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

N.A. Khashimova.¹, M.L. Tursunkhodjaev²

^{1,2}Associate Professor of Economic Sciences prof., Head of the Department of Industrial
Economics, Tashkent State Technical University

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ABSTRACT

The article analyzes the ways of development of channels of intellectual capital movement between various spheres of the intellectual environment. The 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 channels of intellectual capital movement and the main directions of a marketing strategy for the formation and use of intellectual capital are proposed

1. Introduction

World development trends indicate that humanity is consistently entering a qualitatively new stage of its development, a characteristic feature of which is the comprehensive intellectualization of society based on the development of lifelong education systems and the deep penetration of educational systems by the results of their labor into 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 specialists of a high level of training. Enterprises are increasingly considering a person fully prepared in the educational process and the level of special knowledge of university graduates as the intellectual capital of an enterprise that has a high value and can act as its intangible asset.

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

2. Ways of developing channels of intellectual capital movement

A particularly important problem of marketing strategy is to ensure innovative cooperation between education, science and industry. The effectiveness of this cooperation is achieved only with a well-functioning system of 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 a circulation of intellectual resources in the marketing strategy is carried out through the development of channels of intellectual capital movement between various spheres of the intellectual environment.

The classical theory of marketing gives a noticeable place to the policy of organizing distribution channels and identifies three types of them direct or direct, indirect and combined, mixed. Similar channels should be 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 developing situation in the intellectual capital market and the available capabilities of the intellectual potential producer. However, it should be borne in mind that a feature of intellectual capital movement is that, unlike a traditional product, a person who is a carrier of intellectual capital has the right to independently find a sphere for applying his potential. This means that each of them constantly forms more and more 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, this process of intellectual capital movement should be considered within the framework of the formulated patterns of intellectual space and synergistic 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 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 distribution channels. In this aspect, a multichannel scheme for organizing intellectual capital movement, carried out using traditional, vertical and horizontal sales marketing systems, looks very promising. The traditional capital movement system consists of a chain of independent channels of the intellectual environment that are not controlled by other subjects. Vertical system - includes a manufacturer of intellectual potential and intermediaries who ensure its delivery to the end consumer. It acts as a unified system with common goals and interests. The dominant participant in such systems is usually the 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; controlled administrative within the sphere of influence of one of the participants. A horizontal system is an unification of two or more subjects of the intellectual environment in the joint development of emerging opportunities in a specific 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, one should take into account both the requirements of science and industry and the policy of competitors. Participants in the channels of capital movement 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 building of intellectual capital.

The regulation of intellectual capital movement is constantly at the center of attention of the state's economic policy. On September 11, 2018, a Resolution of the Cabinet of Ministers of the Republic of Uzbekistan was adopted on measures to further support innovative activities, which identified some approaches to organizing intellectual capital movement. But in their original form, they were first recorded in the National Program for Personnel Training, where education, science and production were considered as single and indivisible components of the intellectual space and intellectual environment. The national program, which has the status of the Law of the Republic of Uzbekistan, defined the tasks and functions of each of these components. They found their further normative development in the decrees of the President of the Republic of Uzbekistan No. 436 of 08/07/2006 "On measures to improve and manage the development of science and technology" and No. 916 of 08/15/2007 "On additional measures to stimulate the implementation of innovative projects and technologies into production ". A significant role in the

development of channels of intellectual capital movement is played by the Resolution of the Board of the Ministry of Higher and Secondary Specialized Education of the Republic of Uzbekistan dated April 17, 2010 "On the mechanisms of innovative cooperation of science, education and production" and the Resolution of the President of the Republic of Uzbekistan dated October 8, 2019 No. PP-5847 " Concept for the development of higher education in the Republic of Uzbekistan until 2030 ". It provides for the introduction of a new monitoring system for this process, including:

- information about the created innovative groups of departments of educational institutions;
- database of enterprises;
- database on 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, whose curricula are aimed at obtaining theoretical knowledge, to an education system aimed at developing practical skills based on international experience;
- raising the content of higher education to a qualitatively new level, establishing a system for training highly qualified personnel who can find their place in the labor market, make a worthy contribution to the stable development of the social sphere and sectors of the economy;
- ensuring the academic independence of higher educational institutions;
- phased implementation of the concept "University 3.0", which provides for the interconnection of activities to commercialize the results of education, science, innovation and research in higher educational institutions;
- creation of technoparks, foresight centers, centers of transfer technologies, start-ups and accelerators in higher educational institutions by 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 socio-economic development of relevant industries, spheres and regions.

Nevertheless, we have to admit that the channels of interaction between the structural elements of the intellectual environment: the state, scientific and educational institutions and the business sector, are in the stage of formation, although there are prerequisites for a closer connection. As a result of the implementation of programs for the modernization of sectors and the localization of production, a technical and technological update of production takes place, which creates favorable conditions for increasing the demand for innovations, and the demand for high-quality intellectual capital increases. Scientific institutions, as the results of annual fairs of innovative ideas, technologies and projects show, have sufficient potential to offer modern

innovative developments in various areas of technology and technology. At the present stage, for the further development and strengthening of the channels of intellectual capital movement, it is necessary to develop the infrastructure of the intellectual environment. The channels of scientific and industrial intellectual integration, according to world experience, need to be formed by creating an innovative infrastructure of technoparks, innovation centers, etc., in which production will invest in scientific research, and science will provide production with the necessary -vations.

3. Marketing strategy for the development of channels of intellectual capital movement

The marketing strategy for the development of channels of intellectual capital movement in the system of innovative cooperation between education, science and industry should be aimed at:

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

development of insurance investments in innovations, leasing of high-tech equipment and devices, the stock market for high-tech companies, etc., as well as the training of professional certified evaluators 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 cooperation networks;

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

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

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

stimulation of innovative activity of enterprises of leaders in industrial development;

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, consulting and venture capital firms, organizing their own firms at educational and scientific institutions to organize effective channels of intellectual capital movement;

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

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

increasing the innovative culture of the population and entrepreneurs;

to advertise and expand information about new technologies and possible sales 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 channels of intellectual capital movement 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 to support the export of science-intensive products, concluding international agreements on the mutual recognition of certificates of conformity, creation of technology-innovation zones, facilitating the integration of organizations in the development sector into the corporate sector and the research sector, development of sectoral technology programs and breakthrough innovation projects in certain sectors of the economy, using the mechanism of private and public partnership.

An important direction in the development of channels of intellectual capital movement 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 on deepening the processes of denationalization and privatization in the Republic of Uzbekistan. The same kind of task was set again in August 1995 in the State Program "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 information and telecommunication 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, which 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 infotelecommunication fragment of the development of the marketing strategy and the further development of channels of intellectual capital movement.

4. 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 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 represent 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 industry. The effectiveness of this cooperation through the development of channels of intellectual capital movement between various 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 borne in mind that a feature of intellectual capital movement is that a person - the bearer of intellectual capital - has the right to independently find the sphere 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 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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