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INTELLECTUAL CAPITAL AS A FACTOR OF UKRAINE'S COMPETITIVENESS IN THE CONDITIONS OF WAR

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In the conditions of the digital economy, intellectual capital is a leading factor in the formation of national competitiveness. Countries with a high level of development of intellectual capital traditionally occupy the first positions in the ranking of global competitiveness, have competitive advantages in global competition and on world markets. As a result of the Russian-Ukrainian war, the intellectual capital of Ukraine suffered huge losses and destruction. During hostilities, Ukrainians die, intellectual resources and values are destroyed. The paper analyzes the loss of intellectual capital from the point of view of loss of human capital, structural capital, and relationship capital. It is considered what functions intellectual capital performs in the economy. Based on the analysis of the Reports of international organizations, the main global trends in the development of IC have been determined. Based on the analysis, it was determined how intellectual capital can become a growth factor for Ukraine in the period of post-war recovery, will allow our country to maintain its competitiveness on world markets and the ability for sustainable economic development. The effectiveness of state programs and government actions taken in 2023 to return specialists to Ukraine has been analyzed. The authors proposed a number of recommendations for increasing the effectiveness of state policy in the field of protection and preservation of national intellectual capital in wartime conditions, developed a number of proposals, the implementation of which will allow the return of a part of Ukrainian migrants to the country, which will contribute to the restoration of Ukraine's human capital.

Keywords: intellectual capital, human capital, structural capital, relationship capital, competitiveness, competitive advantage, post-war recovery.

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Introduction and formulation of the problem

The Russian-Ukrainian war has brought death, suffering and destruction to Ukraine. Thousands of citizens died, tens of thousands were wounded. Millions of citizens and their children were forced to flee their homes to escape the war. Many of them went abroad and are unlikely to return to Ukraine in the near future. This resulted in a significant loss of human capital in Ukraine. The country's structural capital was also destroyed, as a significant number of Ukrainian enterprises were forced to close, some of them were relocated to safe regions but were unable to start up at full capacity. Logistics chains have

been destroyed. Thousands of schools, kindergartens, museums, and cultural heritage sites in Ukraine have been destroyed. Ukraine's national intellectual capital is under threat. Our country has not experienced such a massive destruction of national intellectual capital as Ukraine is experiencing today, even during the Second World War!

Intellectual capital is one of the most important factors affecting national competitiveness. Intellectual capital is a key factor that, in the context of digitalization and the development of the network economy, affects the formation of competitiveness at all economic levels: the competitiveness of an

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individual company, the national competitiveness of a country, and global competitiveness. We are deeply convinced that in the context of the Russian-Ukrainian war, intellectual capital will become a powerful factor and foundation for the revival of the national economy in the postwar period. Intellectual capital is the main source of growth in the market value of Ukrainian companies and the growth of Ukraine's competitive advantages in global markets.

The Russian-Ukrainian war has actualized complex existential challenges of a political, economic and social nature. In such circumstances, it is especially important to ensure an effective state policy aimed at supporting and reviving the national intellectual capital to ensure the country's sustainable development in the future, during the period of post-war revival. It is important to analyze the role of intellectual capital as a factor of Ukraine's competitiveness in the context of war, to assess its impact on the economy and social processes in the country, and to determine the possibility of its preservation and protection in the context of war in Ukraine.

Analysis and research of publications

The problem of intellectual capital and its impact on the formation of the country's competitiveness is studied in the scientific works of both domestic and foreign economists. A significant place in the development of this scientific topic is occupied by the works of T. Stewart, A. Brookings, L. Edvinsson, I. Rodov, V. Bazylevich, O. V. Butnik-Siverskyi, T. V. Bakina, V. V. Virchenko, and many other authors. In particular, T. Stewart [1], A. Brooking [2], L. Edvinsson [3], I. Rodov [6] and V. D. Bazylevych [11] in their works reveal the economic nature and essence of intellectual capital, T. V. Bakina [14, p. 161], V. V. Virchenko [16, p. 70-71] analyze the functions of intellectual capital, investigated the impact of war on human capital in Ukraine. However, there is no comprehensive scientific study that reveals the role of intellectual capital and its impact on the national competitiveness of the country in times of war.

Purpose of the article

The purpose of the article is to analyze the role of intellectual capital in Ukraine's

Table 1

Analysis of scientific approaches to understanding and interpreting the essence of IR

