

For the effective implementation of the goals and objectives of urban logistics, you need to perform all the above functions together.

In the result of the research we defined subject, object, goals, objectives, urban logistics, functions it performs, the subject at which the impact is aimed, performing constituent elements of the methodology of the scientific and practical activities. City logistics is a new independent science, aimed at the application of logistics principles and techniques for the development of modern cities.

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UDC 001.895:338.45

**THE ROLE OF INTELLECTUAL CAPITAL IN THE OPENING  
OF AN INNOVATIVE ECONOMY IN 2015**

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*Translation of the Russian economy to the innovative way for intellectual and technological stage of development, a priority of our society today and in the long term. This means a new quality of development, change, in particular, of the factors of economic growth, the role and place of their combinations.*

In central extends the intellectual capital, intelligence and knowledge, new technology and organizational capacity, human resources and structural capital. Intellectual capital is becoming the leading principle in the system of innovative processes, innovative economic relations in the reproduction of innovations – provided sustainability and quality of economic development, GDP growth and the competitiveness of domestic products.

In most developed countries, 80% in middle-income countries 50% of GDP growth is achieved at the expense of human capital, due to the knowledge and human intelligence. In Russia, this figure is only 15%. As can be seen from the data, there is a dialectical relationship and the relationship between the level of national economic development and maturity of innovative economic relations, development and use of the company (sales) of intellectual capital.

The innovation process, innovative economic cycle, their dynamics and evolution are generated by jumps and new breakthroughs in intellectual capital and vice versa. The development of an innovative economy, innovative phase change of the phase of the economic cycle the emergence of innovative ideas to the commercialization and dissemination of innovations contribute to self-expansion of intellectual capital, the growth of its value.

There are various definitions of "intellectual capital". The reason is, first of all, the complexity of its structure, is continuously taking place in the evolution of it, multidimensionality content.

A common approach to the different socio-economic phenomena and processes takes time. Moreover, since the beginning of scrutiny intellectual capital category was too small period (80-90s XX century).

However, between the figures in the socio-economic literature, the concept of intellectual capital there is something in common, unified: the recognition of the primacy of the intellect and knowledge of new technologies and organizational resources. It should also be noted that a variety of interpretations of the intellectual capital allows fuller and deeper to reveal its essence, content, structure, function and development trends.

An integral part of an organic and at the same time, the highest level of intellectual capital is human capital. That operate his intellectual abilities, knowledge and skills at the heart of intellectual capital. They form the basis of, a decisive condition for the successful modernization of our economy. "Modernization, in other words, progressive, quality development, – stressed V. Putin, speaking to the report on the work of the government in 2010 – is primarily the investment in man, in his abilities, talents, in creating the conditions for self-realization and initiatives, the quality of life. I am convinced that on this basis can be achieved high growth rates and real technological breakthrough.

The solidity of these reflections and conclusions supported by actual data. According to a World Bank study, only 15–16% of economic growth is caused by physical capital, about 20% by natural and 65% related to the human and social capital.

However, like the following. Physical capital – is materialized knowledge adequate to the historical level of the state of the growth of knowledge. The deeper, systemic, rational knowledge (starting positions, the scientific level of innovation), the better and more effective fixed capital (machinery, equipment, etc.) and create his technology.

Moreover, transforms the thinking, cognitive technology, more powerful (or even new) research results bring an interdisciplinary approach to the study of complex economic phenomena and processes, interdisciplinary research. Interdisciplinary collaboration demonstrates its fruitfulness in many sectors of the knowledge economy, such as in the field of space exploration, energy, nano- and biotechnologies in the ecology-economic relations.

It seems that the changes the nature of thinking closer to the essence of the knowledge economy, information economy, its nature. For modern economic thinking should be adequate to today's requirements – innovative, i.e. focused on the transformation occurring in different spheres of social life changes (in scientific knowledge, education, technology, market structure, product, etc.) determines the condition for success. A change is known to be born primarily at the junction of Sciences.

If modern science could become the era, caught up in thoughts, it will mean a qualitative leap in the development of society, its entry into the stage of formation of an innovative model of civilization to the stage of the knowledge economy.

Creating an innovative economy based on a comprehensive modernization, ie complex changes in the technical, economic and socio-political structure of society requires the formation mechanism of modernization, the central element of which should be a public-private partnership, combining the strengths and advantages of each of the parties. For example, in science and technology, which are born and develop innovation, requires the active state regulation. With regard to the commercialization of innovations, there is the main role should belong to private business, market regulators.

Without solid-state support of innovation, innovation and economic relations knowledge economy cannot be successfully formed. Saving in the field of the rule of the state – an objective necessity.

The problem of modernization cannot be resolved without the active participation of the regions. Only one federal center and individual projects will not solve the problem. With this in mind, it planned to create in the regions so-called "strategic innovation centers" to complement, extend and strengthen the activities of the federal government.

For the modernization of the modern economy and the formation of innovative economic relations need to create the institutional conditions for the development of new processes, new motivational system. I mean, first, formation of competitive environment and competition; legal protection of intellectual property - the basis of the innovation economy; organization of interaction between government and business in the implementation of innovation policy; education markets for new technologies and training-innovators.

