organizing process of generating new knowledge and dependence of realizing inter company transfer.

Such dependence was also given by the author of the concept “knowledge capital” P. Strasman.²⁸ Strasman related growth of profit with the capital of newly formed knowledge and he grounded that **increasing informed character of employees, as well as raising qualification support growth of knowledge reserve; this latest, in its turn form net surplus additional value. Under the capital of knowledge Strasman considered invisible source of creating this value.**

Theory of intellectual activities. Russian psychologists D.S. Vigodski, A.N. Leontiev, A.P. Luriam and others in 1970-1980 processed the theory of intellectual activities, which became conceptual ground to deeper understanding of the role of the knowledge in economical activities.²⁹ In last year this theory deserves mode attention as from the side of native, so foreign researchers.

Development of the category “intellectual potential” is also related with processing of organization training and concept of organization to be learnt. Creation of the concept of organization training is related with the names of G. Khaber, K. Ardzhiris, D. Shun.³⁰ Its essence is learning of the issues of optimization of the widely understood process of organizational provision. Within the bounds of the conception K. Adrijiris formed basic principals of optimizing organization education – **principle of double-loop. The first loop is considered by the scientists as mutual-influence upon object to be learnt, while the second one – as research of the process of knowledge itself and their improvement.**

Creation of the concept of organization under study is related with the book of P. Senge published on 1990: “the Fifth Discipline”. Sharing many concepts of such organization, he paid attention to the optimization of the processes of education, which form ability of constant education in the organization. Senge separated five

²⁴ Glukhov V.V., Korobko S.B., Marinina T.V. Economy of Knowledge. St. Petersburg., Peter, 2008. pg. 530.

²⁵ Klimov S.M. Intellectual Resources of Society; St. Petersburg. UBESEP; Znaniye; 2002. pg. 199.

²⁶ Klimov S.M. Strategical Management of Intellectual Resources of Organization. St. Petersburg. Society “Znaniye” of St. Petersburg and province of Leningrad; 2001. pg. 157; Skurme D. Capitalization on Knowledge from E-Business To K-Business. Oxford, 2001. pg. 455.

²⁷ Belatski N.P. Intellectual Technique of Management. Minsk: Novoye Znaniye, 2001. pg. 320.

²⁸ Sullivan Patrick H. Profiting From Intellectual Capital: Extracting Value from Innovation. John Wiley & Corps. Inc.; 1996. pg. 403.

²⁹ Klimov S.M. Intellectual Resources of Society; St. Petersburg. UBESEP; Znaniye; 2002. pg. 199.

³⁰ Lukicheva L.I. Management Organization. M.: Omega-L, 2004. pg. 690; Lukicheva L.I. Management of personnel. M.: MIET, 2000; pg. 116.

technological components of the organization under study: systemic thinking, personal mastering, mental models, formation of general opinion, group training.

Term “intellectual capital” was first used in 1969 by J. Gelbrait in the letter sent to M. Kaletski.³¹ This term is widely spread in the first part of the 90s, In 1993 Sweden insurance company “Scandia” published in the annual account data about intellectual capital existed under its property. While decisive role in the issue of popularization of this term is played by the article of T. Stewart: “Intellectual Capital – Basic Wealth of Your Company”, published in the magazine “Fortune”.

Studies following essence and structure of intellectual capital are related with the names of P. Sullivan, L. Prussak, D. Tiss, K. Swaby, P. Dracker, T. Fortune, D. Edwidson and others. For example, S. Fornute considers under intellectual factors to be totality of whole knowledge of workers, which gives to this company priority at the market;³² according to the opinion of L. Edvidson and D.P. Sullivan, knowledge can be transferred into the value.³³

According to **L. Prussak’s** mind, intellectual capital is intellectual material of the company formed and selected together, to form the company into the asset.³⁴

In 1996 L. Edvidson and P. Sullivan expressed point of view about the fact that profit of the company is transformation of innovations realized into the intellectual assets by the personnel, on which the company can make property right. All these assets are created by the knowledge of a human. This is what helps detection of hidden valuables for untraditionally high market evaluation of human resources.

Characteristic to the end of the 90s was foundation and development of such companies, which offer service of intellectual capital assessment and management themselves (ICM Group LLC, Technology Broker Ltd). Under modern conditions it is possible to speak about independent theories of intellectual capital and intellectual assets. Important bit in their development is played not only by consulting companies, but also by theorists, as well as by the specialists of the knowledge-consuming companies Scandia Microsoft, Dow Chemical Company,

Nestle, Avery Davidson, where the level of managing intellectual capital is quite high.³⁵

It shall be mentioned that important bit in development and study of information-intellectual resources and various aspects of managing products is made by Russian researchers.

