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Human capital role in becoming and development of creative economy

Annotation

In this article the author has investigated the role of human capital in the creative economy development. The author has grounded the cause-and-effect relationships between the post-industrialism and the war for talents at the basis of Daniel Bell's doctrine. Also the author has defined the prerequisites of the growing demand for talented workers and need to transform the system of human resources management under creating influence.

Keywords

creative economy, human capital, talent, driving forces, war for talent, intellectual technologies, talent management

1 Introduction

Today the global transformations are taking place in the world economy. They confirm gradual transition from the industrial society till the society of knowledge and intellect. A new segment of economy is building, it is the segment of creative industries which have arisen on the base of symbiosis of culture, arts and economy, and they are grounded at the interaction between policy, social policy and policy in arts. Just the XXI century is characterized with the unprecedented developing scope of one more economic sector - creative, and it has caused the building of a new model of economic development where the core is the creative human capital.

2 The analysis of the latest researches and publications

The idea of creative economy and its main factors have caused transformation of social relations in the world, and during some next decades of years they will determine a primary vector of social-and-economic development of individual cities, countries and the world economy in general. This problem attracts a great attention within the academia and it is actual for research for the prominent foreign and home scientists. We can mention the followings foreign experts: Richard Florida, Landry Charles, John Howkins, Jason Potts, Peter Lindner, Christian Berndt, Ake E. Andersson, Galloway S., Mathews M., O'Connor J., John Newbiggin; and Ukrainian scientists E.Melvil, E.Zelentsova, O.Krylov, I.Matsevich, L.Vystryakov, I.Kludova, V.Kozyuk, E.Saveliev, O.Sokhatska, S. Yuriy and others. But the question of formation of a new paradigm of creative human capital

developing is open for the present moment; it is also important to determine this paradigm place in the up-to-day international business model building, it means business where the main object of buying-and-selling is original products of intellectual people's activities.

3 The aim of the article

The main idea of this article is determination of the main driving forces of the new post-industrial society formation and talented employees' place in it as a part of creative human resource.

To achieve the assigned task it is necessary to solve the following problems:

- to ground the role of human activity as the society development key factor;
- to tie the essence and meaning of intellectual capital as the important resources of creative economy development;
- to determine the driving forces in the war for talents;
- to prove the information key role in socio-economic relations and in formation of civilization development technical models;
- to define the casual-and-effective relationship between post-industrialism theory and creative human capital formation which is based on Daniel Bell's doctrine because it causes growth in demand for talented workers.

4 The presentation of the material

The targets of historical epochs were changing and as the result we have the global changes which have taken place in the world society. First of all they were caused by the evolution of people's intellectual development, by changing in life

value orientation, in social behavior and in financial situation under the influence of internal and external motivation factors. Even in the gray-haired antiquity the ancient philosophers (Heraclitus and Zeno, Plato and Aristotle) and their followers (Paul d'Holbach, Immanuel Kant, Georg Hegel), creators of the theory of social philosophy, claimed that all the changed in social phenomena (which determined the main factor in society's socio-and-economic development) were in progress because of people's activity and their interaction. That's why social philosophy considered the human activity as the driving forces in society's development in which all the laws and the whole logic were shown [5].

Motivation for human activity is an interest as a real factor of social activity and people's conversion into a society's developing subject. As human attitude to the world around through their interests and preferences has been changing, the demands and social possibilities of these needs fulfilling have also been changing. So, philosophy proves the role of human mind, geographical surrounding, population, spirit of the age, technics, mode of material goods production and person's creative freedom as the main factors of the social development [5].

The human capital plays an important role in the new society building; it means the combined together intellect, skills and special knowledge that give a special character to any organization, and which are a developing key factor for both the organization and the country [4]. The basic theoretical model of it was designed in 1950s -1960s by G. Becker and T. Schultz. They looked at a person as at a main resource of economic development and it was assumed that there was a tie between investments into the human capital and productivity itself. The modern scientists have developed these ideas.