Author, year	Approach to understanding the essence of IR
Stewart T. (1991)	IC is the sum of all the knowledge possessed by each person in an organization that gives the enterprise a competitive advantage in the market
A. Brookings (1996)	A set of intangible assets without which a company cannot exist (intellectual capital equals intangible assets)
C. Albert, C. Bradley (1996)	It is the transformation of knowledge and intangible assets into useful resources that provide companies with competitive advantages (intellectual capital > intangible assets)
A. Brooking (1996)	A set of intangible assets without which a company cannot exist (intellectual capital equals intangible assets)
Edvinsson L., Malone M. (1997)	IC – market, human-centered assets, intellectual property and infrastructure assets NMA are those assets that do not have a physical shell but are valuable for the enterprise. Total human and structural capital; knowledge that can be converted into value (structural approach)
Sveiby K. (1997)	IC has three dimensions: employee competence, internal structure, and external structure.
Stewart T. (1997)	IC is the sum of all the knowledge possessed by each person in the organization that gives the company a competitive advantage in the market. The sum of knowledge of the company's employees that determines its competitiveness (functional approach)
M.P. Sanchez (2000)	Intellectual capital is equal to intangible assets, but the former term is used by managers, while intangible assets are used by accountants
Butnik Siverskyi O. (2002)	An IP is a created or acquired intellectual product that has a value, is objective and identifiable, and is held by an enterprise for the purpose of generating profit
I. Rodov and P. Leliaert (2002)	Intangible assets cannot be equated with goodwill because the value of goodwill affects the valuation of tangible assets
V.D. Bazylevych (2008)	A set of knowledge, experience, skills, creativity, abilities, and relationships accumulated in the course of intellectual activity that have economic value and are used in production and exchange for profit (functional approach)

Source: developed by the authors based on [1-12]

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competitiveness in the context of war. The article will explore such aspects as the definition of intellectual capital and its role in the country’s economy, analysis of the impact of war on the development of intellectual capital in Ukraine, study of the impact of intellectual capital on Ukraine’s competitiveness in the context of war, and consideration of possible ways to improve Ukraine’s intellectual capital to increase its competitiveness.

Presentation of the main material

Due to the complexity and multifaceted nature of the category of intellectual capital (IC), there is no generally accepted approach to its definition. Intellectual capital encompasses the knowledge, skills, and production experience of specific individuals and intangible assets, including patents, databases, software, trademarks, etc., that are productively used to maximize profits and other economic and technical outcomes.

In the early stages, research on IC was based on its comparison with intangible assets (IA), or rather on attempts to expand the scope of IA to include all intangible components: T. Stewart (1991), A. Brookings (1996), S. Albert and C. Bradley (1996) (Table 1).

Thus, as we can see from Table 1, most scholars share the view that intellectual capital is knowledge that provides competitive advantages in the market and also has a value.

IC, in a broad sense, can be divided into three different types: human capital, relationship capital, and structural capital (Fig. 1).

Human capital is an umbrella term for the skills, education, experience and value of an organization’s workforce. It is the know-how and experience of the people in a company that can bring value to the company. An organization’s human capital also shows how effectively management uses resources to help employees realize their potential.

Relationship capital consists of all the valuable relationships that an organization maintains with customers, suppliers, partners, clients, and other external entities. It also includes the brand names, reputation, and trademarks owned by the company.

Structural capital is the organizational, technological, and innovation capital that supports an organization’s human capital and relationship capital. It includes culture, processes, databases, intellectual property (IP), non-physical infrastructure, hierarchy, etc. It is the knowledge and values that belong to the structure and processes of an organization.

Intellectual capital can be measured in a variety of ways. However, there is no single generally accepted method of measurement, and as a result, it can be difficult to determine an accurate way to quantify it.

Intellectual capital is considered an “asset” but

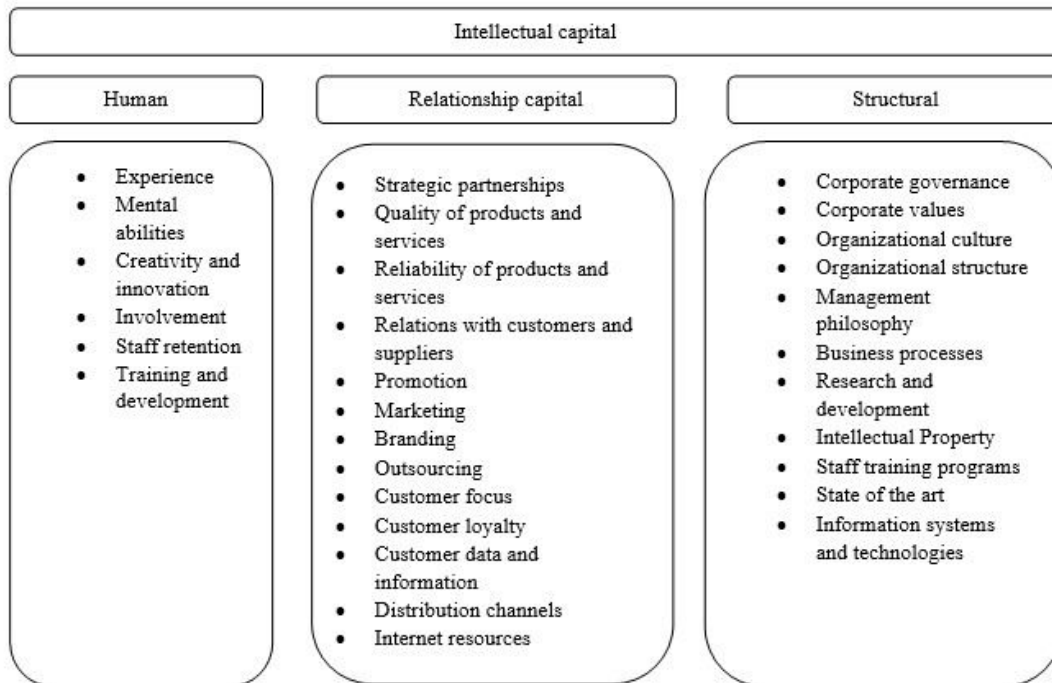


Fig 1. Structure of intellectual capital

Source: developed by the authors on the basis of [13-14]

