

The Main Directions Of The Marketing Strategy For The Formation And Use Of Intellectual Capital In The System Of Innovative Cooperation Between Education, Science And Production

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Abstract: This study analyzes the process of formation and use of intellectual capital in the system of innovative cooperation between education, science and production and develops scientific proposals and practical recommendations for creating mechanisms, forms and methods of innovative cooperation between education, science and production. Given that the processes of creation and implementation of intellectual capital are based on the development of supply and demand, such mechanisms should be based on a marketing strategy for the development of these relationships. Based on the analysis of the study of foreign and domestic scientists, the author's interpretation of the category of intellectual capital of the organization is given. The following research methods are used in the work: the method of dialectics, logical thinking, etc. Based on the analysis of the ways of development of channels of intellectual capital movement between various spheres of the intellectual environment and the monitoring system for the development of channels of intellectual capital movement, a multi-channel scheme for organizing intellectual capital movement is proposed, carried out using traditional, vertical and horizontal sales marketing systems. Based on the analysis of the existing system of development of intellectual capital, it is proposed to consider the process of intellectual capital movement within the framework of the formulated laws of the intellectual space and synergistic principles of the marketing strategy. The main results of the study are that the channels of scientific and industrial intellectual integration, the marketing strategy for the development of channels of intellectual capital movement, the main directions of the marketing strategy for the formation and use of intellectual capital, and the influence of infotelecommunications on the development of channels of intellectual capital movement are determined.

Keywords: intellectual capital, innovative education, marketing strategy, intellectual capital movement, intellectual environment, integration.

1. Introduction

World development trends indicate that humanity is consistently entering a qualitatively new stage of its development, a characteristic feature of which is the comprehensive intellectualization of society based on the development of continuous education systems and the deep penetration of educational systems with the results of their work into the sphere of science and production[13].

At the same time, in the system of modern economic relations, characterized by a high independence of economic entities, trends are developing to strengthen direct contacts between science and production enterprises and higher educational institutions capable of providing them with highly trained specialists. Enterprises are increasingly considering a person who is comprehensively prepared in the process of education and the level of special knowledge of university graduates as the intellectual capital of an enterprise, which has a high value and can act as its intangible asset[8].

However, this kind of innovative relationship between education, science and production, despite the constant monitoring of the employment of university graduates by government agencies, is currently in most cases created spontaneously and rather intuitively. Otherwise, we do not yet have a sufficient scientific and methodological base capable of providing the modern intellectual space and intellectual environment with fundamentally new tools to improve the quality and competitiveness of the intellectual capital formed in the country, to create new channels of mutually beneficial communications between education, science and production[14].

Therefore, in the context of innovative development of enterprises, the widespread introduction of modern

digital technologies in Uzbekistan, in order to intensify development and increase the efficiency of the processes of formation and use of the country's intellectual potential, it is necessary to develop new scientific and methodological approaches and practical recommendations for creating mechanisms, forms and methods of innovative cooperation between education and science. and production. Given that the processes of creation and implementation of intellectual capital are based on the development of supply and demand, such mechanisms should be based on a marketing strategy for the development of these relationships. At the same time, it should be taken into account that the formation of marketing tools for innovative cooperation is not the creation of an abstract bundle, but the dialectical development of an already really formed interdependent and interdependent system, which is entering a qualitatively new stage in the intellectualization of society.

Objective processes and trends in the consistent intellectualization of society in Uzbekistan, the development of intellectual space and intellectual environment, increasing their role in ensuring economic growth, the need for further development of intellectual capital determine the relevance of studying the problems of implementing a marketing strategy for the formation and use of intellectual capital in the system of innovative cooperation between education, science and production.

The phenomenon of intellectualization of national wealth was especially pronounced in rapidly progressing countries with knowledge-intensive, competitive economies in the middle of the last century. In the West, the first steps in the development of human capital theories date back to the early 1960s. of the last century and are associated with the works of T. Schultz[12], G. Becker [2], J. Kendrick [4] and other economists, sociologists and historians.

In Uzbekistan, research in the field of human development was started later. In 2008, under the auspices of the UNDP (United Nations Development Program), the Center for Economic Research (CER) prepared the Human Development Report. Education in Uzbekistan: balance of supply and demand” [6]. The head of the study, G.K. Saidova, proceeds from the thesis that “The main goal of the development of any democratic state is a person. And the progress of society is assessed not only by how great the economic potential of the country is, but by how this potential is aimed at the prosperity and harmonious development of each person”[6].

In subsequent years, the authors again pay attention to the diversity of the formulations of the concept of intellectual capital. At the same time, it should be noted that with relatively close, in fact, definitions of intellectual capital, different authors see its application in different ways [5]. And along with this, they very freely use the concepts of “knowledge”, “intellectual capital”, “human capital”, “cognitive capital”, “intellectual and creative capital”, “human capital”.

