

RESOURCE PROVISION OF DIVERSIFICATION OF INNOVATIVE DEVELOPMENT OF BUSINESS STRUCTURES IN THE CONDITIONS OF INTELLECTUALIZATION OF ECONOMY

**Yurii Kovtunenکو^{1*}, Kseniia Kovtunenکو¹, Oleksandr Kovalenko¹,
Dmytro Kovtunenکو¹, Oleksandr But-Gusaim¹**

**¹Institute of business, economics and information technology,
Odessa National Polytechnic University, Shevchenko Avenue 1, 65044 Odessa, Ukraine**

***e-mail: k.v.kovtunenکو@mzeid.in**

Abstract

The current state of the world economy is characterized by a high degree of intellectualization, which is manifested through: equipping with information, computer and the latest intellectual technologies of the technical and technological structure of enterprises; development and dissemination of intellectual and information space (internet, means of communication); continuous human education, acquisition of new experience and new knowledge; general robotics, creation of artificial intelligence. Under the influence of the outlined processes, the forms of economic activity, types and types of business structures, the nature of relations between employees change. The aim of this research was study of elements of resource provision diversification of innovative development of business structures in the conditions of intellectualization of economy.

In food industry domain, today, many scholars around the world view intellectualization as an intensification of the process of informatization of society and the economy, with the transition from an industrial economy to a post-industrial one. However, we are of the opinion that the increased informatization of society and the economy is not a direct reason for the intellectualization of the economy. The main reason for intellectualization comes from the objective need for humane and economic development of the economy, the essence of which is its qualitative change - meaningful and purposeful cessation of overproduction - depletion of natural potential, when human development acquires a humanistic orientation. Intensive informatization, from our point of view, is an external condition that contributes to or slows down the formation and development of

humane and economic foundations of economic activity. Informatization is not the main sign of intellectualization of economic activity, directly related to the creative materialization of a high level of general and economic culture of man. Intellectualization of modern economy is an objectively imperative process of formation and development of humanistic principles of management.

Therefore, the causes and consequences of intellectualization are directly related to the diversification of innovative development of the business structure through two planes. The first plane is represented by the resources of the business structure (financial resources; raw materials (materials); technical resources (composition and condition of equipment); technological resources (technologies); and information resources; human resources). The causes of intellectualization are reflected and characterized by the current state of the economy, and therefore through the activities of domestic business structures, the state of affairs in each element of the system - resource, process, results and management, which is the second plane of influence of causes and consequences of intellectualization. These planes intersect in each element of the system, because the latter require resources for implementation, but the quality, quantity and purpose of resources for the implementation of each element has a certain specificity.

Key words: *Intellectualization, Diversification, Innovative development, Business structure, Resource provision, Informatization.*

1. Introduction

The current state of the world economy is characterized by a high degree of intellectualization, which is manifested through: equipping with information, computers and the latest intellectual technologies of the technical and technological structure of enterprises; development and dissemination of intellectual and information space (internet, means of communication); continuous human education, acquisition of new experience and new knowledge; general robotics, and creation of artificial intelligence. Under the influence of the outlined processes, the forms of economic activity, species and types of business structures of the food industry, the nature of relations between employees change.

The conditions of the new reality require adaptive behavior of business structures of the food industry are based on adequate perception and awareness of management and executors of the coming changes, which entail increased competition. Innovation remains the most powerful competitive advantage. Bringing innovative utility to any resource, process, result and/or management aspects of the activity provides the business structure with competitive advantages. However, the intensification of intellectualization processes causes the rapid aging of existing innovations, which quickly offsets the innovative achievements of the business structure. Such circumstances require management to make even greater efforts to ensure competitive advantage, in particular through the timely diversification of the innovative vector of business structure development of the food industry.

A huge number of scientific works are devoted to the problems of innovative development of business structures and diversification. Domestic scientists, such as Illiashenko [1], Frolova [2], Kovtunenکو [3], Prokopenko [11, 12], and others.