At the end of 1970s there was one more organizational paradigm when they put a concept of human resources instead of a concept of human capital; this concept was developed by A. Maslow, F. Herzberg, D. McGregor. In this concept they combined interpenetration of instrumental and social understanding as for human development, and it led to appearance of a new concept which united human and social capitals within the concept "human development". They began to recognize a person as driving force of economic development of any organization and a country in general because he or she had his or her history, life views and values.

Already in XXI century a new economic sector - "creative economy" - appeared due to appearance of global digital technologies. Creative changes have become one of the chief laws of the social development where the main part of the social products is created with intellect, creative and new ideas. That's why creating and intellectualization of the social development have effected on a formation of national economy new structure. The "creative branches" have

appeared and they are based on creative abilities, skills and talented people who can influence on economy through their personal intellectual property. It means human capital has acquired the role of the key factor in establishment and development of creative sector in the national economy.

Today the talented employees, the creative managers are an important tool which insures companies' competitiveness and their successful functioning at the market. The value of this resource is determined with a talented worker who has a complex of individual competences (professional and role). Together with functional and strategic competences such worker is a core in the process of a company key competences formation. In its turn, just key competences provide company's unique and originality at the market; and these points define content of its main competitive advantages. That's why there is a fierce struggle for such specialists.

This struggle, or as it is called in the business environment - "the war for talents", was caused as yet at the end of 1990-s; it was done by some important strategic turning moments in the world economy developing. They were increasing the new technologies potential, the new powerful market competitors coming, and also changing of the power influence at the market from both consumers and suppliers. It began unnoticeably in the 1980-s, got an active developing in the 1990-s, became more and more dynamical at the beginning of the third millennium and it will form the business developing new conditions during the next some decades. It means that the companies' ability to attract, to develop and to keep the talents will be the main factor of their competitiveness during a long period of time.

There are long-term researches of the talent-management in the leading American companies which are the leaders at the world market in its different segments. These researcher results have given an opportunity to distinguish the driving forces in the war for talents [2]; they are:

- irreversible transition from the society industrial development epoch to the information one;
- demand activation on the managerial talents of the high level;
- rising inclination of the people to change their working places.

We think that these factors are just the results of those global changes that have placed in the community development under the influence of the information, which is more powerful productive resource of the postindustrial society. It is known very well and it has been proved by the scientific association that the main objects of the public relations transformation are divided into three groups of the resources: material, financial and human ones. The key role plays information as a subject and a production result; the origin time of this information appearing is impossible to be explained by the science till the present moment,

because it is considered that the information resource has been created by a man himself and at the same time he is its main user.

Today we have an opportunity to watch volume, depth of penetration and influence force of the information on the human consciousness, because now it can be changed the system of the vital values (material and moral ones) and the connections between them with the help of information and also with the means of its distribution and transition in the space. What is more when the people take information out of the different external surroundings and apply it in different activities and situations using the communicative mechanisms of its distribution, the people give the different meanings to this information; very often this information has exaggerated and far-fetched meaning and this factor influences on the results of decisions and actions.

So we can think that the information and its global penetration into the nature of the between human relations were a motive force of the socio-economic relations and the technological models of the civilization development. Exactly the volumes of the information streams, time, place, facilities of information processing and the fields of its using influenced on the human needs and the vital values changing.

Every step of the civilization development was characterized with the information influence force on the human intellect, and as the result the new demands appeared and the different means of satisfaction of their necessities (the scientific-and technical revolution) were searched. Finally, just the man's personal and professional qualities forming and his professional tastes were taking place because of the distribution and transition of information through the education. Knowledge got in this way and professional experience acquired were the factors which helped talent developing and this fact determined a person's uniqueness.

We consider it appropriate to ground existence of the casual-and-effective tie between the theory of post-industrialism and the theory of creative human capital, and we will do it on the base of Daniel Bell's doctrine because he is a founder of post-industrial society theory.

According to the Bell's theory, the main characteristic features of a new type of the public relations development are:

- social structure of the society, which basic principle of forming is the principle of saving (the resources placing at the least price, replacing and optimizing, and others);
- policy, that is being formed according to the principle of co-participation both the upper and the lower managing levels;
- culture, the main principle of which is a man's aspiration to self-realization and presentation

of own meaningfulness.

