

FORMATION OF INTELLECTUAL POTENTIAL AND SUSTAINABLE DEVELOPMENT OF SOCIETY

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ABSTRACT

The article justifies the place and role of intellectual potential for the sustainable development of society. The intellectual potential is regarded as the most valuable strategic resource, and the main source of competitive advantage. The basis of intellectual potential is the knowledge, formed in the processes of learning, intellectual activity, awareness of gained personal experience and universal values. The formation of intellectual potential is connected with the establishment of new models of human behavior and system of values.

JEL CLASSIFICATION & KEYWORDS

■ D21 ■ D22 ■ D92 ■ Intellectual capacity ■ Resources ■ Knowledge ■ Competencies ■ Competitive advantages ■ Sustainable development ■ Economic growth ■ Patterns of behavior

INTRODUCTION

A key focus of modern world development is to enhance innovation and wide dissemination of new knowledge, technologies, products and services. In this regard, philosophers, sociologists, economists justify the need for a knowledge society, which creates preconditions for economic growth. This changes the ratio of the growth factors and their impact on society. The intellectual resources as the source of new knowledge convertible into new technologies, products, information resources, providing businesses, regions, countries with competitive advantages are of particular significance. Constant pursuit of economic growth inevitably leads to negative changes in the environment and society. That is why it is necessary for social communities to understand sustainable development. That, in turn, requires new models of human behavior based on upbringing, education, establishment of values, focused on rational use of natural resources and respect for the environment.

Formation premises of sustainable development conceptions

The past century was full of social, political, technological and economic changes. The high degree of uncertainty of these changes leads to the fact that people are afraid of the future. This situation is illustrated in the book by one of the largest German politicians Oskar Lafontaine "The Society of the Future". He summarizes his observations as: "Now the society has neither a system of values nor institutions needed to cope with their own technological development in the future" (Lafontaine, 1988). Uneven development of scientific and technological progress in different countries and regions leads to the lack of balance of socio-economic processes. "Before history did not know such disequilibrium of economic development of countries and peoples. For decades, the picture of the world changed many times in the most radical way: in the early twentieth century the USA became the first world power in terms of economics and it relegated the UK from this position; in a few years Germany became the dominant force in Europe and with some interruptions it maintained its position until 1945; in the 30's the Soviet Union counted on being the second country in "economic report on growth"; in the 50's and 60's during the period of confrontation between the USSR and the USA,

Japan made its historic breakthrough, challenging the Western powers in the world markets and, finally, in recent years, countries of Southeast Asia and China have become eligible for economic leadership in the twenty-first century" (Klavins, Filho, Zaloksnis, 2010). Besides, social and cultural processes have become more dynamic and interdependent almost in all countries, and it manifests itself in complex, uncertain and unexpected forms. Global acceleration of modern economic development has led to the situation when instability and higher rate of destruction are becoming the norm. New events not only create different situations, but also "stop" the possibility of returning to a previous state. In the 50's of the XXth century it discovered the instability in the management of certain structures mostly in technical fields and the solution of this problem was put on cybernetics. In the 60-70's of the XXth century it observed the instability of the socio-political and economic systems and the society responded with the establishment of national strategies of sustainable development.

Justification of the place and role of intellectual potential in the sustainable development of society

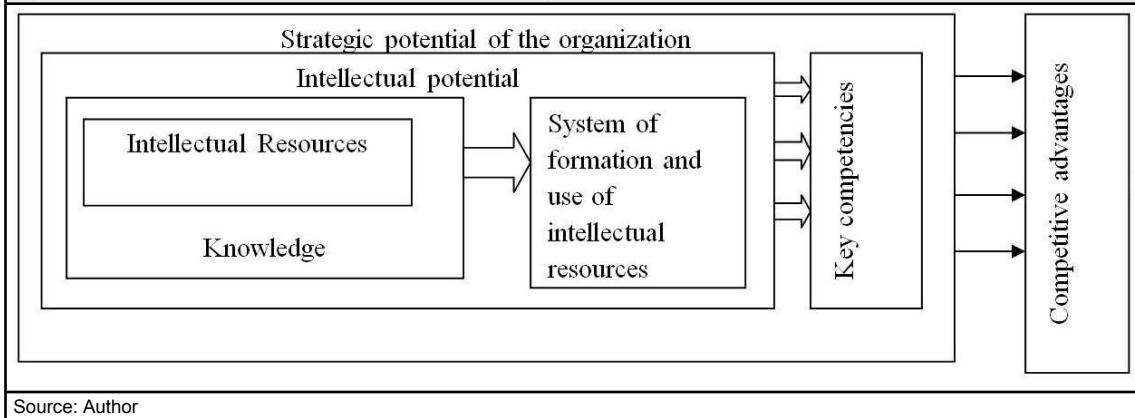
The current stage is characterized by the emergence of knowledge economy. In these circumstances, the intellectual potential is regarded as the most valuable strategic resource, and the main source of competitive advantage. Intellectual potential is also an important factor of reasonable economic growth and sustainable development of society. The processes of globalization led to the realization of the importance of intellectual resources, which can be transformed into intangible assets.

