

MODEL OF HUMAN CAPITAL COMPANY

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Summary. With the innovation of the global economy is changing the technological basis of social production. Of particular importance in this case becomes the intellectual capital, which determines the structure of the national economy, quality of products made in different sectors, as well as the efficiency of management at all organizational levels. In turn, the degree of development of intellectual work and its involvement in the production processes are important factors that determine a country's competitiveness in the global economy, its export opportunities.

Key words: human capital, human resources, competitive advantage.

INTRODUCTION

In the industrially developed countries role of science technical progress, production and its activity leads through the innovative processes. This article is confirmed by the results of researches, who are conducted in this direction. It is thus underlined in works of authors, that intellectual potential of Ukraine is great, but in modern enterprises it is underestimated and does not get the proper development. The part of innovative products, realized outside Ukraine, in the volume of the exported industrial products made in 2006 year only 13,7 % [1, p. 192], and break with innovative activity of domestic enterprises with countries-leaders in this area (Netherlands, Austria, Germany, Denmark, Ireland) makes 3-4 times [2, p. 7]. Existent situation in innovative activity and it a decision value for the increase of competitiveness of country is predetermined actuality of subsequent depth of knowledge about a management, economic essence of human capital, features of his forming, development and use, intellectual potential, and also about instruments and methods of effective process control of increase of intellectual capital. And because of that the basic link of innovative economy of country is its scientific industrial enterprises, most sharply a question appears about inner company acquisition of jurisdictions of the stuff, necessity of development of administrative instruments and methods of accumulation and increase of human capital.

OBJECTS AND PROBLEMS

In industrialized countries, the role of STP, intellectualization of production and actively pursuing innovative processes outstanding. And this thesis is confirmed by the results of research conducted in this regard by many foreign and domestic scholars. At the same time in the works of local authors emphasized that the intellectual potential of Ukraine is significant, but in modern enterprises underestimated and does not receive proper development. Thus, the share of innovative products sold outside of Ukraine, in the amount of exported industrial products in 2006 amounted to only 13.7% [1, pp.192], and the gap with the innovation of domestic enterprises with leading countries in this area (the Netherlands, Austria, Germany, Denmark, Ireland) is 3-4 times [2, pp. 7]. The current situation in innovation and its crucial importance for increasing the competitiveness of the country determine the relevance of further in-depth knowledge about the management of intellectual potential, the economic substance of human capital, and especially its formation, development and use, also on tools and methods for effective management of building intellectual capital. And given that the main link in the innovation economy is its high-tech industries, most acutely raises the question of intra-firm skills acquisition personnel need to develop management tools and techniques and increase the accumulation of human capital. Analysis of recent studies and publications. Among the foreign researchers of this subject, which can be called classics, worthy of attention IV Schumpeter, R. Solow, N. Romer, M. Polanyi, P. Sullivan, K. Sveiby, P. Strassman, A. Prusak, S. Klimov, L. Lukacheva and many others. Works of local scientists and experts, among them A. Amosha, VA Antoniuk, O. Grishnova, A. Voronkov, A. Kozachenko, B. Racz, etc., have also made significant contributions to the theory and practice of management of intangible assets, intellectual resources and human capital businesses. In their paper, we consider the evolution of theoretical concepts, develops the idea of scientists about the nature and essence of intellectual resources and intellectual products. However, despite the large number of the investigations, many of them considered only a few areas of management of intellectual human capital and which do not allow to form a general idea of an integrated system to play in the enterprise. The lack of meaningful integration of all components of the reproductive system of human capital and the orientation of all structures of the company to achieve its objectives does not ensure an effective transformation of the basic and acquired knowledge (competence) of staff in assets which make a profit. In accordance with this article is to study and build a model of formation of human capital and companies required to implement the strategy.

Awareness of local researchers that the functioning of the economic system based on knowledge, development of human capital and intellectual capabilities of employees is the main route out of the crisis and improve the competitiveness of high-tech companies, makes pay close attention to the adaptation developed by Western scientists a tool for economic use of intellectual labor to the constantly changing environment, which are domestic enterprises. If we talk about the state of research in the identification and evaluation of knowledge (competence) personnel and their human capital at the enterprise level, it can be concluded that such studies are initiated only. In fairness, we note that the reproduction of human capital management in practice is difficult. This is due not only to the specific object of control, but with a low level of