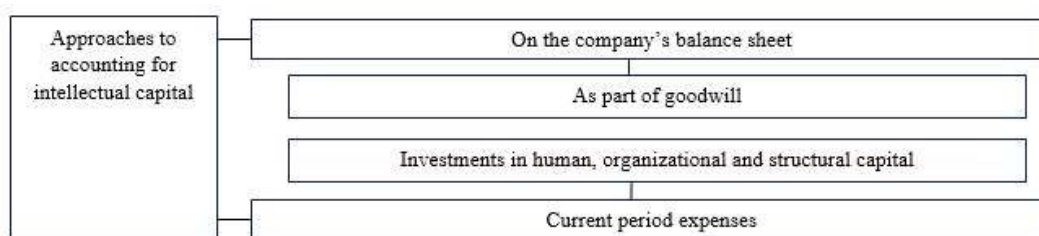


Fig. 2. Approaches to accounting for intellectual capital

Source: authors' own development.

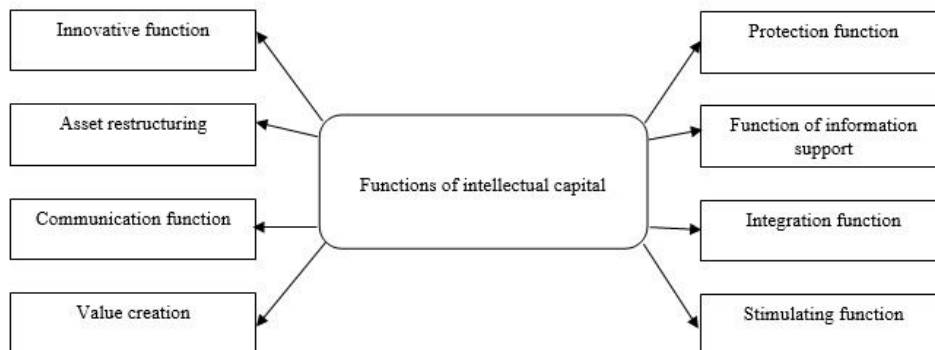


Fig. 3. The functions of intellectual capital

Source: authors' own development.

is not recognized on a company's balance sheet, although some of its value is reflected in intangible assets such as goodwill and intellectual property (Fig. 2). Therefore, a company's financial statements may not reflect the value of its human, relational, or structural capital.

The impact of intellectual factors on the efficiency of individual business entities and overall economic development, especially during the postwar reconstruction period, is the subject of close attention of theorists and practitioners today. To understand how intellectual capital can become Ukraine's competitive advantage in the world, it is worth considering what economic functions it performs, as shown in Fig. 3.

The main function of intellectual capital is to influence the economic development of enterprises and make them sustainable. Intellectual capital is a source of competitive advantage in a competitive environment [14, p. 161]. It can be said that in the modern world, intellectual capital forms the core of business, which ensures its growth and constant renewal, necessary for survival and prosperity in the post-war economic environment. In this way, intellectual capital performs an innovative function that facilitates the development and implementation of new ideas, scientific and technical developments, the implementation of new projects, etc.

Another important function of IC is the

restructuring of companies' assets, which allows them to exist in difficult competitive conditions. The important role of intellectual factors in the market environment is confirmed by the analysis of statistical data on the volume of investments of the world's leading companies in intellectual capital. According to Standard & Poor's, over the past 45 years, the asset structure of American companies has changed so much that the share of intellectual capital has increased from 17% in 1975 to 90% in 2020 (Fig. 4).

The next function is generated by the existence of relationship capital. This is the communication function, the regulation of relations between different subjects of market relations. The communication function of intellectual capital can help an organization understand the needs and expectations of different stakeholders, which will provide it with

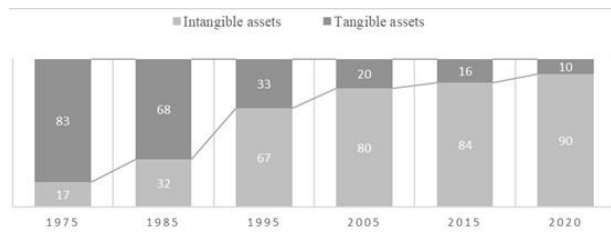


Fig. 4. Dynamics of the share of intangible assets in the asset structure of American companies according to the Standard & Poor's 500 list

Source: developed by the authors on the basis of [15]

an advantage in the market and increase its competitiveness. While human capital is the source of technology and represents what can be commercialized, other elements of intellectual capital determine the direction of the enterprise's development, its perspective: the purpose, cost and content of its activities. Business knowledge and business skills, lists of suppliers and customers, distribution networks, service delivery capabilities, and organizational capacities can be seen as connecting components between technologies and customers.

