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THE ESSENCE AND VARIETIES OF THE MORAL DEPRECIATION OF INTELLECTUAL CAPITAL

The assets of human capital involved in reproductive activities are worth more if its bearer improves his education and acquires original experience. However, this seemingly obvious pattern is influenced by deterrents. As it turned out, the dominant among them is the age of human (and how not surprisingly at first glance it looks like, not only the elderly). Especially when this refers to an employee. Entrepreneur (regardless of the business scale) is able to ignore age restrictions. At least, until smarter competitors push him out of the market segment where they were brought by an unfortunate fate.

In an effort to find arguments to confirm the hypothesis, we used the results of extensive research by other experts (for example, [1; 2; 3]) in addition to our own observations. So in order to be successful a practical experience in the chosen field in addition to education is essential for young people at the age of 18-24 (T_c). In most cases, this is exactly what is sorely lacking.

Let's recall our own experience: most young men and women who find themselves on the student bench at this age, apply to the dean's office for permission to draw up an individual study schedule and begin to look intensively for places. There, firstly, their talents and abilities would flourish and, secondly, financial preconditions are created for an independence from parents or, for helping to their families, that is lately quite actual.

On the other hand, there are some concerns about the quality of intellectual capital of human after they reach about 45 years (T_ϕ). It would seem that diplomas of education and certificates of attendance are more than enough, wisdom is not also lacking, but employers question the adequacy of acquired skills to the current state of technical, technological, business process software. They not only

improve in one or another part as it was found out before, but radically change. In other words, it happens the situation that in the professional environment called the moral deterioration of human capital of the individual. We are convinced that it is time to pay this issue the attention it deserves.

First, let us try to find the reasons for the lack of professionals who are able to perform effectively their current professional roles. We would like to do that through the prism of tasks that follow from the purpose of the initiated study (Figure 1):

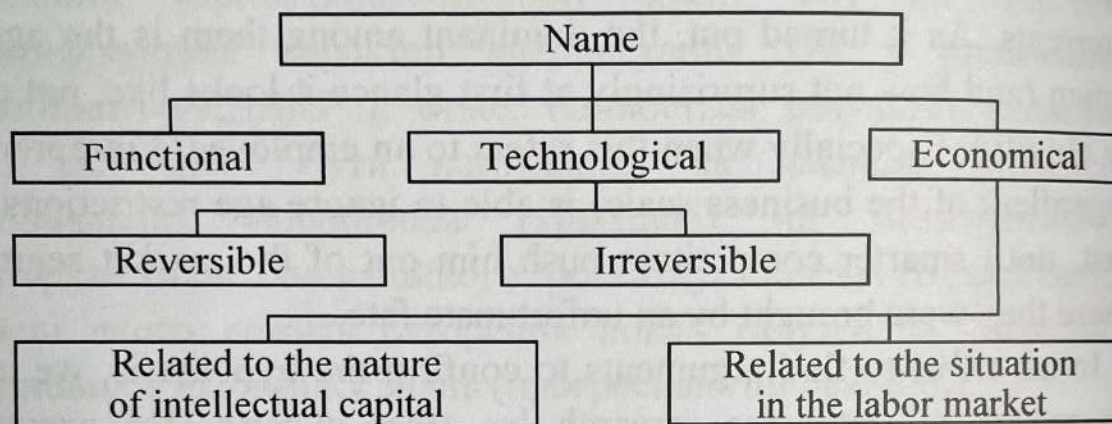


Figure 1. Systematization of depreciation of intellectual capital types

As you can see, we are talking about:

a) Functional depreciation. It occurs when a person, after acquiring knowledge and failing to use it in practice, has lost the ability to reproduce or even recognize useful materials (research methods, software, technology and other tools) in new circumstances or after a long pause. The employer is forced to bear excessive costs in order to prevent this type of moral deterioration of an employee's intellectual capital or even deny him employment;

b) Technological depreciation. It occurs if fundamentally new technological means are integrated into business processes (as a rule, perfect in operation, more productive than the previous ones). Competencies for their practical application, that were useful in the recent past, have become low-priority or have come useless. Especially now, when digitalization, intelligent analysis of large

databases, the Internet of Things, mixed or hybrid reality, which are typical for Industry 4.0, are increasingly determining the design of the production environment, and, consequently, individual work locations. Moreover, preeminently intellectual, that is typical in contrast to previous eras.

