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Evolution of Individual's Intellect as Basis for Forming Intellectual Capital of Organization

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Abstract:

The article stipulates the reasonability to study intellectual capital of the organization as the one that is complicated in the process of evolution. It describes the evolutionary model of intellectual capital as a succession of types of activity that provides its creation. On the basis of using the analog method, the scheme of evolution of types of individual's intellect is correlated with the types of organizational activity performed with their aid. Intellectual capital of organizations is represented as an informational system that reflects its development as acquisition of new qualitative characteristics by it. It allows to single out types of organizational activity in relation to and peculiar of a specific organization. Using categorical and system methodology in particular 'Final Information Flow' method, a more complete and accurate description of intellectual capital in the form of qualitative characteristics was received. The latter determine the possibility to perform various types of activity by the organization that lead to the creation of intellectual capital and combination of these types. Purposeful searching for qualitative characteristics of the object expressed as a set of parameters of the categorical model allowed to define the succession of performing various types of the organizational activity. It provides the possibility to identify the level of the formed intellectual capital of a specific organization, and to reveal the potential and conditions of its further efficient use.

Keywords: intellectual capital, identification, final information flow.

JEL Classification: O15, M51, D83.

Introduction

The development of intellectual capital is an urgent task of contemporary economy. In his article 'New Reality: Russia and Global Challenges' D.A. Medvedev considers basic areas that define the character of social and economic development of Russia, and singles out the development of human capital among them, which is a basic structural element of intellectual capital (Medvedev 2015). At the present time a lot of research works of both national and foreign researchers are devoted to studying the phenomenon of intellectual capital. The content of the term intellectual capital and characteristic of its basic elements have been considered in the works of R.H. Ashton (2005), N. Bontis (1996), A. Brooking (1996), O.G. Vaganian (2007), V.V. Ermolenko and E.D. Popova (2012), Yu.S. Isaenko (2009), D.A. Klein, L. Prusak (1999), N.V. Kochetkova (2012), B.B. Leontieva (2002), B.Z. Milner (2003), A.M. Permiakova (2007), A.L. Sergeev (2005), S. Sofian, M.E. Tayles, R.H. Pike (2008), J. Roos, S. Pike, L. Fernstrem (2010), G.V. Chernoles (2008). Conceptual basics of intellectual capital were developed in works of J. Kendrick (1976), H. Saint-Onge (1996), L. Edvinsson, P. Sullivan (1996), S. Albert and K. Bradley (1996), et al.; and national researchers – V.S. Efremov (1999), V.G. Zinov (2007), V.L. Inozemtsev (1995) *et al*. Along with this, it is necessary to take into account that the basis of forming intellectual capital of the organization is an individual as an intellect bearer. The individual's intellect includes its various types that are formed in specific succession (Dresviannikov, Loseva 2012) and committed to the creation of specific types of intellectual capital of the organization. In our opinion, revealing the correspondence of the stages related to forming the individual's intellect and the types of intellectual capital of the organization will allow to define the succession of creating intellectual capital of the organization, and hence to get the possibility to identify the stages of developing intellectual capital of a specific organization, and to reveal the potential and conditions of its further efficient development.

1. Methodology

The research is based on applying the analog method that allows determining the correlation between the existing types of intellect and consequently intellectual capital of the individual, and various types of forming intellectual capital of the organization.

The received results were interpreted by using the categorical and system methodology, in particular the 'Final Information Flow' (FIF) categorical model. This methodology has been used in the economic science relatively recently. Nevertheless, at the present time it is possible to single out a number of works where categorical schemes and models including the specified categorical method have been used (Boush 2010, Dus 2006, Kruchkov and Razumov 1996a, 132-145, Kruchkov and Razumov 1996b, 69-77, Artamonov 1997, Petruk 2015).

Performing the cognitive activity within FIF, every subject forms a specific informational space between himself and the researched object. It is called a final information flow (Razumov 2004). Basic categories used in the model are included in the final information flow that is a specifically organized informational image. It characterizes the researched object together with the process of its cognition as well as an informational criterion that fixes any new cognitive information about the object of the research and the process of the object cognition and process of its development, its acquisition of new qualitative characteristics.

Intellectual capital of the organization is developed in strict succession of stages, and the FIF model allows defining this succession as well as qualitative characteristics it owns at every stage.

