

**СЕКЦІЯ 4**  
**ФОРМУВАННЯ ТА РОЗВИТОК СУЧАСНИХ**  
**ІННОВАЦІЙНО-ІНТЕГРОВАНИХ СТРУКТУР**

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**MANAGING OF INTELLECTUAL RESOURCES**  
**OF THE INNOVATIVE ACTIVE ENTERPRISES' EMPLOYEES**  
**(ASIAN EXPERIENCE)**

Under the term “strategic imperative” understand: an initiative or a key project, which are the means of achieving the company's strategic goals [6]; plan of action, a program that is significant to identify the mission of the enterprise [2, p. 109]. Strategic imperative of the IAP personnel management in the context of knowledge economy deployment can be presented through a set of policies, programs and defining actions for the formation and development of employees' intellectual resources, the mechanisms for their effective use in the long-term, which are focused on achieving the strategic goals of enterprise development taking into account the potential of productive intellect to add value.

The approach to understanding the entity of smart potential of workers as a main production resource and, at the same time, a direct source of welfare for its carriers, is the basis for the formation of strategic imperatives of the IAP' personnel management as a socio-economic ecosystem of the formation of value added in the context of knowledge network. Taking into account the circumstances that the implementation of this approach has a bright national color, in detail analyzed the experience of South Korea and PRC as the countries that are in the list of the largest world exporters of high-tech products and leading centers for the introduction of knowledge economy postindustrial type.

In South Korea, which is pursuing economic liberalization policies [4], IAP's intellectual resource management is included in national measures to achieve a balance between social security, revenue growth, and economic growth through the introduction of innovation. Components of innovative growth are deregulation, implementation of regular “sandbox” projects; development of entrepreneurship, commercialization of new technologies; strengthening of key industrial sectors; support for the development of the Industry 4.0 [3].

The programs on economic growth based on long-term growth drivers

(Growth Engine Programmes) were implemented in the country in five stages: G7 Project (1992-2002, number of target sectors (TS) – 18), Next Generation Growth Engine (2003, TS – 10), New Growth Engine (2009, TS – 17), Future Growth Engine (2014, TS – 19), Innovation Growth Engine (from 2017, TS – 13) [8]. A comprehensive program to create strategic growth drivers (Innovation Growth Engine), which is embodied today and rushes on the development of Big Data sectors, communication of the new generation, providing the activity of “concentrators of Artificial Intelligence” (AI hubs), autonomous vehicles, unmanned aircraft vehicles, “smart” city, virtual reality, personalized health care, intelligent works, innovative medicines, new and reproducible energy sources, intelligent semiconductors, modern materials [5].

Strategic imperative of managing the intellectual resources of staff of South Korea’ IAP in the program of innovation platforms has been defined to develop new concepts of educational and training programs to develop the creative potential of workers, as well as the creation of three master schools for the training of world-class specialists in the field of artificial intelligence research (targets for 2022 – 40 thousand) [7].

Strategic imperatives of the intellectual resources management of the IPA in China are implemented within the framework of the subsystem “Education” of the NIS and are used as a tool for human capital management to achieve the strategic goals of the country’s innovation development. Apart from this, the segment, the individual subsystems of the NIES, are other stakeholders of the innovation process – “Authorities and Management”, “Science”, “High-tech business”, “small and medium innovative business”, “Innovation Infrastructure” [10].

In the course of fundamental changes in the approaches to human resource management, the PRC government has introduced a set of program measures for the maintenance and employment of graduates of technical programs: “863 (The 863 Program)” is the state program of scientific research and development of high technologies.; “973 (The 973 Program)” is a state plan in the field of fundamental and technical research; “Key Technologies Program” – a program to support scientific research aimed at achieving breakthrough in key technology, technological modernization and restructuring of traditional and new industries to implement national innovations; “Training and education of outstanding Engineers (Excellent Engineers Training Program)”; “Support for the outstanding talents of the New Century (New century Excellent Talent)”; “One hundred talents (Hundred Talent Program)”; “A Thousand Talents (Thousand Talent Program)”; “Strategy of personnel development “Innovation 2020” (Innovation 2020); “Project 211” and “Project 985” – projects for entry of leading Chinese universities to the world's top100 to the beginning of the XXI century.

The most complex part of the process of implementing the strategic imperatives of intellectual resources management is to maximize the factors of building a personal competitive innovation potential of an employee, which takes place within the framework of the IAP functioning as an open Socicentric network for producing new knowledge through the development of friendly inclusive social

capital. Structural, cognitive and relational measurements of social capital of this type are considered as means of combination, replacement, formation of IAP's new intellectual capital [1]. Taking into account that in case of belonging to the formation of sociable inclusive social capital (SISC), the IAP can be considered at the same time as a specialized for fast and efficient creation/transfer of knowledge of the Socicentric social network, we agree with the point of view [9], according to which structural, cognitive and relational elements of the SISC take part in the combination, replacement, formation of the new intellectual capital of such enterprise.

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