Let us now consider the value creation function. Intellectual capital can be used to create new products and services with high added value. For example, knowledge and know-how can help improve the quality of products and processes, which in turn can lead to an increase in the organization's profits. Thus, the financial interests of the enterprise are satisfied, primarily related to the possibility of long-term and stable additional income through the monopoly use of exclusive intellectual property rights [14, p. 163].

An important function of the IC is the protection function. The protection of intellectual property rights by establishing effective legal mechanisms for regulating relations in the field of commercial use of intellectual property results not only helps to protect the interests of inventors, but also plays an important role in increasing the competitiveness of the national economy.

Other functions performed by intellectual capital include: the function of information support – accumulation, systematization and transfer of knowledge, skills, information; integration – intellectual capital ensures the formation of the integrity of the enterprise through the definition of a common goal, views, beliefs, values; stimulating function – ensuring the redistribution of the aggregate social product in favor of the creators of the intellectual product, thereby stimulating the creation of new intellectual property objects.

However, the challenges we face during the war pose threats to the full performance of intellectual capital and its use. Among these challenges are: the outflow of human capital, reduced investment in scientific and technical activities, shrinking markets, and reduced innovation potential. Thus, it is necessary to determine how we can use intellectual capital in the post-war reconstruction of our country, since intellectual capital plays an important role in the system of social relations as an important source of competitive advantage. Organizations that have significant intellectual capital are able to use their resources more efficiently and adapt more quickly

to changing market conditions.

Modern processes of transformation of economic systems towards the “knowledge economy” (new digital economy) stimulate a growing understanding of the importance of intellectual capital, which increases both the potential for technological development of the economy and the potential for personal growth. Given the diversity of research problems, their relationship with various aspects of the functioning of the economic system at the micro and macro levels, it should be noted that certain aspects of this topic have been studied both within the framework of conceptual approaches to revealing the role of human capital and from the standpoint of the concept of intellectual capital [16, p. 2].

For a deeper understanding of the current state of development of intellectual capital, let us consider the ranking of countries according to the Global Innovation Index, which is published annually by the World Intellectual Property Organization. For

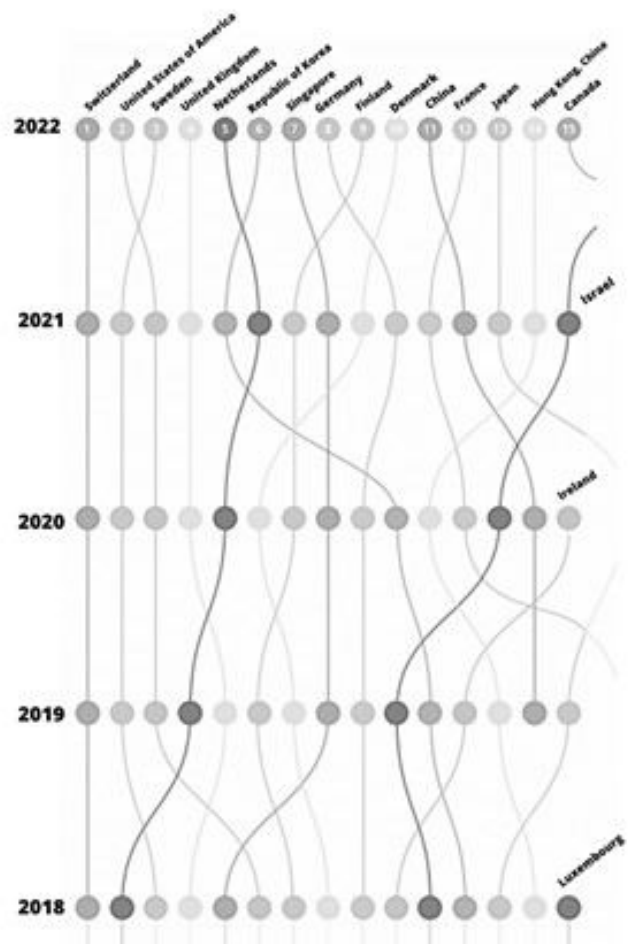


Fig. 5. Top 15 countries according to the Global Innovation Index in 2018-2022

Source: Global Innovation Index 2022 [17]

the twelfth year in a row, Switzerland has been ranked first in the Global Innovation Index (Fig. 5). The United States of America overtook Sweden to take second place. Germany reached 8th place, its highest ranking since 2009 [17]. Singapore returned to 7th place. The figure shows that China and Japan have also been rising in the ranking in recent years.