understanding of managers of the need for such control, as well as the lack of effective organizational and managerial tools. This conclusion is confirmed by results of our survey of functional managers of industrial enterprises of the Luhansk region. For them the intangibility of intellectual assets, which include intellectual and human capital, in essence means that they are ungovernable and, as a consequence, the question of his play in the enterprises are transformed into the secondary, causing negative consequences. Synthesis of the literature on the subject allowed to allocate two administrative process associated with the reproduction of human capital and enterprise. First, is the process of formation and development of human capital and, secondly, this process is the use and commercialization of human capital. Clearly, these two processes are interrelated, but the organizational and managerial tools, which accompanies them, will be different. It is therefore advisable to consider them separately. On the basis of our substantive research in this article, we shall dwell only on the process of formation and development of human capital. In the conceptual aspect of this process can be described only with the determination of its place in the production of the innovation cycle enterprises associated with such concepts as "information", "knowledge", "competence", "intellectual capital", "human capital", "Intellectual human capital. Each of these concepts is currently no single interpretation. Therefore, from the entire spectrum of interpretations shall be based upon such. Information - this is certain information, the totality of any data, knowledge, detailed, systematic presentation of some selected material. A key point for this is a combination of information and context [3]. Knowledge - information in context, which is capable of producing encouraging people to action understanding [4]. The competence of employees have the knowledge, skills, abilities and personal characteristics that form the basis of their behavior [5]. We consider them one of the fundamental driving forces behind the success of staff, as they reflect its potential effectiveness. Intellectual capital - knowledge is available to organizations in different forms and can be used to obtain various kinds of competitive advantage [6]. Human capital - a combination of knowledge, practical skills and creative abilities of employees, with their moral values and work culture, made to meet current challenges. Intellectual capital should include a combination of knowledge, practical skills and creative abilities of highly educated personnel, whose activities are related to the use of unique skills, abilities, and outstanding mental abilities [7]. Thus, information, knowledge, competence, carried by a person and that are essential for human capital as a component of intellectual capital, converted into intelligence products (Fig. 1).

Consequently, the formation and human and intellectual capital - is a complex multistep process of transformation of knowledge of staff, most of which occurs in the depths of the mind of employees. And based on the fact that human capital becomes a reality, the capital only if it is movement, i.e. the use of specialist skills in the labor process, during its formation should focus not on determining the dependence of the contributions to knowledge and information and results of operation of the enterprise, and the dependence of targeted contributions to the intellectual activity of staff clearly denoting while the line between intelligence professionals (potential capacity), competence and potential of their creative activity, as proved experimentally that

possession of high intelligence does not determine the high ability worker to creative work [6]. Thus, the emphasis is shifting towards the management of impacts on the process of creative, intellectual activity of the company's employees, by which we mean the change in the effectiveness of creative work, to address the relevant tasks within the established goals and term limits. The foregoing provides a basis for constructing a qualitative model of the formation and development of human capital and enterprise level (Fig. 2).

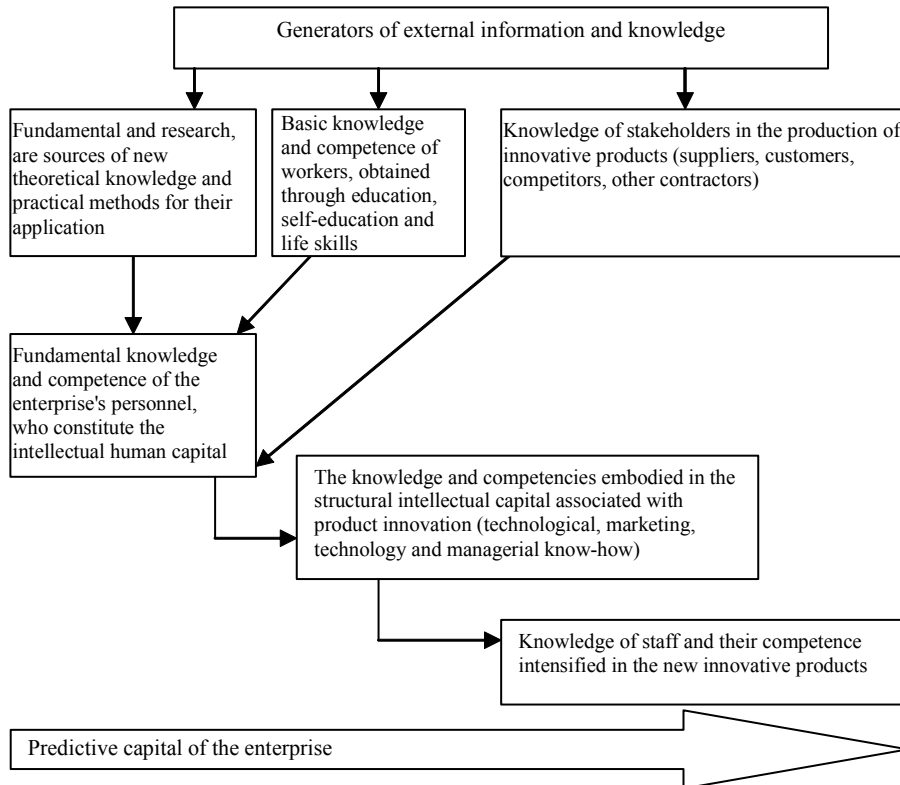


Fig. 1. Transformation of information, knowledge and competencies in human capital as the basis of intellectual capital and enterprise