But Bell considered the basis of the new society forming was the changes in the social structure which had the essential influence on the economy itself, which developing vector depended on the correlation between the science and the technology, due to what the changes in the population employment structure would take place, and the key role would play the specialists in the professional-and- technical sphere. These changes would also generate the management problems in the political system through the role rising of the technical knowledge and its users – the engineers and scientists, and also technocrats, which were conscious and responsible politicians, and their mutual relations under the process of the new political system forming.

The rising role of the theoretical knowledge as the source of innovation comparing with the empiric one predetermines the priority of the place of intellectual resource in its turn; this intellectual resource can make “the intellectual technology” that will radically change economic, political and social parameters of the post-industrial society developing. All these things will have the ground influence on competition intensifying within the world in the form of sharp contest among the world countries for leadership to have the strategic world resources. The characteristic peculiarity of the global competition will be a forming of competition advantages due to ability to combine the sciences and the technologies, the theory and policy in a complicated way; and all these ones will determine the effectiveness of the new models forming of the economy managing. In this situation the key place will have the theoretical knowledge which, according to Bell, “codes and shows the way of its empiric confirmation” [1]. The computers using will provide the combining of the formal theory and the accumulated data bases, and as a result, it will also provide the appearing of the new global economic models of economy managing.

It's necessary to state that the new intellectual technology appearing in the 19th century meant to give mind on just the decision method of “the problem of organized complication” as “... complication of large organizations and systems, complication of theory with a big number of variable units, recognition and realization of rational choice in the games against the nature and in the games among personalities” [Bell] to reach the specific targets. The techniques of such complicated systems managing have become possible due to the development of the new fields of activity such as information theory, cybernetics, theory of decisions, theory of games, and theory of utility, stochastic processes, and their using promoted the necessity to make alternative (optimal) decisions in the different strategic

situations.

So, we can establish the combination of science, technologies and economy have predetermined the appearing of the present-day hi-tech production ways which nowadays give an opportunity for the front-rank industrial countries to have the leading positions in the manufacturing processes. This, in its turn, has caused a demand to form a new generation of the talent managers both in business and in politics which would effectively apply these technologies at the practice to execute strategic decisions of the business developing under the conditions of permanent structural changes. Thus, according to the scientists forecasting [2,38], to the extent of becoming and developing of new public relations the demand on the high class managers' talents will rise constantly because globalization, deregulation and scientific-and-technical rapid development are changing the work conditions in the biggest fields of activity. That's why the companies will need the executors which can risk, think globally, and understand the up-to-day technologies.

The changes in the social structure of the society directly touch also such a problem as the cultural sphere where the main attention is paid on a person, development of his or her personality and professional realization.

Within this content it is necessary to mention that dynamic development of international economic integration in the world has predetermined the internationalization of the economic life and has promoted the forming of the global competition environment; and it influences on the strategic interests of all the countries and regions of the world. The new economic associations appearing at the micro-and macro-levels has become possible just due to the knowledge permanent updating through the modern communication networks; and these networks are constantly transforming into the global one. These factors have promoted the human mobility developing (professional in particular) and

have predetermined a need in the continuous training. Taking into consideration this fact we can state that ponderable value acquires one more necessity – objective – for people to update knowledge constantly and to get new knowledge with the continuous training way. Because of the information-and-communication technologies dynamic developing, the role and the speeds of their expansion have risen. If the total volume of the human knowledge increased twice every ten years even in 1970-s, one time every five years in 1980-s, but till the end of 1990-s it was done twice practically every year [3].

5 Conclusions

So, creative economy development and gradual formation of its branch structure were caused by creating and intellectualization of social development; and all of them took place under the performance of global external factors (international economic integrations, internationalization and globalization of social development). The latest ICT (including the Internet) contributed the greater transparency to the labor market and also helped build better educational environment. This environment gave a human a good opportunity to draw new knowledge and to become more mobile within the professional space. In the modern business environment it is highly estimated the creative human resource and its new quality features (creativity, originality, critical thinking, decision making speed), and there is a hard struggle between the employers for such specialists. The talented workers are constantly in a passive state of job hunting and, of course, they choose the better working conditions. This idea is a reason to change approaches to company's personnel policy formation concerning recruitment, job organizing and motivation, its development and maintenance.

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