The Deloitte Global Human Capital Trends 2023 study involved 10,000 business leaders and HR executives in all industries from 105 countries. In the study, organizations with greater employee involvement in the development and implementation of organizational change were more likely to achieve positive results. In particular, those who said they worked together with their employees said they were 1.8 times more likely to have a highly engaged workforce, 2 times more likely to be innovative, and 1.6 times more likely than their peers to anticipate and respond effectively to change [18]. Organizations that adapt their strategies and practices to their actual talent pool, which is much more complex and increasingly comprised of non-traditional workers, will gain the skills and experience to accelerate growth, innovation, and agility. For those who get it right, the borderless world will be a world of infinite possibilities, not chaos. As old boundaries shift and disappear, organizations and employees can apply these fundamentals to establish new guiding principles, create greater autonomy, envision new possibilities, and realize shared value for the organization, employees, and society. But to do so, they need to adopt a new way of thinking, abandoning past models of work, workforce, and workplace and embracing a smoother and more humane future focused on speed, flexibility, experimentation, and innovation.

Analyzing the current state of intellectual capital development in the world, it is worth

highlighting the following development trends (Fig. 6).

Along with the intensification of civil and economic turnover of intellectual property results, there is an increase in the number of infringements of intellectual property rights and a more complicated mechanism for its legal protection. An important problem of protection of intellectual property rights is to counteract their abuse by transnational corporations and other global market participants.

Another controversial issue is the quantification and accounting of intellectual capital. Entrepreneurs are not interested in reflecting this asset in financial and management reports due to the complexity of reflecting intellectual capital in accounting, so there are significant obstacles to putting IP into circulation. As a result, the investment attractiveness and capitalization of enterprises will be significantly reduced.

It is important to develop recommendations for maintaining an adequate level of employment, and to address the problem of a significant reduction in the number of employees in the process of improving labor efficiency. Therefore, employment and unemployment issues are given priority attention. After all, they are caused by the state's responsibility for the functioning of the labor market.

Strategic management is also advisable in the field of intellectual property, which is one of the main goals of modern state policy, along with scientific research and stimulation of intellectual capital development, namely:

- determination of priorities of scientific and industrial policy;
- systematic and prompt development of the legislative framework;
- clear and consistent implementation of structural transformations;
- diversification of production development;

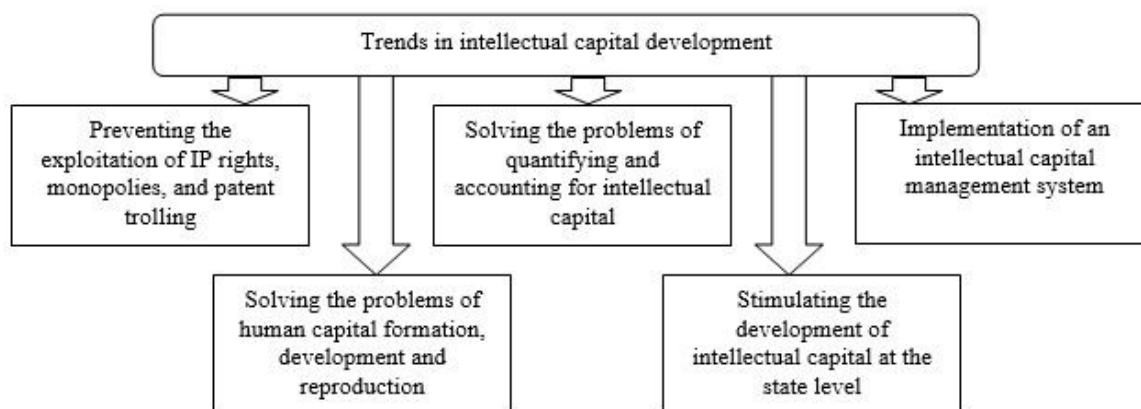


Fig. 6. Trends in intellectual capital development

Source: authors' own development

- scientific and industrial commercialization of activities;
- international cooperation;
- creation of effective mechanisms for the dissemination and implementation of innovations.

However, the trends observed around the world in the context of intellectual capital have slowed down somewhat in Ukraine since the beginning of the full-scale invasion. The war led to an aggravation of the economic and political situation, which created a number of problems that worsened the state of intellectual capital in the national economy. One of the main problems that arose as a result of the war is the emigration of specialists, in particular from the field of science, technology and information technology. This has led to the loss of a significant part of the country’s intellectual potential, which could have helped to develop the economy and compete internationally. In addition, the war has also led to a decrease in funding for research and development projects and innovative developments, as well as to a deterioration in the state of infrastructure, which has a direct impact on the development of science and technology in Ukraine.

The table below shows Ukraine’s rankings in the Global Innovation Index over the past three years (Table 2).

Table 2
Ukraine’s position in the Global Innovation Index 2020–2022

Year	Global Innovation Index	Innovation inputs	Innovation outputs
2020	45	71	37
2021	49	76	37
2022	57	75	48

Source: [18]

In 2022, Ukraine demonstrates better indicators of innovation outputs than inputs. This year, Ukraine ranks 75th in terms of inputs, which is higher than last year but lower than in 2020. Ukraine ranks 48th in terms of innovation outputs. This position is lower than in 2021 and 2020. The domestic economy ranks 4th among 36 countries with lower-middle income groups and 34th among 39 European countries [18].