2. Results

In order to reveal the evolutionary succession of the stages related to creating intellectual capital of the organization, first, it is necessary to single out the stages of its formation themselves. For this purpose at the previous stage of the research using the method of double-level triadic decryption as a part of the apparatus of categorical and system methodology (CSM) and theory of dynamic informational systems (TDIS), the author has got the definition that allows to univocally single out intellectual capital from the variety of similar but not identical phenomena:

> 'Intellectual capital is a factor of production that is a result of social and productive, heuristic, creative activity of an individual implemented by intellect in the integrity of his physiological, psychological, and social and economic content fulfilled in the form of human, organizational, and consumer capital' (Nedoluzhko 2015).

So, the required resource (intellect), specific impact on this resource (activity), and the results received with the aid of this impact (knowledge, intellectual capital) are considered as conditions of forming intellectual capital of the organization. The availability of intellect in and of itself as a resource of organization does not necessarily assume forming of intellectual capital, and, consequently, it cannot be a basic characteristic of the phenomenon under research. Components of intellectual capital cannot be considered as such characteristic either because they are formed as a result of activeness. Thus, activity (activeness) as a process of using the resource that the organization has for the purpose of receiving a result in the form of intellectual capital can be considered as a basic characteristic of the intellectual capital phenomena. Every type of the individual's intellect is committed to a specific type of activity (activeness) that provides the creation of any type of intellectual capital of the organization.

According to (Terenteva and Shumik 2013), it is possible to single out two basic components of individual intellectual capital: a) individual intellect of the individual that has specific characteristics and is at a specific level of development, and b) intellectual progress of the individual. For the purposes of our research it is important to classify subtypes of individual intellectual capital.

The authors (Razumov 2004) have formed the succession of types of intellect that reflects the evolution of individual intellectual capital.

(1) At the initial stage of forming individual intellectual capital, perception intellect is used. It is defined by the level of functioning and developing of mainly psychic processes: attention, concentration, recognition of outer world objects and himself as an individual (personality), their reflection and memorizing.
(2) Perception intellect is followed by emotional intellect that reflects the individual's ability to sensuous feelings as a result of external emotional impacts.
(3) Then mentality intellect is formed. It depends on functioning and level of development of logical, system, causal thinking that provide neuron operations of the information processing.
(4) The next part of the succession is creative (imaginative) intellect committed to the ability to non-standardly see the reality, to reveal hidden problems and opportunities, and to take efficient decisions under conditions of indefiniteness.
(5) Social and cultural intellect is formed after creative intellect. It provides efficient interrelation of the individual with other individuals in terms of solving the current tasks.
(6) Economic (entrepreneurial, commercial) intellect rounds out the succession. Due to it, the individual gets an opportunity to see the possibility to create economic results in the surrounding world and derive benefits from it (Terenteva and Shumik 2013).

The above list of types of intellect is in a specific process succession: from the perception of the real world to its commercial use and modification (Razumov 2004).

The analysis of a number of works of the researchers who study the content and characteristics of the human activity allowed to single out its various types. In particular, the work (Kagan 1974) considers the following types of activity: cognitive, value-oriented, and modificational. Cognitive activity assumes the subject's activeness focused on the object without changing it and returning to the subject as knowledge about this object. Value-oriented activity lies in establishing relations between the subject and the object that create the information about values. Modificational activity unlike the first two types lies in the subject's impact of the object focused at specific changes. Thus, it is possible to assume that cognitive activity is performed due to using the perception intellect, while value-oriented activity is performed due to using emotional intellect, and the modificational activity includes the participation of other types of intellect that fulfill the functions of impact on the researched object but not mere receipt of information about it, or formation of the relation to it.

It is necessary to note that the logics of succession of the stages related to forming the individual's intellect is based on strengthening the role of not only active impact of the subject on the object but also change of the character of this impact, transfer from routine operations and procedures of the subject's interrelation with the object to qualitatively new and more efficient ways of its use that as a whole corresponds to the definition of creativity. Taking into account this circumstance, it is possible to make a conclusion about creative character of the activity on using creative, social and cultural, and economic intellect. Herewith, such activity like any other can have both internal and external directionality (Tseveleva 2011). Besides, it is also necessary to take into account the existing difference between the notions of creativity and imagination. The first one is considered as a universal cognitive creative ability, i.e., it is oriented to the individual more, and the second is considered as a type of activity expressed in the strive for leaving the limits of the set problem (Koniuchenko and Linchuk 2012). So, creative and social and cultural types of intellect, which provide non-standard vision of the reality and reveal

hidden problems and opportunities, can be referred to the creative activity. Herewith, in the first case we deal with the internal creative activity that provides intra organizational modifications. In the second case, we deal with the activity of the organization in the external environment, i.e., with external creative activity. Finally, economic intellect as a top of the evolution of the individual's intellect is committed to the imaginative activity.