Technological depreciation, in its turn, is divided into:

- one that can be overcome through investment (personal or corporate) in the modernization of intellectual capital;
- something that is irreversible and therefore leads to the termination of employment between the enterprise and the employee;
- c) economic depreciation. Here we may also highlight the next two varieties:

- the first is rooted in the unique properties of intellectual capital. Practice convincingly shows that it is set to benefit almost exclusively within the implementation of a particular production function (programming, testing, business intelligence, etc.). If the company abandons certain business processes (for example, by outsourcing them within the newly built ecosystem), further operating costs for the maintenance of unnecessary competencies holders negatively affect the profitability of economic activity;

- the second type of economic depreciation occurs in circumstances when another specialist (inside the company or involved from outside) with a commensurate level of intellectual capital agreed to work for less money. Such examples of this are not isolated, especially in times of economic turbulence, accompanied by forced job cuts and the emergence of a redundant labor market.

Thus, we consider the influence of a number of factors on the value of intellectual capital of individuals, which make up the staff of the vast majority of producers as defined. Some of them carry the risk of depreciation of competencies, which, on the one hand, jeopardize the productivity and efficiency of business, and, on the other hand, call into question the career prospects of employees and, consequently, the level of their personal well-being and wealth of their families.

Obviously that all, who have resources and are able to resist this phenomenon, have to do that. They are the state, enterprise

management, public communities (organizations, movements, unions), people interested in renovating or «overhauling» their own intellectual capital. However, first, they are institutions of higher education. This follows directly from their social and economic mission, which is the next:

1. Market offers of such educational products, which provide customers with a high level of competitiveness in the labor market (especially when you are looking for the first job) within a certain industry orientation through the formation of professional competencies that quickly meet the needs of business.

2. Correction and modernization of the personnel competencies of the organizations in accordance with the changes which take place in the current industrial contexts and landscapes, continuing the productive use of the intellectual potential of individual and the professional team to which he belongs for the maximum possible period.

Universities, institutes and colleges have another significant motivation. If they meet the expectations of stakeholders, their economic security will be stabilized or even increased. They become independent of the depleted or poorly forecasted sources of funds needed for operating activities financing.

If the management of higher education institutions (HEI) is prudent in choosing a strategy for its subordinated team, a responsible role will be played with dignity. If HEI strives to be popular with as many recipients of educational services as possible, they should focus its efforts on an expanding the time zone between T_c and T_ϕ , with a shift to the left (ΔT_c) – it coincides with the natural desires of students (yesterday's graduates), and to the right (ΔT_ϕ), thus increasing the period (ΔT), while a person effectively realizes the accumulated potential of intellectual capital:

$$\Delta T = \Pi_1 - \Pi_2 = \Delta T_c + \Delta T_\phi$$

where Π_1 , Π_2 – periods of intellectual potential use by a specialist in normal conditions and with the use of educational technologies;

ΔT_c , ΔT_ϕ – extension of the period of use of intellectual capital at the start and at the end of a professional career.

Based on an analytical review of the activities of domestic HEI, as well as comparing its results with the practice of economically developed countries, it has been formulated the next working hypothesis: it is realistic to achieve desired goal, resorting to the introduction of dual education. The next stage of our study is to prove this assumption.

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АНАЛІЗ ФОРМУВАННЯ КАДРОВОГО ПОТЕНЦІАЛУ ДИПЛОМАТИЧНОЇ СЛУЖБИ

Набутий світовий епохальний досвід демонструє, що могутність держави проявляється не тільки за науково-технічним, народногосподарським та військовим потенціалом, проте і взаємопов'язаний з зовнішньополітичною діяльністю, розсудливою, тактовою та маневреною дипломатичною службою, етичним та професійним потенціалом кадрової служби дипломатичного корпусу. Результативна резолюція