E.N. Seleznev notes: “Intellectual capital is the intellectual wealth of an organization, which determines its creative capabilities for the creation and sale of intellectual and innovative products” [10].

“In most sources,” A.S. Afonin writes, “these definitions are used practically as synonyms. Therefore, we can say that at present there is an ambiguity in the interpretation of these concepts not only among theorists, but also among practitioners. The reasons for this are the different interpretation and assimilation of the differences between them, as well as certain goals that guide the authors in their research [1,3,5,10].

So, we see that most of the modern definitions given clearly and unambiguously indicate that intellectual capital is the knowledge of people that an organization possesses and which can be converted into value. The form of its capitalization is manifested in the totality of knowledge, skills, patents, processes, technologies, experience, relationships with suppliers and consumers, etc. All this can be estimated, although it is not always recorded in the accounting documentation. Therefore, we believe that the intellectual capital of an organization is the qualifications, experience, motivation of personnel, knowledge, technologies and communication channels that can create added value and provide competitive advantages for the organization in the market and is a factor of production. The defining difference between intellectual capital and material capital is its intangible nature and its inherent properties. In addition, intellectual capital is aimed at the future, while material capital is the result of actions taken in the past.

2. Materials and methods

A rational marketing strategy for the formation and use of intellectual capital leads to the expansion of the intellectual space and the development of the intellectual environment. In the conditions of modernization of the economy, technical and technological re-equipment of production, the marketing strategy ensures an

increase in the capacity of the intellectual capital market, an increase in its quality and the development of intellectual capital flow channels in the system of integration cooperation between education, science and production.

A particularly important problem of the marketing strategy is to ensure innovative cooperation between education, science and production. The effectiveness of this cooperation is achieved only with a well-established system of overflow of intellectual potential and intellectual capital from the sphere of education to the sphere of science and production, and vice versa. The organization of such circulation of intellectual resources in the marketing strategy is carried out by developing channels of intellectual capital flow between various areas of the intellectual environment.

The classical theory of marketing gives a prominent place to the policy of organizing distribution channels and identifies three varieties of them: direct or direct, indirect and combined, mixed. Similar channels should be in the organization of intellectual capital flow - directly, through an intermediary, or a combination of these types. The choice of a specific channel of capital flow is carried out depending on the current situation in the intellectual capital market and the available capabilities of the producer of intellectual potential. However, it should be taken into account that a feature of intellectual capital flow is that, unlike a traditional product, a person - a carrier of intellectual capital, has the right to independently find the sphere of application of his potential. And this means that each of them constantly forms more and more new channels for the movement of their intellectual capital. In a number of cases, they fit into standard, pre-formed schemes, but a significant part of them are random, fluctuating. Here, as in any system of controlled chaos, each element of the system strives for stability and optimal application of its potential. Therefore, this process of intellectual capital flow should be considered within the framework of the formulated laws of the intellectual space and the synergistic principles of the marketing strategy (Fig. 1)

