

THE STRATEGIC RESOURCE OF INNOVATIVE ECONOMY

Trofimova J. A.
Supervisor – Almabekova O. A.
Siberian federal university

Russian backlog from countries with high scientific and technological development, difficult resource and ecological, social and economic problems demand search and creation of such innovative strategy of development, that will able to ensure creation of a new effective social-economic model of development on state and local levels. And the recent world economic crisis only has heightened the need for it.

The important factor in managing social oriented economy is the concept of human capital. This concept has been receiving considerable attention now, during transfer of Russia to innovative economy. It is becoming one of the most important themes for discussion in governmental meetings, social forums, scientific conferences and seminars. Modern humanitarian knowledge, analytic estimations and economic calculations define human capital as the main quantitative and qualitative intrinsic component of national welfare of any country, as a strategic resource of innovative economy.

Although lately the disputes have been taking place concerning the need of transfer from human resource management to human capital management, nowadays this necessity has been realized, but, unfortunately, it is not easy to find the answer to the question of appropriate creating, saving, development and realization of human capital as the parts of human capital management process. As the result of this problem solution, human capital management can make favourable terms of progressive national development, perspective social economic development of country and its parts. It can be the starting point for total welfare creation in Russia.

Russian government and people expected the rapid progressing of civilization and successful solving the main problems of country and its parts at the start of the XXI century. But the Russian economic system has emerged in the difficult situation and is not yet able to execute its basic functions to the full. This fact is confirmed by growing apprehension of population because of diversity of the problems in Russian reality.

Firstly, inefficient public health services, low level of education, especially among youth, high level of unemployment, housing shortage, and, as a result, low quality of life are most important social problems in Russia, and they demand immediate solution.

Secondly, Russia is lagging from countries with high scientific and technological development more and more. Some fields of Russian science are under control of foreign capital, even on strategically important ones, because budget financing is insufficient. New scientific achievements are being applied in production and other sectors of social life inexcusably slowly. Young and progressive scientists leave for other countries because of low salary, and unsatisfactory living conditions and work environment.

Thirdly, people got used to permanent water, air, noise pollution, lack of natural resources, agricultural land and other ecological problems. They are considered usual, although they cause irreparable environmental damage every day.

Incomplete reforms in social and other spheres, ineffective environmental protection, lack of step-by-step social-economic strategy of development on long-term prospect, differences in opinions and offers of government officials and scientists on appropriate approaches and methods of solving the mentioned problems contributed to decreasing of many economic parameters, thus diminishing the opportunities for Russian sustainable development.

Today's situation in Russia demands search and creation of such innovative strategy of development, that can ensure creation of a new efficient social-economic model of development on state and local levels. Realization of this model can allow improving social and economic parameters of Russia, such as educational and cultural level of development, number of economically active population, birthrate, life prolongation, and many others. It can also change ecological situation to the best direction. Moreover, Russian people can get opportunity to reach a new higher level of welfare.

Russia's need to shift to an innovative economy has been long talked of. Such discussions have extended far beyond the last 10 years of the country's rapid and intense economic growth. Recently, the Russian government has adopted a strategy for Russia's long-term development up until 2020. The essence and main idea of this program is to make "development of the innovative economy in Russia the top-priority of its social and economic policy".

Russian President Dmitry Medvedev listed five priority areas for Russia to develop its innovative economy. The five areas are: energy saving, nuclear technology, space technology, health care and information technology. In particular, Russia will support the Glonass satellite navigation program, speed up the development of diagnosing equipment and medicine, and many other, Medvedev said. Also he said the formation of an innovative economy entails the involvement of the federal and regional governments, institutes and enterprises.

The innovative model of the economy which today was adopted by the government, shows the way to future growth – a growth that will be based not on the raw material model, but high-technology industrial development. This will undoubtedly lead to a certain realignment in the market: it will have to focus not just on import-export of ready-made goods, but also on needs of the domestic market as well as a model of production strategy, based on the advanced technologies. But main purpose of state strategy is increasing quality of life.

Nowadays, government and population often discuss not only innovative economy, but also human capital. The concept of human capital is becoming one of the most important themes for discussion in governmental meetings, social forums, scientific conferences and seminars.

Human capital, generally seen as a set of knowledge, abilities and skills of the individuals, used in the activities that stimulate economic growth and development, was considered to be a stimulus of the innovation process. Many different classification of human capital are in the economic literature, and all classifications are correct. We will consider the one of them that three types of human capital exist: firm-specific human capital, industry-specific human capital and individual-specific human capital. Because the first two types of human capital refer to the abilities and knowledge valuable only within a specific firm or industry, they have a limited impact on the innovative activity within a region or state. In contrast with these two, individual-specific human capital implies knowledge that is applicable to a large range of firms and industries. Considering that individuals abilities and skills that can be improved and so they can change the way they act, human capital is seen to be an important source of competitive advantage to individuals, organizations and even to societies.

What exactly is the role of human capital in development of Russian economy? Human capital development plays the key role in the process of Russian economic growth and improving welfare of population, especially now, where Russian economy, that depends on exports of energy and raw materials, has been hit hard by the global financial crisis. Priority element for development and investment must be social aspect of life population. In order Russian innovative policy can be realized successfully, firstly state must prepare population for new level of economy, and only after that may start to develop higher technology and decide other tasks of innovation strategy, because only healthy, well-educated population with good living and working conditions can ensure realization of innovative model of economy, economic growth and total welfare.

Usually, concept of welfare is associated with idea of sustainable development. The concept of sustainable development has been gaining a well-deserved recognition over the past decades, proving to be the path to adopt when aiming towards a genuine social and economic development.

While striving for a sustainable development pattern, one particular factor has proven crucially important: the human capital. The quality of the human capital is the most important condition for a successful transition towards a sustainable model of development. In growing interdependence of world and also specific historical, political, economic and social complexity of its parts, human capital has emerged as a useful tool assisting different countries in their attempt to achieve sustainability.

Human capital is considered as the main quantitative and qualitative intrinsic component of national welfare of any country, as a strategic resource of innovative economy and only human capital management can create favourable terms of progressive national development, perspective social economic development of country and its parts. It can be the starting point for total welfare creation in Russia.

This paper has given an account of and the reasons for the widespread use of innovative social-economic model in Russian practice. Because Russian economic system appeared in difficult situation and is not able to execute its basis functions to the full. Incomplete reforms in social and other spheres, ineffective environmental protection, lack of step-by-step social-economic strategy of development on long-term prospect, differences in opinions and offers of members of scientific society concerning approaches and methods for solving accumulated problems contributed to decreasing of many parameters that define possibility of Russian sustainable development.

Today's position in Russia demands search and creation of such innovative strategy of development, that will able to ensure creation of a new efficient social-economic model of development on state and local levels. The one of the much important elements of social-economic model is human capital.

Returning to the hypothesis posed at the beginning of this study, it is now possible to state that human capital is a strategic resource of innovative economy.

Human capital development plays the key role in the process of Russian economic growth and improving welfare of population. In order Russian innovative policy can be realized successfully, firstly state must prepare population for new level of economy, and only after that may start to develop higher technology and decide other tasks of innovation strategy, because only healthy, well-educated population with good living and working conditions can ensure realization of innovative model of economic development, economic growth and total welfare, and priority element for development and investment must be social aspect of life population.

This research has thrown up many questions in need of further investigation. Human capital is very difficult resource for managing, and how create a strategy of human capital management for whole country and its parts, how reach efficiency of this strategy and many other questions demand further decisions.