

DEMOGRAPHY, SOCIAL ECONOMY AND SOCIAL POLICY

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TRENDS OF STATE AND CORPORATE GOVERNANCE IN THE WORKFORCE' INNOVATIVE POTENTIAL CAPITALIZATION

Since human resources are an indispensable production resource at any enterprise / institution, human capital and workforce' innovative potential belongs to the factors forming all types of rent income (primarily in their differential and monopolistic forms) [1–4], which at the same time does not deny the existence of such independent economic phenomena as the two main types of quasi-rent – educational and creative (scientific and oeuvre). In the latter one, the form of realization of the ownership right to the rent-forming resources and their property status in the process of implementation into economic circulation (when rejecting and appropriating to the benefit of business entities) make it possible to define an intellectual quasi-rent. According to the fields of manifestation we can divide it's most significant technological (including innovative and information), organizational and managerial, commercial, financial and credit subtypes. These basic types of quasi-rent is directly associated with excess incomes of business entities, which are derived from the use of a part of the public stock of knowledge, abilities and motivations of higher quality personified by some highly educated and highly skilled workers.

At the same time, the educational quasi-rent is formed due to the work of employees with the best professional, educational and qualification level at certain enterprises and institutions, as well as in some technologically related sectors of the economic complex. The use of such labor provides rent income for these structural elements of social reproduction and, ultimately, stimulates the functioning (including increased attention to the effectiveness in staff policy) of the entire sector of high-tech and knowledge-intensive enterprises and economic activities, and positively influences the pace of implementation of the innovation model of social and economic development. The mechanism for optimization of the personnel potential of the enterprise / institution (and thus for creation and improvement of the prerequisites for the educational quasi-rent obtaining), that has been time-tested in the developed market economies, is recruiting. During the last 2–3 decades, territorial offices of the governmental employment service in Ukraine have also performed similar functions.

Realization of the potential of intellectual property objects as a rent-generating resource depends on the pace and scale of their commercialization that in a market economy determine the financial, time and territorial scope for getting income from the sale / purchase of a specific license. Thus, a legal transfer of an intellectual product is considered only as a prerequisite for the emergence of rent relations, since the fact of formation and the amount of rent income become the result of a full adoption and rapid production development of the innovation by its user. The main incentive to acquire a license by innovatively active economic entities is not so much in the prospects of increasing the rent component of own revenues, as in near, financially more realistic and clearer savings in carrying out their own research and patenting of developments.

A wide range of creative intellectual activity, areas of the innovation process and scientific and technical progress diversify the spheres of formation of rent incomes, allowing to extract such subtypes of creative quasi-rent, as:

– technological quasi-rent associated with the implementation, production adoption and operation of innovative (principally new or aimed at improving and ensuring diversity) technical and technological achievements that improve the efficiency and quality of core activities of production of existing range or start production of new, including innovative products and services, by enterprises and institutions, technologically close sectors and branches of economy. It is the technological quasi-rent that is a most part of rent income received in the world economy from the use of natural and non-material resources in recent decades. The most significant subtypes of technological quasi-rent are innovative and information ones. The emergence of innovative quasi-rent is associated with the organization of production and trade turnover of science-intensive goods (for example, electronic – namely computer, communicative, office, etc. – techniques). Information quasi-rent is formed in sectors of communications (including tele-, electronic communications) and mass media, software development and programming services, as well as in the functioning of stock exchanges and over-the-counter markets specializing in high-tech companies' shares;

– organizational and managerial quasi-rent associated with the use of more effective forms, instruments and methods of production organization and management by enterprises and institutions, technologically close sectors and branches. Innovations in the field of production organization can extend to the forms and methods of its institutionalization, specialization, cooperation, concentration and diversification, in the field of management – to the instruments and methods of managing production, marketing, scientific and technical, innovative and other types of economic activity. These innovations include new ideas and developments related to planning, programming and forecasting of economic activities up to integral innovative management and marketing concepts;

– trade quasi-rent related to the application of the newest forms of circulation of goods and services, and also to the improvement of the processes of their promotion with the help of logistics methods, innovative advertising, etc. In particular, this subtype of quasi-rent can

be extracted in the process of: the creation and operation of networks of wide-profile and specialized super- and hypermarkets, large wholesale and small wholesale commodity markets; the organization of travelling sales, fast food enterprises, primarily network, as well as the spectrum of network enterprises of the hotel industry; selling on credit and on catalogs, including those distributed with periodicals, through sales agents and electronic networks;

– financial and credit quasi-rent (for quite a long time has already taken the second place in the rent income of the world economy) associated with the use of modern forms and methods of consumer lending and insurance activities in the field of voluntary personal and corporate insurance by the relevant economic entities (banks, credit unions, insurance organizations). In particular, we are talking about: voluntary medical insurance for persons from occupational risk groups or risk on the basis of unhealthy lifestyle, presence or predisposition to severe chronic diseases; insurance of life, real estate and other property against natural disasters, especially in the areas of their manifestation and high probability).

The following features of the formation and functioning of the system of rental relations of the world economy are singled out:

– the prerequisites for the formation of the quasi-rent are largely created directly in the social sphere through the implementation of a set of actions along the main areas of social policy (these areas are the objectification and compliance with social guarantees, the optimization of territorial organization and the improvement of the quality of the living environment, the promotion of competitiveness, the realization of intellectual and vocational skills work force);

– along with the accumulation of knowledge and the development of the abilities of the individual in the pre-able and working periods of life (in the process of obtaining general secondary and vocational education, postgraduate education, advanced training or retraining, the acquisition of work experience, independent studies), an innate ability to study, master and generate knowledge, which also provides forming the adequate atmosphere for promoting an intellectual product on the scale of the entire scientific and production cycle of its development

and commercialization has the importance for the quality of its intellectual, professional, scientific and innovative potentials. In this context, preservation of the achieved quality of information support for education, science and scientific services, culture, general and vocational educational level of the population in the countries and regions where the production is organized, as well as the stimulation of entrepreneurial activity at different stages of the scientific and production cycle are crucial for realizing an innovative potential of subjects of international economic relations in the short run;

– an effective institutional form of implementation of the results of scientific research and development work into the economic practice is innovative firms and their clusters created on the basis of scientific research and higher educational institutions or working in close cooperation with them, which, using the qualified researchers trained in these institutions and, partly managers, are able to perform a sufficiently rapid implementation of developed or accepted scientific and technical ideas and innovations.

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