Table 1 shows the results of correlating types of the individual's intellect and types of activity committed to the formation of intellectual capital of the organization.

Table 1. Correspondence of Types of Individual's Intellect and Types of Activity in Organization

Type of individual's intellect	Corresponding type of activity
Perception intellect	Cognitive
Emotional intellect	Value-oriented
Mentality intellect	Modifying mechanistic (routine)
Creative intellect	Modifying internal creative
Social and cultural intellect	Modifying external creative
Economic intellect	Modifying creative imaginative

As Table 1 shows, the implementation of the individual's perception intellect corresponds to the cognitive activity. The implementation of the perception intellect is the beginning of the individual's intellectual activity based on using psychic processes. The process of cognition assumes the activity that is not beyond the scope of the set method of activity. In this case the information is received from outside, and it is acquired without any modifications for further use.

The implementation of emotional intellect reflects emotional reaction of the individual when perceiving the real world; the possibility to realize his internal emotional world and manage it, to feel and endure external emotional impacts. Value-oriented type of activity in the organization corresponds to this process. This is the activity that assumes the reflection of the reality in the form of assessment. Such comparison is based on the availability of an external incentive for performing the activity, the necessity of emotional response, emotional involvement in the out world events in both cases.

Modifying mechanistic (routine) activity of the organization corresponds to the implementation of the individual's mentality intellect. This is the activity that assumes the search for the most efficient methods to solve the task within the chosen strategy of activity leading to changing the object. In both cases the established schemes of the mental activity are used, optimal decisions within these schemes are searched for, and processes are improved locally.

Modifying internal creative activity corresponds to the implementation of the individual's creative intellect. This is the activity that assumes reconsidering of the strategy of activity, leaving the limits of the alternatives provided by the situation. In this case new problems and tasks that leave the limits provided by the situation and contributing to personal and organizational development are set.

The implementation of the individual's social and cultural intellect is related to the modifying external creative activity. This is the activity that assumes changes of the character of interrelation of the organization with the external environment, searching for new and original ways of such interrelation.

Finally, modifying external imaginative activity corresponds to the implementation of the individual's economic intellect. This is the highest form of activity due to which economic result is achieved. It is characterized by the novelty, originality, and uniqueness. The basis for such comparison is the receipt of benefits from a new way to perform activity by the individual and the organization.

So, the existing types of the individual's intellect that make up the basis of his intellectual capital are formed in definite succession. Obviously, every type of intellect is used as a resource for performing the type of activity related to it. It enables to objectively ground for forming the succession of types of activity that lead to the creation and development of intellectual capital of the organization. The above succession can be used to form the system of categories of the 'Final Information Flow' method.

Logical level (LL), logical limit (LLim) and transformability (T) are referred to the FIF parameters as the system object. Figure 1 shows them.

