

THE ROLE OF INTELLECTUAL ASSETS IN INNOVATIONS FORMATION AND IMPLEMENTATION

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Keywords: intellectual assets, informational and educational resources, intellectual assets market, knowledge generation, innovations, resource cost, the features of intellectual assets market.

The article deals with intellectual assets nature and their difference from resources of traditional type. Specific features of intellectual assets market are detected and the problems connected with its forming in the Russian economics are determined.

From the historical point of view it is exactly the resource factors that play a special role in the new quality economic growth forming. On every stage of reproductional system development a specific type of resources can be distinguished, the possession of which becomes an indispensable condition of new quality economic growth. On every new reproductional system evolution stage new key types of resources appear. The earlier producers receive access to such a resource and less they spend on it, the more active the development process of reproductional system components is. Such national reproductional system becomes competitive, in which its producers are the first who develop the resource.

In economic literature intellectual assets are treated as accumulated non-material, self-generated from inside, constantly renewed, inexhaustible resources that can be characterized by the ability to create new intellectual assets. In the process of intellectual assets reproduction, the part of them can materialize and be used by other subjects isolated from the resources bearer. The other part of the resources (implicit knowledge) can't be separated from its bearers. None of the traditional resource types has such qualities. Intellectual assets included in a short-term period and intellectual assets that are created and can be created by subjects in the network of the given period of time or in perspective cannot be used in subjects' economic activities.

The specific character of intellectual assets market consists in its openness in comparison with other types of markets. Due to up-to-date technologies the knowledge, generated from the information and the products of intellectual activities received on their basis, doesn't limited

in its movement, i.e. possesses with practically absolute mobility. For example, in case of comparing it with the mobility of labor resources or with the migration from one country to another, it is believed to be quite evident that it is connected with a number of formal serious procedures - registration, visas issuing, etc. Knowledge transfer can be implemented from one country to another by easier means including communication on the Internet.

Moreover, intellectual assets, acting on the market a good, should be useful not only for the consumer but also be a value that can be estimated in different ways by a consumer and a marketer. A producer, a marketer determines, first of all, the value of intellectual assets on the moment of their sale. A consumer of intellectual assets buys them leaning on long-term targets. For instance, educational resources as constituent elements of intellectual assets are acquired by the subjects in terms of the appropriate structures in the period of 4-6 years, but with the aim of their further use during all their professional activities.

It is believed to be quite evident that the intellectual assets market forming should be limited with the social and economic policy implemented in the country and directed to the creation of effective innovational system at the basis of which intellectual assets lie.

The analysis of materials about the progress of federal target programs implementation including "Investigations and Development on Acquired Directions of Scientific and Technological Complex Development in Russia in 2007-2012" and the implementation of the Federal Address Investment Program for 2008 proves the fact that the average cost of research and development according to the totality of all the

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concluded contracts is 19,3 mln. rubles, whereas in 12 programs the average contract cost is less than 5 mln. rubles. It is completely impossible to get scientific and technological results of the world level under such low level of research and development financing. Within the scope of some programs the contract for research and development implementation are concluded with the implementation period of 1-3 months. The result of weak resource provision (financial, personnel, material and technical, informational) can be explained by the facts that science contribution to the economic growth is

less than 13% and scientific and technical country's potential loses the possibility to create and cope with scientific and technological developments that fit the world level.

Taking into consideration all the Russian experience, scientific organizations, notwithstanding the property form, are oriented to a very little degree on the satisfaction of market needs in innovative production, relying on state budget, whereas scientific investigation works are implemented at the expense of federal budget funds and are not popular within the market because of low domestic demand.

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