

Improving the efficiency of the use of intellectual capital in the management of enterprises

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Abstract:

In conditions of intensive informatization and intellectualization of the world economy, the production and sale of human capital, namely its intellectual component, acquires particular importance. Among the main problems of implementing intellectual capital is its commercialization. Intellectual entrepreneurship is proposed as one of the forms of implementation of intellectual capital. Types of intellectual entrepreneurship and directions for its support and development are identified

Keywords: intellectual capital, knowledge, entrepreneurship, knowledge-intensive industries, knowledge economy

Introduction. Currently, the role and importance of intangible sources of development are increasing. Economic activity began to represent not only the extraction and processing of resources, the production of tangible goods, but also intangible goods and services. In these conditions, effective management of intangible resources, including intellectual ones, is necessary. Much of the development of this century is likely to be associated with intellectual capital, and in the emergence of a knowledge-based economy, special attention should be paid to the accumulation of this capital.

Intellectual capital can be interpreted in a broad and narrow sense. In a broad sense, it is a set of intangible goods (hardware and software, databases, patents, etc.) and the country's human capital. In a narrow sense, it is a set of intellectual and mental abilities, professional knowledge and skills of a person, the use of which increases the productivity and efficiency of his activities.

The general component of the market for intellectual services, R&D, and special skills acquired or in the process of acquisition is explicit and implicit knowledge, capitalized in a certain way. At the same time, the capitalization of explicit knowledge occurs in tangible media (high-tech goods and services), and tacit knowledge - in intangible media (hardware and software, databases, patents, human skills, etc.).

The specific properties of intellectual capital (in the narrow sense) include relatively low liquidity, a relatively long period of return on investment (on average 15–20 years), an increased degree of uncertainty and risk with simultaneously higher profitability (return on capital). The use of this capital is possible only during the labor process of its owner, i.e. person.

The most important forms of investment in intellectual capital include expenses for education and the accumulation of professional experience, training and retraining in production, ensuring geographic and professional mobility, organizing a search for information about the labor market conditions and the availability of vacancies.

In developed countries, total investments in intellectual capital exceed investments in other types of capital, which contributes not only to the development of an innovative economy, R&D and intellectual



services, but also to an increase in the status of leading economic powers, an increase in international rankings of countries, and strengthening the position of national economies in the global economic space.

Russia is characterized by low growth rates of investment in this capital. Studies have shown that about 6% of GDP was allocated for the development of intellectual capital (the share of education, healthcare and other social services in GDP) in 2010 (as in previous years), while in Sweden and France - 18% , USA - 15.5%, Finland and China - 15%, South Korea - 11%, which contributed to maintaining stable economic growth rates and maintaining a high level and quality of life for the population.

Materials and methods. Intellectual capital is characterized by such a phenomenon as brain drain - the departure of scientists and qualified specialists outside the country in search of a more favorable place to apply their abilities. A high level of Russian scientific emigration was observed in the 1990–2000s. Currently the situation has stabilized. It should be noted that brain drain is a controversial phenomenon. On the one hand, the country is losing trained specialists, on the other hand, the results of the specialists' activities become a global benefit. As a measure to help reduce the outflow of Russian scientists abroad, it can be proposed to form contractual relationships in the scientific labor market, including coordinated work of institutional structures for the formation and use of intellectual capital, and the introduction of a system of compensation payments by the receiving party.

Research discussion. In modern conditions, the protection of rights to intellectual property as a result of the formation and use of intellectual capital is of great importance. The presence of effective mechanisms for clear specification of property rights to knowledge-intensive products and technologies is becoming one of the main signs of the development of a knowledge-based economy, providing economic, social, and technological effects from the introduction of innovations in all spheres of economic life.

Intellectual capital can be considered as a significant resource for the formation and development of a knowledge-based economy, because:

- accumulates existing and generates new knowledge, thereby forming the basis for the development of any socio-economic system;
- able to solve complex complex problems due to the possession of diverse and versatile knowledge;
- embodies initial ideas into final products, technologies, services through tangible and intangible production;
- takes part in most processes occurring in modern society.