In contrast to exhaustible natural resources, intellectual resources are endless. Their distinctive features also include the immaterial nature, the ability to reproduce itself and spread. The economic substance of intellectual life is the effect of increasing returns due to the growth of knowledge. However, competitive advantage is provided only if there is no free access to knowledge. Since the intellectual resources are relatively accessible, the owners face to problem to protect them.

The basis of intellectual resources is knowledge, formed in processes of learning, intellectual activity, awareness of gained personal experience and universal values. Knowledge is the most important component of core competencies of humans, organizations and society that are an essential prerequisite for creating competitive advantages (Fig. 1).

This idea is fundamental to the concept of strategic resource organization management. It is based on the fact that the inherent heterogeneity of organizations can be sustained because of owning unique resources and capabilities. The unique resources and capabilities are the sources of economic rent generated on the basis of competitive advantages. The bigger is the organization intellectual capacity, the higher is the strategic potential of its economic growth. At the same time the opportunities for economic growth are limited by the need to provide sustainable development of society (Inozemcev, 2000). They are defined by limited and exhaustible natural resources (water, air,

Figure 1: Effect of the intellectual potential on the formation of organization competitive advantages



land, minerals and others) the one hand, and by the need to develop a reasonable amount of consumption on the other.

Stages of formation of new patterns of human behavior

The solution for these problems is impossible without the creation of new values, norms and rules of behavior of individuals not only in society but also in their interaction with the environment. In our view, it requires the appropriate mechanisms of social adaptation. It should be noticed that adaptation is a two-way process, which consists in the fact that the social system and its elements are not only adapt to the environment, but also adapt it to itself. Thus, social adaptation gives the opportunity to bring abnormal social processes in accordance with a system of social norms and values. It is based on the measures of correction (the system of measures aimed at correcting or smoothing deficiencies), compensation (replacement or reconstruction of damaged functions of the system) and others. These are value orientations which are the most critical aspect of transformation. Moreover, regardless of the value of context, many problems simply do not have solutions. At the time, Max Born, noted that nobody invented yet a means for maintaining the stability of a society without ethics (Born, 1968). New social values, norms and motives can be formed only because of prolonged exposure of the environment, and then only on condition of timely and skillful adjustment of its adverse effects. It requires the state and social institutions (family, school, institution, organization, communities, etc.) to create new models of human behavior. They should focus on forming a new outlook and attitude. In this connection it is necessary to carry out reforms in the system of upbringing, education and culture.

Adequate to the requirements of sustainable development of society behavior patterns should be formed since the birth of a person in his immediate social environment (parents, older siblings, relatives). Their respect for nature, concern for people, animals, plants are an example to be followed and reasonable conduct. At the stage of learning in secondary schools should meet the challenges of consolidating and developing the values, norms and rules learned in the family and focused on the formation of patterns of behavior accepted by society. In this case, society should take timely corrective action to prevent deviant behavior.

In the next stages of learning (schools, colleges, universities), together with the formation of professional competencies, the social institutions should pay special attention to the development of personal skills (honesty,

integrity, tolerance, responsibility, punctuality, thrift, etc.). It requires the curriculum to include special educational courses such as cross-cultural management, sociology, psychology, organizational behavior, corporate culture, environmental management, sustainable development, time management, etc. At the stage of entering the organization it is necessary that the received individual value orientations be consistent with corporate culture. If they oppose the values and norms of in the organizational behavior, then there should be any action taken to adapt the worker, or they will be forced to leave the organization.

Conclusion

Thus, the accumulation of the skills, formed at all stages of the life, achieved professional and personal competences are the basis for the increase of the intellectual potential of individuals. It also promotes insuring of sustainable development of organizations and society as a whole.

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