Speaking about the institutional conditions of reproduction of innovation and technical re-equipment of production, it is necessary to take into account the recent developments of an international character. This is the conclusion of the Customs Union between Russia, Belarus and Kazakhstan and its entry into force on 1 January 2012, and the adoption of Russia into the World Trade Organization. These integration processes create additional opportunities for innovative development of Russia. With the proper institutional environment intellectual capital through the conversion of production, the economy can successfully solve social problems in the community to form a new ideology, a new social culture.

Innovation policy, its essence is not reducible to continue operating in the country science and technology policy. This higher level of integration of scientific, technical, economic, environmental, industrial, and educational policy.

The economic system, as we know, includes a set of economic entities, a set of institutions that organize its operation, as well as a system of relations arising between the economic entities, between them and the institutional entities.

Naturally, all these components are present and the economic system in the innovation economy, being subject, however, qualitative changes. Thus, in the economic complex of the priority given to high-tech knowledge-intensive industries and the intellectual sphere, increase the pace of development areas of strategic importance (energy, aerospace, pharmaceuticals, nanotechnology and others).

The implementation of such a major reform should be based on a system of knowledge, in the intellectualization of society. If earlier breakthroughs were "island" in nature and concerned the individual units

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of the economy, the conditions of formation of an innovative economy, innovation and economic relations are becoming comprehensive.

To identify the main directions, forms and methods of influence of intellectual capital on the formation of an innovative economy must be established to determine its characteristics. These should include first a new quality of economic growth, the new ownership structure, the new structure of the economy; innovative coalition of government and business, a new social structure, universal and continuous innovative education.

The most important feature, a kind of generic feature of emerging innovation economy advocates a new technology (nanotechnology) way. Today it includes, according to various estimates, 50-55 new technologies, 40-45 of which belong to countries of the "Big Seven". The market for new technologies is distributed as follows: 39% accounted for by the United States, 30% – in Japan, 16% – in Germany.

The share of Russia is, unfortunately, only 1%. But it has the potential to sustainably reduce this gap. So, Russia maintains the competitiveness of 10-12 basic technologies (aviation, space exploration, nuclear energy, the individual elements of materials, fuel, laser, plasma, information and biotechnology). In a relatively short period of time can be reduced destroyed in the early 90s of XX century the technology industry (in the field of mechanical engineering, instrumentation, etc.). This is evidenced by the success of Coal Industry. How long has it been considered doomed, hopeless. Today the level of coal production already exceeds to the adjustment period. The program of development of the coal industry until 2030. Will be invested in the industry of about 3 trillion. rubles. Coal production will increase to 430 million tons.

Ensuring the proper functioning of existing (remaining) technologies, reconstruction of destroyed in the new scientific and technological level, the creation of new entirely dependent on the state of science, the performance of its theoretical and practical functions.

Today, there is no other way of economic development as a knowledge-based development, enabling comprehensive analysis of economic processes and phenomena reveal their essence, to predict development trends, prospects and the expected results. Depends is it, how to open (justified) above, the human capital – the main factor and the main resource of post-industrial development of socio-economic system of the state, the main quantitative and essential component of the national wealth.

With intelligence and scientific knowledge of man, with his qualifications and specialized skills, ability to adapt to the new historical conditions, it is required in the formation of an innovative economy by economic agents – the state, the business case and households – changes in approaches to economic life, in the social psychology economic activity, i.e., new thinking and new behaviors associated the future of our society.

Nobel Prize winner, Academician VL Ginsburg pointed out that the main engine of the economy - it is innovative thinking people.

Economic thinking is, as you know, man's ability to systematically analyze economic phenomena and processes to operate the relevant concepts, categories and laws. Thinking scientifically, if it grasps the logic of things in their movement, interaction, contradictory unity. By definition, P. Drucker, an innovative way of thinking – a focus on changes in the conversion of a key success factor: in developed markets innovative process is converted into the de-sired critical element of success.

This means: awareness, perception and implementation of innovative ideas (in whatever sphere of public life, and they have not originated in any form did not exist) becomes master, the dominant factor in economic growth, social and economic development of our society.

Can dramatically raise the level of skill, intelligence professionals, labor productivity, and on this basis to solve organizational and managerial challenges more optimally, which gives the whole a synergistic effect.

The impact of intellectual capital on economic growth and to create conditions for a technological breakthrough occurs through another of its component – structural capital. The composition, the content of the latter in the existing definitions (Inozemtsev, Edvinsona et al.) Is not the same.

What are the most typical figure in them (definition) elements. This patents, licenses, trademarks, organizational structures, databases, network, client and organizational capital. As can be seen, the arms (tools) impact of intellectual capital on the economy, and all aspects of social life are many. They are very important, therefore, for a reasonable use of them may become competitive advantages of the company, holding company, cluster, network, etc. and to ensure sustainable high-quality development of the society, and thus the national security of the state, its successful activities in the international arena.

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