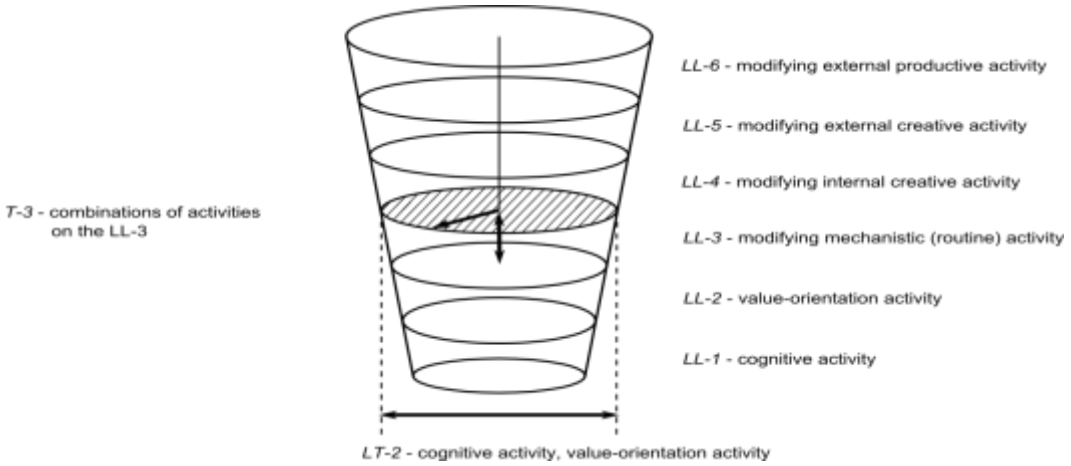

Figure 1. Model of Intellectual Capital in Categories of 'Final Information Flow' Method

The logical level (LL) means the depth of the informational interrelation with the object, the level of the subject's penetration into the object of cognition as a source of information. It is an indicator of searching for something principally new in the object. Its increase assumes opening new intellectual capital in the object, and the achieving of a new level of the system of organization by the object.

3. Discussion

Let us consider the succession of levels of the activity that reflects the complex of logical levels of intellectual capital of the organization.

LL1 is *cognitive activity.* This process is the activity that provides the receipt of outer world information and its acquiring without changes for further use. It leads to the creation of key skills and competences required by the employee to successfully fulfill his obligations. The simplest example is the young employee's adoption of the best practice of more experienced colleagues. The employee adopts the technology of actions without changes, and thereby he acquires the skills he needs in his work. The objective basis for fulfilling the process of studying is the availability of the developed perception intellect with employees. It is primary in the structure of intellect subtypes.

LL2 is *value-oriented activity.* Like in the first case, this type of activity does not exceed the limits of the set way of activity. However, it is already stipulated by not the availability of brain as a material bearer of intellect but social intent and professional self-determination of the individual. The final result of such activity is the creation of organizational culture as an environment that forms the possibility for the employee to acquire interest in the work in the process of reaching the required result.

LL3 is *modifying mechanistic (routine) activity.* At this stage of development of intellectual capital the employee acquires a sort of independence in searches for rational ways to solve the task within the chosen strategy of activity. The incentive and basis for the beginning of such search is psychological content of intellectual capital – fulfillment of the highest psychic functions, the individual's consciousness. As a result, production technologies are rationalized and improved. In this case intellectual capital is created as a result of using the mentality intellect that allows to process the information for the purpose of selecting the most rational way to perform the production process.

LL4 is *modifying internal creative activity.* This process reflects the next level of activity that assumes reconsidering of the activity strategy, exceeding the limits of the alternatives provided by the situation like in the previous case due to the performance of the highest psychic functions, the individual's strive for self-improvement. This type of activity is performed on the basis of using the creative intellect, and provides the creation of fundamentally new knowledge, skills and key competences that provide the performance of employees' functions on a qualitatively new level.

LL5 is *modifying external creative activity.* At this level of development of intellectual capital like on LL3 the individual shows independence in selecting the optimal method to solve the task according to the set strategy of activity. However, the object of his efforts is not the activity inside the organization but relations that associate the organization with the external environment. As a result, mechanisms of inter-organizational interrelation are

improved, and as a consequence - intellectual capital in the form of more efficient mechanisms of interrelation with counter-agents is created. In this case the objective part of its creation is social and cultural intellect, *i.e.,* skills of efficient interrelation are formed, but on the level of economic entities and not separate individuals.

LL6 is *modifying external productive activity*. This type of activity is the final part in the succession of logical levels, and provides the achievement of the final goal of the organization in the process of creating and developing its intellectual capital. On this level as well as on the previous one, the organization starts being considered as a part of the higher-order system that interrelates with other elements of the external environment (economic entities - suppliers, business partners, and clients). Like on LL4 the activity of the organization is characterized by the fact that the limits of the alternatives provided by the situation are exceeded in combination with the impact of social intent and professional self-identification. It results in the creation of intellectual capital in the most general form – as seeing the opportunity to create economic result and deriving benefit from it in the surrounding world. The objective basis and obligatory condition of performing this type of activity is the availability of the highest form of the individual's intellect – economic (market) intellect.