For example, founder of organization-economical scientific school V. Proskuriakov significantly developed conceptual method of approach of creation and mastering of new technique.³⁶ I.P. Aniskin in his theoretical and practical studies processed the concept of innovational production of business assets and investment management.³⁷ N.K. Moiseeva made important bit in development and study of the problems of managing creative activation.³⁸ V.G. Zinov³⁹ researched abilities of managing immaterial resources. It researched and analyzed making strategic and operative decisions, to increase profitableness of business of the issues of legal security of intellectual property. E.P. Skorniakov⁴⁰ made important bit in processing evaluation system of commercial importance of inventions; also into the issue of assessing the value of inventions on the basis of evaluation of their importance. S.M. Klimov in his works⁴¹ researched numbers of issues of monitoring status of intellectual capital, as well as the instrument of active influence, its quantitative and qualitative parameters.

It is important that theoretical point of view of economist in relation with “invisible” assets, in the first place was developed in direction of understanding role and importance of scientific-technical factor in the process of economical growth, then in direction of learning the essence of information and knowledge, also from the point of instruments and methods of managing information-intellectual resources.

For every modern concept of economical development general characteristic feature is the factor that the quality of intellectual resources and level of its involving into the social production influence directly upon the rates of economical growth and level of national wealth. In relation with this, under modern conditions parameters of managing processes of forming and utilization of information-intellectual resources are discussed quite actively in scientific and scientific-practical literature.

Effective management of intellectual capital gives opportunity of important growth of profitableness, market value (capitalization), management, security, and competitiveness. It gives perspectives for dynamic growth and development of modern knowledge-consuming enterprise.

³¹ **Sullivan Patrick H.** Profiting From Intellectual Capital: Extracting Value From Innovation. John Wiley & Sons, Inc., 1996. pg. 340.

³² **Brooking E.** Intellectual Capital: Key to Success in New Millennium. St. Petersburg: Oetern 2001; pg. 288.

³³ **Sullivan Patrick H.** Profiting From Intellectual Capital: Extracting Value From Innovation. John Wiley & Sons, Inc., 1996. pg. 340; **Sullivan Patrick H.** Value-Driven Intellectual Capital. How To Convert Intangible Corporate Assets Into Market Value. John Wiley & Sons Inc., 2000. pg. 562.

³⁴ **Klimov S.M.** Intellectual Resources of Society; St. Petersburg. UBESKO; Znaniye, 2002 pg. 241.

³⁵ **Sullivan Patrick H.** Profiting From Intellectual Capital: Extracting Value from Innovation. John Wiley & Sons, Inc., 1996. pg. 323.

ლამარა ქოქიაური, ვახტანგ დათაშვილი

ინტელექტუალური კაპიტალის მართვის საბაზისო თეორიული წინაპირობები და პრინციპები

ლამარა ქოქიაური
სტუ-ს სრ. პროფესორი
ვახტანგ დათაშვილი
სტუ-ს პროფესორი

მთელი თავისი არსებობის ისტორიის განმავლობაში ეკონომიკურმა აზრმა, რომელიც დეკლარირებდა სამეცნიერო-ტექნოლოგიური პროგრესის და ინტელექტუალური პოტენციალის ზრდის მნიშვნელობით, ფაქტობრივად ისინი გამოიყვანა ანალიზის ჩარჩოებიდან. ამრიგად, ინტელექტუალური რესურსების ამოქმედებისა და წარმოების ხარჯზე ეკონომიკის პროგრესის უზრუნველყოფ ფაქტორებთან მნიშვნელოვანი როლი დაეკისრა გარე (ეგზოგენური) ფაქტორებს.

თანამედროვე პირობებში ინტელექტუალური კაპიტალი ეკონომისტების მიერ განიხილება როგორც წარმოების სრულფასოვანი ფაქტორი, ოღონდ მის განმარტებასთან მიმართებით მკვლევართა აზრები იყოფა. ამდენად, ინტელექტუალური კაპიტალის კატეგორიის თეორიულ-მეთოდოლოგიური გააზრების საკითხები ღიად რჩება.

ინტელექტუალური აქტივების მართვის მექანიზმებისა და პრინციპების ღრმა თეორიული დამუშავებისა და გააზრების მიზნით მოცემულ ნაშრომში შევეცადეთ აგვეხსნა ინტელექტუალური კაპიტალის მართვის საბაზრო თეორიული წინაპირობები, მიდგომები და პრინციპები.

ინტელექტუალური კაპიტალის მართვის თეორიულ-მეთოდოლოგიური საფუძვლების ახსნამ, პირველ რიგში მოითხოვა შეხედულებების მოწესრიგება ინტელექტუალურ კაპიტალზე და შემეცნებითი აპარატის არსებითი დაზუსტება, რაც განხორციელდა ცნებების: ინტელექტუალური აქტივების, ინტელექტუალური კაპიტალის, საინფორმაციო-ინტელექტუალური რესურსების და პროდუქტების შემოღებით.

ინტელექტუალური აქტივების მართვის პროცესში მართვის განსაკუთრებული ინსტრუმენტების გამოყენების მიზნით საჭირო გახდა არამატერიალური აქტივების ძირითადი მახასიათებლების ერთმანეთთან შედარება. ამ მიზნით განხილულ იქნა მათი სტრუქტურა და შემუშავდა ინტელექტუალური აქტივების კლასიფიკაცია.