

CAPITALIZATION OF INTELLECTUAL POTENTIAL: EDUCATIONAL AND MANAGERIAL ASPECT

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DOI: 10.32342/2074-5354-2024-1-60-3

Key words: *human capital, capitalization, intellectual potential, entrepreneurship, human capital management, education*

JEL classification: *I28, M12, O15*

The article is aimed at researching the capitalization of intellectual potential based on the analysis of the indicators of the created multi-level model to increase the efficiency of the use of human resources both in individual organizations and in the country as a whole. Theoretical aspects of intellectual capital management, structural components and approaches to its evaluation have been considered and summarized. It has been determined that insufficient attention is paid to intellectual potential as a capitalization resource in modern research, and the assessment of the capitalization of intellectual potential from the point of view of the income approach causes conflicting opinions among scientists. At the institution of systematization of scientific research, its own view on the concept of “capitalization of intellectual potential” has been substantiated and formed. It has been proven that the management of capitalization processes of human resources at the micro and macro levels is a determining factor of economic development, as it contributes to the growth of the value of assets and the quality and well-being of the population.

A multi-level model of the process of capitalization of human potential has been proposed in order to reflect the cyclical transformation of human capital in the creation of added value and to reveal the possibilities of improving the management of the process of capitalization of human potential when combining the resources of education and entrepreneurship. It has been established that the level of capitalization of the intellectual capital of Slovakia is several times lower than the level of capitalization of the labor potential, which indicates a decrease in the prestige of education and the need to deepen the knowledge and skills obtained at the level of general secondary education. Based on the results of the analytical observation, a number of negative factors affecting the indicators of the level of capitalization of intellectual potential have been revealed. It has been established that at the global level, Slovakia’s economy has three times less ability to capitalize intellectual potential than most developed European countries, which indicates a much lower level of competitiveness of Slovakia in terms of attraction, use and development of intellectual potential. Strategies for the development of higher education have only a formal nature, which affects the real management of the system, and long-term priorities are not translated into other areas of the functioning of institutions, such as marketing, partnership development and strategic management of human resources. To date, the topic of cooperation between the educational and business sectors remains one of the most controversial and problematic, since the education system, which has been operating for years, has been rather slow in implementing the latest management methods and does not take into account mutual readiness for cooperation. The need to implement and improve cooperation measures between educational institutions, the Ministry of Education, Science, Research and Sports and the business sector is substantiated.

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Одержано 14.08.2023.