The problem of mass emigration from Ukraine remains an unresolved issue at this stage. Prior to the full-scale invasion, this issue was mainly related to labor migration. Labor migration affects the development of human capital by reducing the qualifications of the national labor force. This happens when educated workers are engaged in

unskilled labor while working abroad. Simple jobs and unskilled labor are the traditional niches of migrants in foreign labor markets, so the corresponding jobs remain the most available for employment. Almost half (48%) of Ukrainian workers in Poland in 2021 had vocational education, more than a quarter (28%) had higher education, 16% were engaged in intellectual professions (education, medicine, engineering, IT) and 10% were in management positions. After February 24, 2022, forced emigration due to the hostilities was added to this. It would be reasonable to assume that some of those who left Ukraine will not return. This will depend on the duration of the war and the level of destruction on Ukrainian territory, as well as on the ability of Ukrainians to find decent jobs abroad and the access of Ukrainian students to the education system.

Education plays a crucial role in the formation of human capital if there is no prospect of favorable demographic development. It is through quality education and an effective system of retraining and professional development that the labor shortage can be partially compensated. However, due to the full-scale invasion, the Ukrainian educational infrastructure is being destroyed: 415 educational institutions were destroyed and 3145 were damaged. Continuation of the educational process in the occupied territories is often impossible.

Another component of the loss of human capital is the forced “evacuation” of Ukrainian citizens to Russia. For children and adolescents, the threat is the forced imposition of language and culture in order to destroy the not yet fully formed national identity and Ukrainian cultural code. Civilian casualties are a significant challenge to the human capital of the national economy and a terrible tragedy. Ukraine has suffered great losses as a result of the Russian-Ukrainian war and, unfortunately, continues to do so. Human capital is one of the most important components of intellectual capital. A total of 8.2 million people have left Ukraine since February 24, and 7 million have already returned to Ukraine. Before February 24, 3 million were abroad, so as of now, about 3.5 million are still outside the country. Most of these people are looking for work in the host country: 63% in Poland, 52% in the Czech Republic, 48% in Germany.

People across Europe were asked if they planned to return to Ukraine in the next three months. 13% said yes. The main reasons for returning to Ukraine are patriotism, family reunification, returning to nature, protecting property, and educating children. Children’s education has had a significant impact

on more people returning to Ukraine from summer to September as schools reopen. Those who say «no» or «I don't know» are primarily concerned about safety, not all are sure about work, living conditions and children's education.

80 percent plan to stay in the host country. Of these, 81 percent said they plan to return to Ukraine, but the exact time is unknown. The number one factor that facilitates the return of migrants from abroad is the security factor. The second important factor is that forced migrants maintain strong social and economic ties with their homeland. For example, there are companies where people work remotely abroad, but the companies are Ukrainian and people continue to receive their income from Ukraine. Children abroad continue to study in Ukrainian educational institutions at the same time. Parents of children who study remotely in Ukrainian schools are more likely to return to Ukraine, with 18% planning to have their children study remotely. It is this ability to maintain this connection that will allow people to realize that they have a place to return to. Moreover, these socio-economic ties are preserved through programs that train people in new professions in Ukrainian that can be worked remotely. It's also about encouraging people to return and meet their basic needs, not only for safety but also for work and stability. We also need to restore the basics – housing, services that the state or city can provide.

The state also needs to address the basic need of people who have lost their homes or whose homes have been damaged – to restore their homes through the provision of services that the state or city can provide. These are especially important in areas affected by the war. It is important to provide jobs

and accommodation for people who will be returning home. When these conditions are met, people will return. By stimulating entrepreneurial dynamism and public opinion about the fugitives, society should not treat IDPs as traitors and fugitives, but should still understand and accept each of their ideas about family and choices about what is important to them.

According to the Gremi Center for Personal Analysis, the most powerful reason for Ukrainians to return is to be with their families, for which 25% of respondents are ready to return. The second reason is whether immigrants have the opportunity to work and receive a decent salary and pension, according to 10% of respondents. Equally important for people is a guarantee of no new wars in the coming decades and weapons to defend the country in case of aggression. These conditions are important for 10% of Ukrainians to return home

Every tenth person is ready to return home after reforms (in justice, education, healthcare, law enforcement, economy, and anti-corruption). Other motives for refugees to return to Ukraine are as follows: 9% – accession to the EU and NATO; 9% – access to recovery support and economic development opportunities for citizens; 7% – opportunity to create a new business; 6% - relocation of settlements; 3% – if people from their social circle return; 2% – if the state provides them with lost housing; 1% – chances to revive old businesses.

This makes it clear that a large number of Ukrainians consider returning precisely in the context of ensuring economic conditions: restoring their own business, reforms, the possibility of restoring housing, and assistance from the state (Fig. 7).