The next example of FIF as a system object is the logical limit (LLim) that characterizes the width of the informational interrelation with the object of cognition as a source of information. It reflects the limited number of aspects of activity that provides for the creation of intellectual capital on the relevant LL (Razumov 2004). So, the level of development of intellectual capital of the organization is determined by the number of types of activity that are available for employees to perform them.

So, LLim2 assumes that the employee can only perform definite succession of activities repeating after a more experienced colleague, or using the experience he has within a specific type of activity (brain as a material bearer of intellect – mechanisms of memory or reproduction). It results in purely individual skills that can be efficiently used for solving typical tasks under conditions of the organization functioning. In case his activity is stipulated by the incentive to implement his social intent, it results in the formation of favorable atmosphere of general involvement in the process of creating organizational knowledge. The activity of employees within LLim2 is standard. Typical ways to solve organizational tasks are used. However, inevitably it comes to the reasonability to improve the current processes inside the organization based on fulfillment of the highest psychic functions (LLim3) that is modifying mechanistic (routine) activity. Qualitative changes in ways of solving organizational tasks are impossible until current operations are perfectly acquired and favorable atmosphere of involvement is not created. In its turn, the most efficient way of the employee's functioning within the organizational system is to modify internal creative activity that assumes refusal from previous ways to solve organizational tasks and selection of an essentially new strategy of activity that is not set from outside but formulated by the employee himself. When forming LL till and including LL4, the organization creates internal components of intellectual capital (intra organizational knowledge). However, only upon achieving LLim5 the organization gets opportunities for improving processes of the interrelation with the external environment: the modifying external creative activity becomes efficient only after successful acquisition of internal creative activity by employees. Finally, the organization that has the most developed intellectual capital performs the external productive activity that includes the initiative creative impact on processes of interrelation with the external environment on the social and economic basis.

Opportunities to combine qualitative characteristics of intellectual capital on the basis of LLim are expressed by such parameter of the FIF model as Transformability (T).

For example, for LL4 it is possible to combine such types of activity as cognitive, value-oriented, modifying routine, modifying internal creative. For the employee, in order to feel the need in searching for essentially new strategy of behavior, he must get skills associated with traditional activities within solving routine tasks, and form his attitude to these tasks (cognitive activity + value-oriented activity). Having successfully acquired these skills and having applied them for improving the current tasks, with a greater degree of probability the employee will try to bring something new (cognitive activity + modifying activity) in the work of organization. The creation of favorable atmosphere in the team, the developed organizational culture can also stimulate employees to improve processes inside the organization (value-oriented + modifying routine activity), or to search for a new strategy of behavior (value-oriented activity + modifying internal creative activity), or it can be followed by something else (value-oriented activity + modifying routine activity + modifying internal creative activity).

So, qualitative characteristics of intellectual capital can be identified and determined by using categorical and system methodology, in particular the 'Final Information Flow' method. This method allows to purposefully search for qualitative characteristics of the object expressed by the complex of parameters of the FIF categorical model: logical level, logical limit, and transformability.

Conclusion

Applying the analog and FIF methods in the subject area of intellectual capital of the organization allowed to get the following results.

(1) Correlating of the evolutionary succession of types of the individual's intellect and various types of the organizational activity, which provides the opportunity to define the succession of performing types of activity committed to forming and developing intellectual capital of the organization, enables to identify stages of the development of intellectual capital of a specific organization,

(2) Representing intellectual capital as an informational system, which reflects its development as acquisition of new qualitative characteristics by it, allows to single out types of organizational activity in relation to and peculiar of a specific organization,

(3) Forming a more accurate description of intellectual capital as qualitative characteristics, which are reflected by LL, LLim, T parameters, allows to form an evolutionary model of intellectual capital. The succession of developing intellectual capital includes the performance of cognitive activity, value-oriented activity, modifying routine activity, modifying external productive activity,

(4) Opportunity to organize the performance of various types of activity which lead to the creation of intellectual capital as well as to combine these types of activity, are determined by the logical level of its intellectual capital. Combinatory opportunities of organizing together with types of activity are determined with the aid of the parameter related to FIF logical limit.

Using the FIF method for researching the essence of intellectual capital allows in such a manner to more completely and accurately identify and describe intellectual capital, and reveal its structural elements that are bearers of qualitative characteristics. More complete and accurate description of intellectual capital will provide the opportunity to form it taking into account the revealed succession of stages and to use it for providing the transfer to the economy based on knowledge.

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