Despite the fact that the intellectualization of the economy requires permanence of innovative development of business structures of the food industry, which in modern conditions can be achieved only through successful forecasting and adaptation to change, diversification of innovative development of business structures in modern approaches proposed by scientists, unfortunately not systematically. In particular, the multi-vector diversification of innovative development, which covers the resource, process, results and management components of the business structure, remains out of the focus of scientists' attention.

These circumstances, despite a wide range of thorough research, require further attention to the resource

provision of diversification of innovative development of business structures of the food industry in the context of the intellectualization of the economy.

Having all of this at mind, the aim of this research was study of elements of resource provision diversification of innovative development of business structures in the conditions of intellectualization of economy.

2. The impact of intellectualization on the resource provision of diversification of innovative development of the business structure of the food industry

2.1 Reasons for the intellectualization of the economy

The impact of intellectualization on the diversification of innovative development of the business structure of the food industry should be considered through its causes and consequences. Taking into account the positive and avoiding the negative impact of factors will ensure the business structure of the implementation of the diversification of innovative development with minimal loss of time and other resources.

The study of the cause of intellectualization should be considered as the genesis of the latter. This approach has identified certain reasons for the intellectualization of the economy (Table1).

The genesis of material, social, institutional and spiritual changes is presented: in the XVIII century strengthening the motivation to acquire knowledge consequently of the spread of educational ideas of equality and freedom, investment in education has become economically justified:

- Growth of labor productivity in the transition from hand tools to machine production as a result of the industrial and agricultural revolution.
- Constant improvement of qualification of workers because of equipping the work with mechanisms that created conditions for the application of technologies of continuous production and execution.
- The establishment of large industrial centers that generate and coordinate national and international flows of capital and knowledge; initial manifestations of the effect of knowledge diffusion (spillover effect).
- Development of new requirements and approaches to personnel training, professional training of workers at existing manufactories in the process of division of labor, which is deepened by specialization and specialization staff in leading European universities, real high schools, industrial centers.
- Creation of market mechanisms for stimulating inventions, subsidizing scientific research, government support for the introduction of technical inventions in production [1-2].

Table 1. Reasons for the intellectualization of the economy (created by authors using materials [1-14])

| Reasons for the intellectualization of the economy | |
|---|---|
| 1. The effect of knowledge diffusion: increasing population density and interpersonal communications, which form an environment that will promote the copying, duplication and use of other people's ideas and personal development | 9. Appeal of researchers to the disclosure of the potential of the employee (the so-called social reserves of labor), which allowed to identify signs of intellectualization of labor, consisting in improving the skills of the employee, scientific organization of labor, management improvement |
| 2. Increasing the degree of maturity of socio-economic and organizational-economic forms | 10. Transformation of the factor role of living labor - displacement of manual labor and replacement of labor with knowledge |
| 3. Accumulation of intellectual resources of countries | 11. Enrichment of social production with intangible resources |
| 4. Material, social, institutional and spiritual changes that have increased the degree of intellectualization of production and increase its efficiency | 12. Changes in the content of work, social forms of its organization, forms and methods of stimulation and motivation of the employee |
| 5. The formation of logical thinking of the subject of economic relations, the ability to which is the product of the increasing intensity of labor of the subject in its interaction with the changing external world | 13. Accumulation of intellectual capital, which is focused on meeting the socio-economic, cultural and growing intellectual needs of the individual |
| 6. Growing profitability of industries with a high weight of human knowledge and abilities | 14. Permanent transfer of fundamental functions of human labor to technical means |
| 7. Progress of productive forces, the formation of intangible sectors of social production, accompanied by intangible accumulation | 15. Formation of a new system of cultural values of society in the context of globalization |
| 8. Radical change in the content of labor and employment structure | 16. Formation of human capital, its intellectualization, the presence of a component of knowledge and creativity in its activities |

2.2 Intellectualization as an intensification of the process of informatization of society and economy

Today, many scholars around the world view intellectualization as an intensification of the process of informatization of society and the economy, with the transition from an industrial economy to a post-industrial one. However, we are of the opinion that the increased informatization of society and the economy is not a direct reason for the intellectualization of the economy.