Thus, intellectual capital is currently becoming one of the key resources for the development of a knowledge-based economy, and individuals - carriers of private intellectual capital - find themselves involved in a complex, multifaceted and multi-level system of socio-economic and cultural relationships and production relations within the framework of the functioning of public human capital, providing a synergistic effect and increasing returns from reproduction processes across the national economy as a whole

One of the forms of realizing the results of intellectual activity can be entrepreneurship, namely intellectual entrepreneurship. Over time, both the types of entrepreneurship and the resources used in entrepreneurial activity change.

Entrepreneurship is currently one of the most flexible areas of activity, in which the created knowledge finds its implementation faster than in other areas. The development of intellectual entrepreneurship, which should become a promotion channel that promotes the effective use of already created and newly created knowledge, is becoming especially relevant at present. Intellectual entrepreneurship is a type of entrepreneurial activity based on the sale of primarily intellectual capital, aimed at commercializing the products of intellectual activity and making a profit from it. Over time, both the types of entrepreneurship and the resources used in entrepreneurial activity change. Now it is



important to creatively process information and create a high-quality intellectual product. To do this, you need to have a skill called intellectual entrepreneurship, which determines the competitiveness of an individual in a knowledge-based economy.

Classical entrepreneurship is entrepreneurship aimed at maximizing the return of resources, managing production volumes, where external and internal factors are involved to identify the company's reserves to increase profitability and update the range of products.

The difference between intellectual entrepreneurship and classical entrepreneurship is expressed in three main features. Firstly, the role of intangible, especially intellectual, resources in shaping the competitiveness of enterprises is increasing. The knowledge and skills of employees and the ability to perform tasks determine the effectiveness of introducing not only new products and technologies into the business structure, but also the adoption and implementation of adequate strategic decisions that determine the long-term competitiveness of the company in the market. Secondly, the product of labor changes (from material to intellectual). The product obtained as a result of intellectual activity has its own characteristics. This is the inseparability of knowledge in the process of buying and selling, increasing returns from each subsequent product produced, reducing the cost of the subsequent copy, the so-called effect of network appearances, i.e. Each subsequent consumer purchasing a product brings greater value to all consumers. Thirdly, the type of entrepreneur and entrepreneurship is changing - from labor to intellectual. The level of education, spirituality and social orientation of entrepreneurial activity are growing, which determine the dominance of the goals of self-expression and social orientation of activity over the goals of enrichment (profit maximization).

One should also distinguish between innovative and intellectual activity. Innovative activity is aimed largely at the dissemination and use of innovations; it is characterized by technological, technical, social, product, marketing and organizational implementation of innovations. It represents the introduction and use of everything new, although not on a massive scale. Intellectual activity is broader than innovation and includes not only innovation, but also the spread of various consulting, consulting, information centers, which are becoming increasingly relevant, while the transferred knowledge and information may not be new at all and not on the introduction of innovation, but this does not exclude this. Thus, the concept of "intellectual activity" is broader than the concept of "innovation activity", and the first includes the second.

Intellectual entrepreneurship ensures an effective relationship between science and education, on the one hand, and business (large, medium, small), on the other. The institutions for the dissemination and use of knowledge are firms that operate with information and knowledge. These are advertising agencies, consulting centers, training centers, etc. Intellectual entrepreneurship, according to A.R. Chervitz is primarily associated with the production of new knowledge and its translation into specific life benefits through mechanisms of cooperation and interaction of economic agents, which in practice take the form of various intellectual communities. Intellectual entrepreneurship includes the following types:

- entrepreneurship in the scientific and technical field
- in the field of R&D, engineering, software development or high-tech entrepreneurship;
- entrepreneurship in the creative field - writing, drawing and other forms of art, advertising and design;
- entrepreneurship in management
- management and marketing services, personnel selection, audit, financial services, etc.;
- entrepreneurship in the field of education and training;
- entrepreneurship in the provision of services in the form of reports, reviews, databases, analytics, rating agencies, etc.