So, the most important thing is to win, because

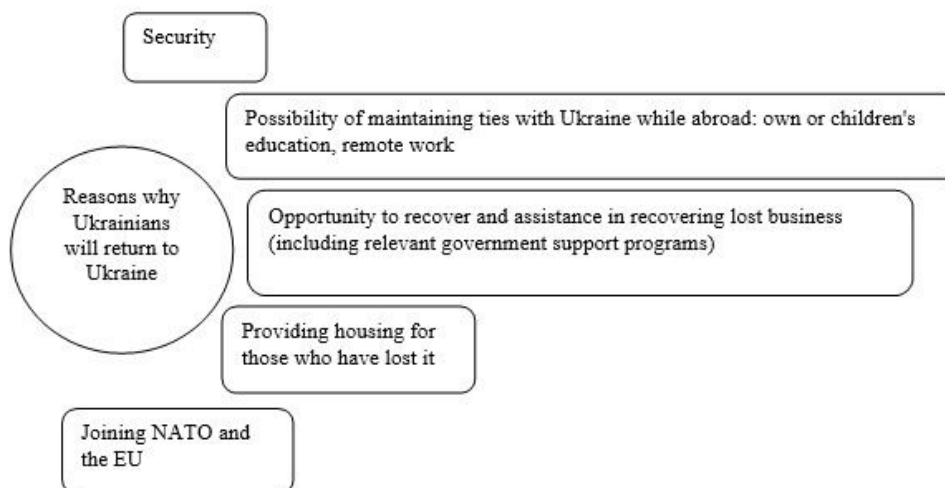


Fig 7. Factors that will facilitate the return of Ukrainians to Ukraine

Source: developed by the authors based on [19]

only this will make us feel safe. But the government is already taking important steps to support the economy and lay the foundation for its recovery (Fig. 8).

Significant attention is paid to the development of intellectual capital and its importance in Ukraine’s post-war recovery, as reflected in the “Recovery Plan for Ukraine 2023-2032”. Fig. 9 shows which structural component of intellectual capital is affected by the goal of the plan in measuring Ukraine’s global competitiveness in the world. In total, the Ukraine Recovery Plan 2023-2032 covers 850 projects, 70% of which are aimed at restoring the components of intellectual capital, and the main global goal by 2032 is to enter the top 25 countries in the human capital index. Thus, the key trends in the development of

intellectual capital as a factor of Ukraine’s competitiveness for the next 10 years are primarily aimed at restoring and developing human capital: returning specialists and training within the country, developing the capital of relations globally with EU countries, and increasing the level of technology development (digitalization of the state).

Conclusions

Intellectual capital is an economic category that is reflected in three branches: human capital, relationship capital, and structural capital. Together, they form a unique competitive advantage for a company, a country, and the global economy. Intellectual capital is accounted for on the company’s balance sheet as part of goodwill and as current period

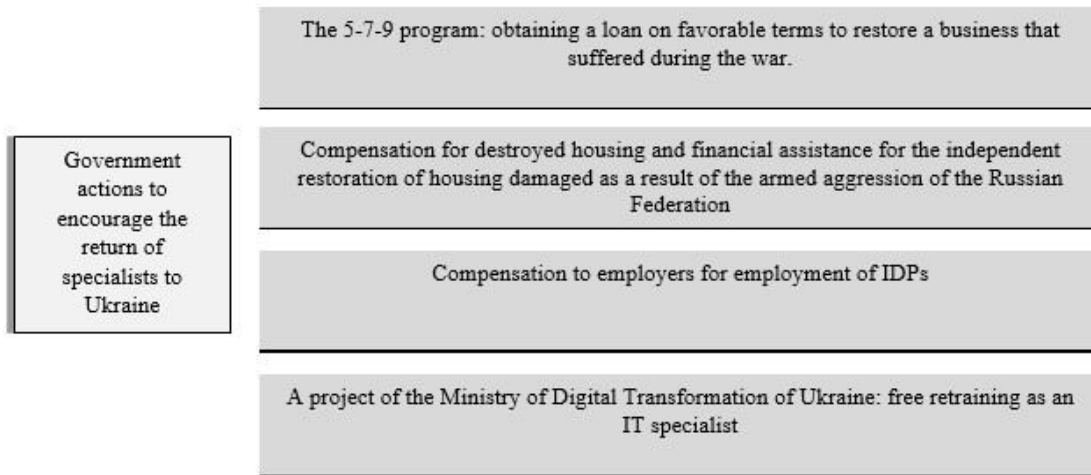


Fig 8. Government actions to encourage the return of specialists to Ukraine.