The main reason for intellectualization set up on on the objective need for humane and economic development of the economy, the essence of which is its qualitative change, but meaningful and purposeful cessation of overproduction of depletion of natural potential, when human development becomes humanistic. Intensive informatization, from our point of view, is an external condition that contributes to or slows down the formation and development of humane and economic foundations of economic activity. Informatization is not the main sign of intellectualization of economic activity, directly related to the creative materialization of a high level of general and economic culture of man, intellectualization of modern economy is an objectively imperative process of formation and development of humanistic principles of management [3 - 10].

Really formed and active intellectual potential ensures the realization of economic humanity, providing

human development with expanded reproduction of life's benefits in terms of strengthening the socio-economic and environmental balance. The environmental aspect of equilibrium is to prevent and prevent the overuse of natural potential. The social component is the formation and development during the creative process of such human interactions that develop exchange-communication, cooperation and co-creation in solving creative problems.

The need to intellectualize economic development regarded as an urgent need to preserve the place of human existence and man himself. Direct informatization of society and economy does not determine the intellectualization of economic activity. Intellectualization of economic activity is an objective attribute of economic reality.

The development of informatization processes only contributes to the acceleration of the intellectualization of the economy, this is due to the fact that society and its economy at all stages of its development were informational. For a certain part of the human community, information has always been the subject of work and creativity. The consolidation of the information space, the speed of its renewal contribute to the intellectualization of the economy, but is not its essence.

Determining the consequences of the intellectualization of the economy led to the conclusion that almost everyone has both positive and negative impact on the business structure (Table 2). It all depends on how ready the business structure is for the changes that are taking place.

Informatization and knowledge-intensive phase of economic reality is a function of the imperative of intellectualization of management, and not vice versa. Informatization processes have an accelerated impact, but do not become a qualitative definition of either the intellectual potential or the intellectualization of the economy.

2.3 Resource provision for diversification of innovative development

Resource provision for the diversification of innovative development involves the involvement of external or accumulation or redistribution of internal resources of the business structure. In the conditions of discrepancy of qualitative or quantitative characteristics of own resources of business structure or their lack of urgency attraction of resources from the external environment acquires. In modern conditions, there are a large number of free and available sources and ways to attract almost all types of resources to diversify innovative development at each stage in each phase [5 - 10].

Table 2. Consequences of intellectualization of the economy (compiled on the basis of [3 - 13])

| Consequences of intellectualization of the economy |
|--|
| 1. Decrease in remuneration for manual labor, with a simultaneous increase in payment for intellectual labor |
| 2. Increasing the share of those engaged in intellectual labor and increasing its importance in the development of society |
| 3. The growing share of new knowledge embodied in the new organic structure of capital, technology, equipment, education, organization of production |
| 4. Transformation of science into a leading productive force |
| 5. Increased investment in equipment needed to collect, process, analyze and disseminate information than in machines designed for stamping, cutting, assembling, loading and other activities with tangible objects |
| 6. The growth of intellectual labor |
| 7. Increasing the intensity of information flows |
| 8. Uneven distribution and limited natural resources against the background of accelerated dynamics of scientific and technological progress |
| 9. Formation of new opportunities and driving forces of economic growth, namely the multiplicative network effects, conditions of increasing returns, intelligent technologies and intellectual rents. |
| 10. Human capital is becoming a major factor in economic growth |
| 11. Spiritual and moral instability of society's consciousness |
| 12. The untimeliness of this process due to the unpreparedness of the external environment, or business structure, which may lag behind the changed requirements and demands of consumers |
| 13. Transition to intensive production methods by increasing the use of intangible resources |
| 14. Activation of investment processes and stimulation of innovative production |
| 15. Additional opportunities for the commercialization of intellectual property |
| 16. Reducing production costs and increasing profits |
| 17. The revolution of the traditional way of life |
| 18. Dehumanization of various aspects of life |
| 19. The dominance of virtual reality |
| 20. Computer, gaming, network dependence |
| 21. Introducing new requirements: the ability and willingness to change activities, mobility, retraining, mastering a new profession |
| 22. The danger of decision-making "machine" that is not acceptable to man |
| 23. The danger of human loss of understanding the meaning of decisions made by "machines" and the logical-semantic chain to come to the conclusion - the degradation of understanding of causal relationships and their breaks |
| 24. The need for effective control with a high level of reliability over "machines" - intellectual assistants |
| 25. Increasing the requirements for the educational level of members of society |
| 26. Reducing activities requires unskilled labor |
| 27. The emergence of "intellectual parasites" - people who fully trust the "machines" and seek not to make any intellectual effort |
| 28. The negative impact of computers on the human psyche and creativity, which leads to serious psychophysical disorders, reduces vital activity and destroys the creative nature of man |
| 29. The dominance of electronic money and payments, virtual means of payment |
| 30. Total control of the amount, time, purpose, geography of income and expenses of individuals and legal entities |