Intellectual entrepreneurship has a pronounced institutional specificity, which is based on a set of rules that structure the activities of intellectual entrepreneurship entities and allow the creation, replacement or elimination of recycled models of economic behavior. Consequently, intellectual entrepreneurship should be understood as a special institution for the development of the modern economy, which has an independent organizational and economic structure that promotes the implementation of new opportunities for the productive use of resources of economic agents to realize the intellectual potential of economic growth.

However, so far the share of goods and services of classical entrepreneurship significantly exceeds the turnover of intellectual entrepreneurship. For example, in 2011 in Russia there were only 90,745 organizations by type of economic activity, of which 69,762 organizations were in the extraction and processing of natural resources, 16,981 were in real estate transactions, leasing and providing services, and 4,002 were in education. Turnover of medium-sized organizations by type of activity for 2010–2012 presented in the table.

The share of publishing and printing activities, replication of recorded media in manufacturing is only 2–3%, the share of scientific research and development in the provision of services is 8–13%, and activities in organizing recreation and entertainment are 23–26%. At the same time, it is possible that the share of knowledge-intensive goods and services in printing activities and the organization of recreation and entertainment may not occupy the entire volume.

There is a need to support and develop non-classical, intellectual entrepreneurship, which will preserve natural resources, increase the volume of high-tech goods and services, and increase the innovative level of business as a whole. Areas of support for intellectual entrepreneurship can be carried out in groups (Fig. 2.).

Within the first group (support and development of entrepreneurship in the scientific and technical field) the following is required:

- advanced training of scientific and scientific-pedagogical staff of universities;
- internship of scientific, pedagogical, engineering and technical workers of universities, graduate students and doctoral students in leading Russian and foreign educational institutions and research centers, at enterprises producing equipment and software for scientific research, in order to improve their skills and ensure work on high-tech equipment ;
- inviting scientists and teachers from leading Russian and foreign universities and research centers to improve the qualifications of scientific and pedagogical staff of universities, the formation of scientific and pedagogical personnel providing elite education;
- advanced training of university employees;
- users of high-tech equipment;
- advanced training and retraining of administrative and managerial staff of universities to form an innovative infrastructure and develop a university management system for work in the modern scientific and educational sphere.

Within the second group (support and development of entrepreneurship in the creative field) it is necessary:

- creation of a network business environment for representatives of the creative sphere;
- organization of training in the basics of economics and entrepreneurship outside educational institutions

Within the third group (support and development of entrepreneurship in the field of management) it is necessary:



- development of a multifunctional web space of universities, ensuring completeness, relevance, relevance and accessibility of information on the results of scientific, educational and innovative activities of universities;
- improvement of the electronic information system of universities;
- expanding the system of access to world information resources, databases and expanding the resources of the electronic library of educational institutions;
- creation of digital educational resources for higher professional, postgraduate and additional education programs;
- creation of an integrated information and communication system to provide remote access to shared use centers of educational institutions, network interaction with partner organizations and employers for targeted training of specialists, testing and dissemination of promising models of network interaction, creation of a distributed information system for analyzing the needs for specialists and promoting employment graduates of educational institutions;
- development of a segment of the educational portal of universities for the system of general, primary, secondary and higher professional education based on the scientific and educational Internet portal “Electronic University”;
- creation of a supercomputer on the basis of one sustainable university and on its basis
- an interregional data processing center that provides receiving, processing, cataloging and storing large volumes of data
- results of scientific and monitoring research, applied software for high-tech calculations;
- development of the scientific and educational television channel “TV-University” to preserve and enhance cultural values, disseminate knowledge and traditions of the best examples of domestic science and Russian education;
- creation of a public Internet lecture hall on current issues of sociocultural development, priority areas for the development of science, technology and engineering;
- creation of an information analytical system to support youth intellectual competitions and other events that enhance the scientific and innovative activities of youth.