Source: authors’ own research

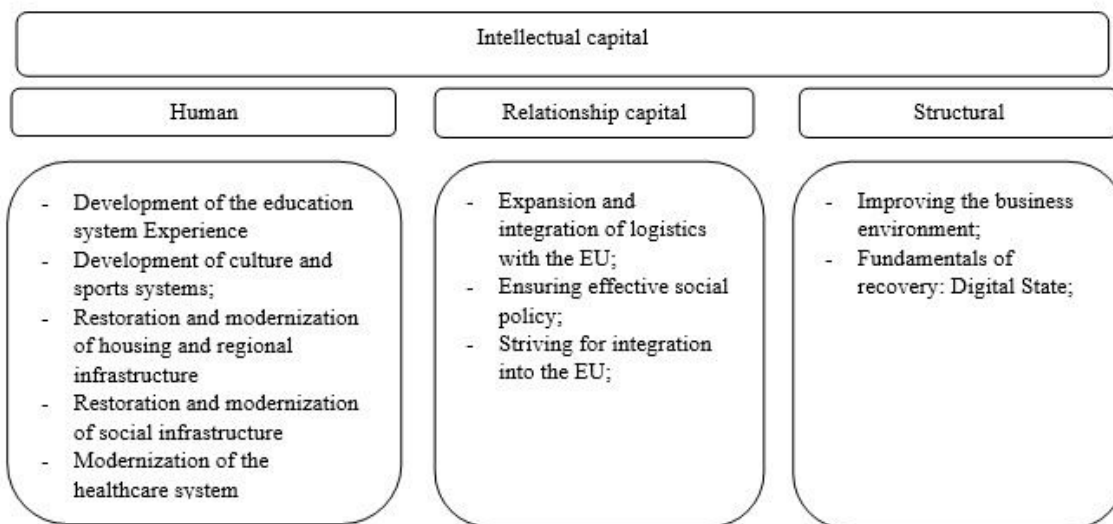


Fig. 9. Goals of the “Recovery Plan for Ukraine 2023-2032” in terms of Ukraine’s global competitiveness in the world

Source: developed by the authors on the basis of [19]

expenses: investments in IC. In a competitive environment, intellectual capital plays important economic functions, namely, restructuring, innovation, communication, security, integration, stimulation, value creation, and information support functions. It is thanks to these functions that, in the context of the formation of the information economy, intellectual capital turns into the basis for the competitiveness of the national economy. Unfortunately, since the beginning of the full-scale invasion, we have faced the problem of the destruction of intellectual capital in Ukraine, in particular human capital. Therefore, it is expedient to identify ways and strategies for the development of intellectual capital as a factor in ensuring the competitiveness of Ukraine's economy during the post-war recovery, since intellectual capital is a single system that can function only if each of its components develops evenly.

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ІНТЕЛЕКТУАЛЬНИЙ КАПІТАЛ ЯК ФАКТОР КОНКУРЕНТОСПРОМОЖНОСТІ УКРАЇНИ В УМОВАХ ВІЙНИ

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В умовах цифрової економіки інтелектуальний капітал є провідним фактором формування національної конкурентоспроможності. Країни з високим рівнем розвитку інтелектуального капіталу традиційно посідають перші позиції в рейтингу глобальної конкурентоспроможності, мають конкурентні переваги в глобальній конкуренції та на світових ринках. В результаті російсько-української війни інтелектуальний капітал України зазнав величезних втрат та руйнування. Під час бойових дій гинуть українці, руйнуються інтелектуальні ресурси та цінності. В роботі проаналізовано втрати інтелектуального капіталу з точки зору втрат людського капіталу, структурного капіталу та капіталу відносин. Розглянуто, які функції інтелектуальний капітал виконує в економіці. На основі аналізу Звітів міжнародних організацій визначено основні світові тренди розвитку ІК. На основі проведеного аналізу визначено, яким чином інтелектуальний капітал зможе стати фактором росту для України у період післявоєнного відновлення, дозволить відносити нашої країні свою конкурентоспроможність на світових ринках та здатність до стійкого економічного розвитку. Проаналізовано ефективність державних програм та дій уряду, що вживаються в 2023 році для повернення спеціалістів в Україну. Авторами запропоновано ряд рекомендацій щодо підвищення ефективності державної політики у сфері захисту та збереження національного інтелектуального капіталу в умовах війни, розроблено ряд пропозицій, реалізація яких дозволить повернути частину українських мігрантів в країну, що сприятиме відновленню людського капіталу України.

Ключові слова: інтелектуальний капітал, людський капітал, структурний капітал, капітал відносин, конкурентоспроможність, конкурентна перевага, післявоєнне відновлення.

INTELLECTUAL CAPITAL AS A FACTOR OF UKRAINE'S COMPETITIVENESS IN THE CONDITIONS OF WAR

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In the conditions of the digital economy, intellectual capital is a leading factor in the formation of national competitiveness. Countries with a high level of development of intellectual capital traditionally occupy the first positions in the ranking of global competitiveness, have competitive advantages in global competition and on world markets. As a result of the Russian-Ukrainian war, the intellectual capital of Ukraine suffered huge losses and destruction. During hostilities, Ukrainians die, intellectual resources and values are destroyed. The paper analyzes the loss of intellectual capital from the point of view of loss of human capital, structural capital, and relationship capital. It is considered what functions intellectual capital performs in the economy. Based on the analysis of the Reports of international organizations, the main global trends in the development of IC have been determined. Based on the analysis, it was determined how intellectual capital can become a growth factor for Ukraine in the period of post-war recovery, will allow our country to maintain its competitiveness on world markets and the ability for sustainable economic development. The effectiveness of state programs and government actions taken in 2023 to return specialists to Ukraine has been analyzed. The authors proposed a number of recommendations for increasing the effectiveness of state policy in the field of protection and preservation of national intellectual capital in wartime conditions, developed a number of proposals, the implementation of which will allow the return of a part of Ukrainian migrants to the country, which will contribute to the restoration of Ukraine's human capital.

Keywords: intellectual capital, human capital, structural capital, relationship capital, competitiveness, competitive advantage, post-war recovery.

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