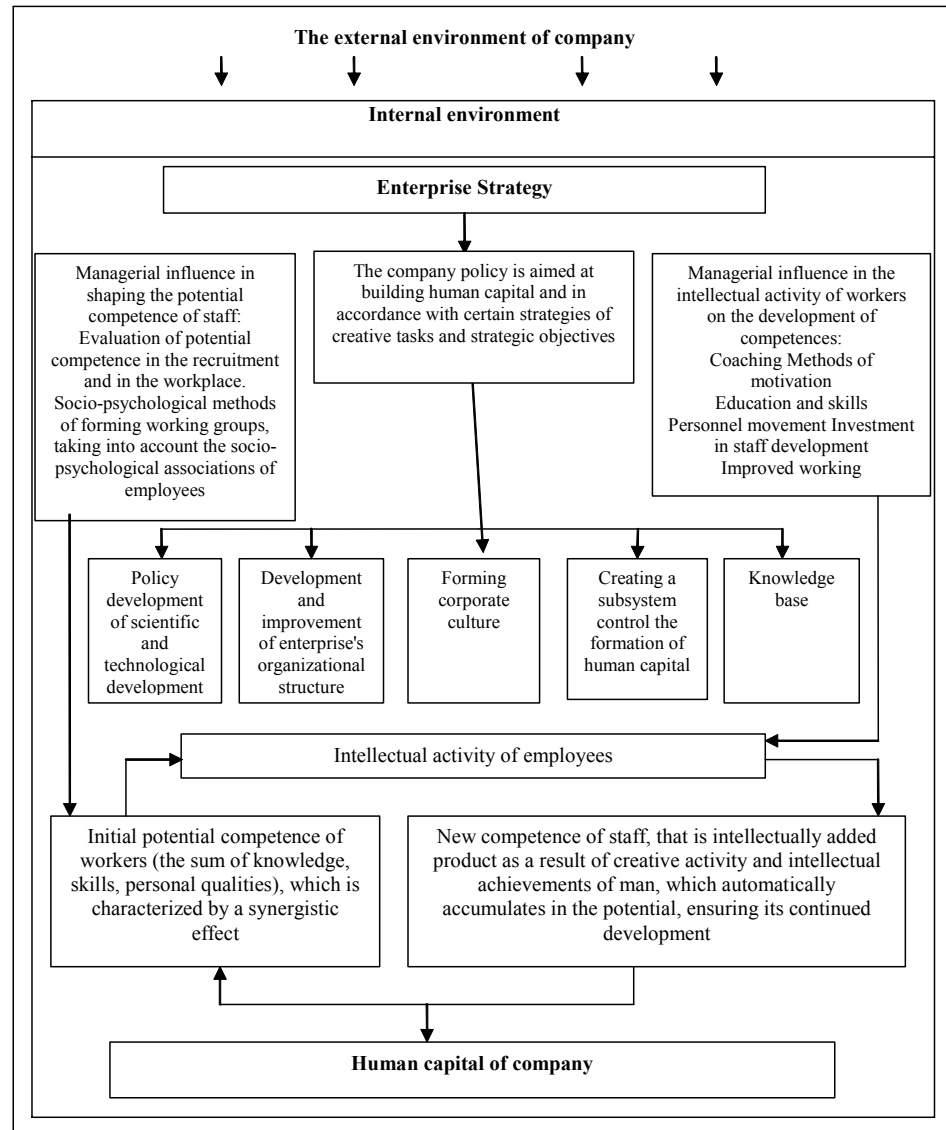


Fig. 2. Model of formation and development of human capital and companies

CONCLUSION

Systemic understanding of the essence of managing the formation and development of human capital and in the above figure 2. presented by the organizational and managerial tools. Conclusions and prospects for further research. The model presented and the management tools of intra-firm control the formation and development of human capital and can serve as a basis for concept development of personnel of enterprises and management of intellectual activity as a tool to improve workers' efficiency formations of human capital. However, the intellectual and creative resources remains at the present time, little developed, is located at the intersection of economics, psychology and sociology, and requires intensive study as a research subject.

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МОДЕЛЬ ЧЕЛОВЕЧЕСКОГО КАПИТАЛА КОМПАНИИ

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Аннотация. Рассмотрены концептуальные принципы процесса формирования и развития человеческого капитала исходя из специфики объекта управления. Определено место такого процесса в производственном инновационном цикле, как информация, знание, компетенции, интеллектуальный капитал, человеческий капитал и интеллектуальный человеческий капитал. Определено понятие интеллектуальной активности работников. Построена модель формирования и развития человеческого капитала на уровне предприятия.

Ключевые слова: человеческий капитал, инновационный цикл, информация, знание, интеллектуальный капитал, интеллектуальный человеческий капитал.