Within the fourth group (support and development of entrepreneurship in the field of education and training), the following is required:

- improving the quality management system of educational and scientific-innovative activities of universities, including the introduction of a quality management system in all structural divisions of universities;
- improving the internal rating system for assessing the functioning of university structural divisions;
- conducting international quality assessment and public and professional accreditation of educational programs;
- introduction of effective mechanisms for personnel rotation;
- creation of a unified electronic document management system for universities, creation of a unified information and analytical system to ensure the effectiveness of management decisions;
- development of software and hardware for information security;
- creation of a system for regular research and monitoring of the labor market needs for highly qualified specialists;
- development, testing and implementation of a system for identifying protectable results of intellectual activity, registration and protection of intellectual property, accounting and use of intangible assets in economic activities;



- creation of a system for comprehensive examination of the commercial potential of developments, draft agreements for the transfer of property rights to the results of intellectual activity;
- development and implementation of effective forms of participation of universities in the management of business entities;
- creation of an innovative infrastructure for the formation of innovative projects in the field of high technologies and commercialization of developments;

- development of organizational and economic mechanisms that ensure diversification of funding sources; – creation of joint scientific laboratories and basic departments with the Russian Academy of Sciences and scientific centers;

- creation of network youth associations

- student business incubators, specialized design bureaus, technology parks.

Within the fifth group (entrepreneurship in the provision of services in the form of reports, reviews, databases, analytics, rating agencies, etc.), the following activities are provided:

- search and cooperation with entrepreneurs, especially those engaged in intellectual entrepreneurship, to develop practical skills in the field of business, develop joint projects and subsequent support for aspiring entrepreneurs;

- organization of information and advertising support for the opportunities of this type of business, accessibility for consumers of all segments of the population;

- promotion of this type of entrepreneurship, since at present, given the high demand for analytical and accounting work in all organizations, this area of activity is becoming even more relevant.

Research results. The need to activate intellectual capital in entrepreneurship is justified by a number of prerequisites.

Firstly, the use of new knowledge and skills leads to an increase in the main effect several times; in addition, the value of knowledge as a commodity for sale also increases. In this regard, there are now more and more companies specializing in the sale of legal, accounting, consulting and other knowledge and intellectual services;

Secondly, many representatives of the business environment, in particular domestic businesses, trade in what they did not create or imported. Global intellectual entrepreneurship thinks differently. It is aimed at ensuring the constant competitiveness of products, daily work to create competitive advantages, the main source of which is innovation. One of the reasons for the weak development of intellectual entrepreneurship in the domestic economy, including innovation entrepreneurship, is a rent-seeking economy. Russia, along with Mexico, Turkey, and Kazakhstan, belongs to the group of countries where the basis for economic development remains rent extraction from the use of natural resources. Over the past few decades, the structure of the domestic economy has been determined by a clearly expressed raw material orientation. Raw materials and semi-finished products make up a significant share of Russian exports (at least 75%), including oil and petroleum products - about 40% of its volume.

Thirdly, entrepreneurship is an institution for the dissemination and simultaneous use of knowledge. It is here that the formed intellectual capital and the knowledge created by it receive their implementation. All this determines the need to intellectualize entrepreneurship and develop intellectual entrepreneurship.

Fourthly, the main economic product of entrepreneurial activity is increasingly an intellectual product (know-how, software, methodology, technology, etc.) and a high-tech product (the share of R&D costs in the product is more than 3.5%);



Fifthly, entrepreneurs themselves become intellectuals, or rather, intellectuals become entrepreneurs. Intellectual entrepreneurs are primarily researchers and scientists, teachers and other highly competent specialists involved in the commercialization of their own ideas and developments.

Conclusion. The intellectualization of entrepreneurship increases the role of education - the basis for the formation and development of intellectual capital, and then the transfer of knowledge into the economy. Education inevitably integrates with entrepreneurship, promoting a more effective exchange of knowledge, the introduction of more advanced scientific methods of production, the growth of education and spirituality of entrepreneurship, forcing it to serve the interests of society, and not just personal gain.

Thus, intellectual entrepreneurship is a special type of entrepreneurship, which (unlike labor) is focused on the creation and implementation of an intellectual product and operates in an unstable external environment, high risks and market uncertainty. Intellectual capital is a special resource that requires the creation of special conditions, and intellectual entrepreneurship represents a favorable environment for its development.

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