

SOCIAL CAPITAL INTELLECTUALIZATION ON THE WAY TOWARDS KNOWLEDGE ECONOMY

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In the age of frequent innovation and global changes the main competitive advantage is related to knowledge creation, distribution and implementation (or intellectual activity). More and more scientists mention such level of world development as Knowledge Society. So we may state that conditions of human life and activity changed crucially. In economic sphere the main source of both innovation ideas and comprehensive practical experience for successful implementation of changes is the so called knowledge worker. Creative personnel (knowledge carriers, who provide innovations in the sphere of organizational, scientific and technical, social and ecological culture) become more and more important. Revaluation of human factor in economic, social and environmental life takes place. It is no longer enough to define personal returns from education and professional skills estimated in wages growth. Organization's ability to create, accumulate, distribute and implement specific professional knowledge becomes crucial factor of its sustainable development. The same is true for the society in general. The social capital development problem has three main levels:

Macro-level: International and state institutions work on stimulation of knowledge-based production with corresponding substitution of nature exploitation. Society development conditions for every citizen.

Micro-level: Knowledge systems of enterprise supporting the adaptation to the frequently changeable market situation as well as long-term organization development.

Personal-level: Self-explorations with intellectual and health improvement according to life goals, professional field and individual tastes.

Theoretical background of given work starts from Vladimir Vernadsky's theory of noosphere (1944) which states that in the area of society and nature interaction the reasonable (intelligent) human activity becomes the determining factor of development. This concept in its further development became more concrete with new related terms and definitions. In economic sphere the "knowledge worker" according to Peter Drucker's definition (1959) is the one who works primarily with information or the one who develops and uses knowledge in the workplace. The following researches paid more attention to interpersonal interactions development potential. In his studying of society development Pierre Bourdieu (1983) distinguishes three forms of capital: economic, cultural and social. A little different view on social capital and its definition showed Coleman and Becker in their works related to social networks influence on state performance (Coleman, 1988; Becker 1996) Particularly in the field of intellectualization of social capital Vladimir Inozemtsev's concept of post-economic society and intellectuals' elite (1998) should be mentioned. As far as social and economic conditions for society of knowledge in Ukraine is concerned, work of prof. V.M. Heyets represents a valuable overview (Heyets, 2005)

Human activity takes place in three main areas: economy, society and environment. Therefore, we may offer the following model of estimation for the intellectualization aspect of social capital. It takes into account three main dimensions:

Economic: life-long education possibilities, private business possibilities;

Social: Information Communication Technology availability, cultural institutions;

Environmental: health care and sports (plus promotion of the life style without smoking and alcohol), recreational sphere etc.

So, we may use the relation:

$$ISC = f(S, Ec, Eco),$$

where ISC is indicator of social capital intellectualization; S – aggregate social factors; Ec – aggregate economic factors; Eco – aggregate ecological factors.

All this may be found (directly or in closely related indicators in state and international statistics). We may also mention negative factors such as unemployment, poverty, mental diseases accordingly. All these factors and their groups should be taken into account with corresponding weight coefficient. Regression analysis of state level and international data may be used here. Main data sources at state and international level would be State Statistics Committee of Ukraine, World Health Organization, World Bank etc. So, the main task now is to define the main factors of social capital intellectualization and verify their influence on sustainable development of society at state or at regional level or a particular business organization.

References

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