The causes and consequences of intellectualization are directly related to the diversification of innovative development of the business structure of the food industry through two planes. The first plane is represented by the resources of the business structure (financial resources; raw materials (materials); technical resources (composition and condition of equipment); technological resources (technologies); information resources; human resources).

The causes of intellectualization are reflected and characterized by the current state of the economy, and therefore through the activities of domestic business structures, the state of affairs in each element of the system - resource, process, results and management, which is the second plane of influence of causes and consequences of intellectualization. These planes intersect in each element of the system, because the latter require resources for implementation, but the quality, quantity and purpose of resources for the implementation of each element has a certain specificity.

Intensive processes of intellectualization make high demands on the management system of the business structure - rapid adoption of effective management decisions. The pace of development of information technology through the speed, quality and availability of information allow us to meet these requirements. Given the expansion of the use of information technology, it is necessary to be able to obtain the necessary, reliable and complete information as soon as possible [9, 10].

In terms of intellectualization of the economy, it is advisable to define the business structure as an open system that allows you to consider the diversification of external and internal orientation. The diversification of the internal orientation is limited to the objects of the internal environment of the business structure, while the diversification of the external orientation covers all the objects of the external environment, which are much more (Figure 1).

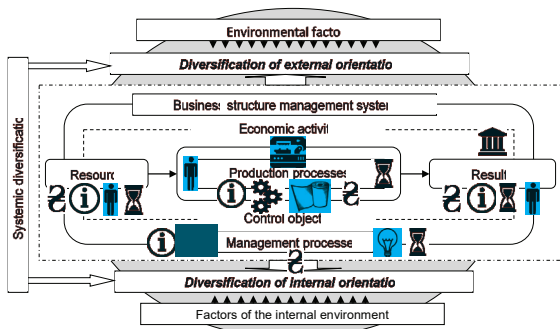


Figure 1. Resources of elements of system diversification of innovative development of business structure (Source: authors' development)

The main objects of the internal environment consist of finance, materials, technology, equipment, information and staff. According to the objects of the internal environment, it is expedient to consider all types of resource provision: financial resources; raw materials (materials); technical resources (composition and condition of equipment); technological resources (technologies); information resources (information); human resources (staff).

Suppliers, consumers, competitors, free resources, government agencies and laws - are the main objects of the external environment. Therefore, the polarity of influence should be considered through resources within each element of the business structure.

The most capacious in terms of facilities and resources, difficult from the point of view of management is the diversification of economic activity, which significantly changes the direction of diversification of innovative development of the business structure, so it is advisable to consider all types of resources.

3. Conclusions

- Resource support for the diversification of innovative development involves the involvement of external or accumulation or redistribution of internal resources of the business structure of the food industry. In the conditions of discrepancy of qualitative or quantitative characteristics of own resources of business structure or their absence of attraction of resources from external environment becomes actual. In modern conditions, there are a large number of free and available sources and ways to attract almost all types of resources to diversify innovative development at each stage in each phase.
- Absolutely all the resources of the business structure of the food industry, ways and means of their involvement fall under the transformation processes of intensive intellectualization, which has a polar impact on the purpose, direction and choice of diversification of innovative development and should be taken into account in its stages and phases.
- The most capacious in terms of facilities and resources, difficult from the point of view of management is the diversification of economic activity, which significantly changes the direction of diversification of innovative development of the business structure of the food industry, so it is advisable to consider all types of resources: financial resources; raw materials (materials); technical resources (composition and condition of equipment); technological resources (technologies); information resources; human resources.

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