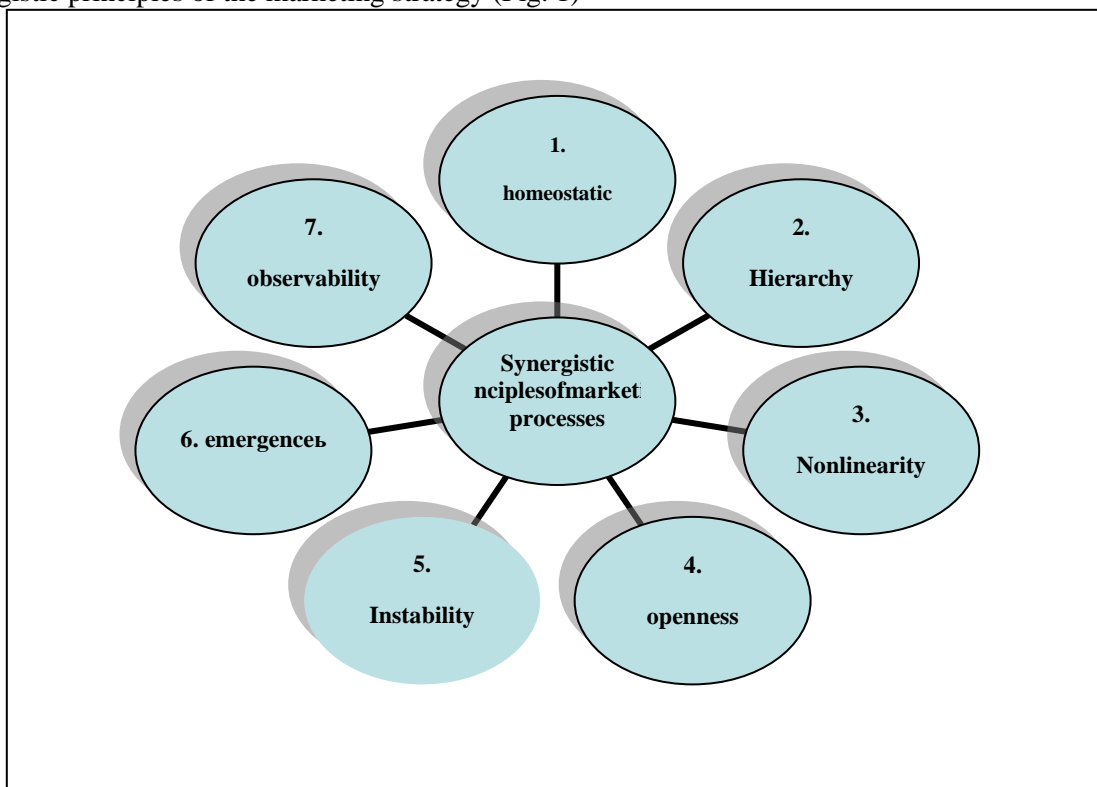


Figure 1. The system of synergistic principles of marketing processes in the intellectual environment.

It is important to direct this spontaneous movement in the right direction. That is, to create a stable channel for the movement of intellectual capital. It is advisable to use various kinds of attractors as the main tool here. For a person, these are material and moral incentives, for an entrepreneur - a high level of profit, other

benefits and preferences in the implementation of innovative activities. And most importantly, the creation of a clear and transparent organizational structure, supported by the necessary regulatory documents.

In addition to the simplest schemes of intellectual capital flow, it is necessary to develop more complex structures, including a network of own branches, independent intermediaries, specialized enterprises that form non-traditional channels of commodity circulation. In this aspect, a multi-channel scheme for the organization of intellectual capital movement, carried out using traditional, vertical and horizontal marketing marketing systems, looks very promising.

The traditional system of capital movement consists of a chain of channels of the intellectual environment that are independent and not controlled by other subjects. Vertical system - includes a manufacturer of intellectual potential and intermediaries that ensure its delivery to the end user. It operates as a single system with common goals and interests. The dominant participant in such systems, as a rule, is an educational institution. Vertical systems can be of three types: corporate, operating within the framework of a single organizational structure of one enterprise; contractual, united on a voluntary basis with the condition of using the brand on a commercial basis and providing services under the auspices of an educational institution; managed administrative within the sphere of influence of one of the participants. The horizontal system is a combination of two or more subjects of the intellectual environment in the joint development of opening opportunities in a particular market with insufficient funds or other reasons for organizing all marketing work, as well as with a high risk of developing a new market.

When forming the channels of intellectual capital flow, one should take into account both the requirements of science and production, and the policy of competitors. Participants in capital flow channels should perform functions related not only to the distribution of intellectual potential, but also to conducting marketing research on the collection and processing of information, commercial work, advertising and stimulating the growth of intellectual capital.

The issues of regulation of intellectual capital flow are constantly in the center of attention of the economic policy of the state. On September 11, 2018, the Decree of the Cabinet of Ministers of the Republic of Uzbekistan "On measures to further support innovation activity" was adopted, which defined some approaches to the organization of intellectual capital flow[8].

Nevertheless, we have to state that the channels of interaction between the structural elements of the intellectual environment: the state, scientific and educational institutions and the business sector are in the process of formation, although there are prerequisites for a closer connection.

As a result of the implementation of programs for the modernization of sectors and the localization of production, a technical and technological renewal of production takes place, which creates favorable conditions for increasing the demand for innovations, and the demand for high-quality intellectual capital increases[11].

Scientific institutions, as the results of the annual fairs of innovative ideas, technologies and projects show, have sufficient potential to offer modern innovative developments in various areas of engineering and technology [9].

At the present stage, in order to further develop and strengthen the channels of intellectual capital flow, it is necessary to develop the infrastructure of the intellectual environment. Channels of scientific and industrial intellectual integration, according to world experience, need to be formed by creating an innovative infrastructure of technology parks, innovation centers, etc., in which production will invest in scientific research, and science will give production the necessary \rightarrow vatsia.

3. Results

Building an information society initially involves the creation of its material basis - an intellectual environment, within which all elements of the intellectual space begin to interact with each other. At the same time, the intellectual space is a certain qualitative substance inherent in the process of formation of the information society and capable of acquiring quantitative and qualitative characteristics as the interaction of subjects and objects of the intellectual environment in its diverse types and forms develops, under the influence of the formation and use of intellectual capital. Receiving quantitative and qualitative attributes, it transforms from a qualitative abstraction into a certain system, subject to the action of its economic laws,

which determine the nature of the formation and functioning of the intellectual environment, the mechanisms and processes of its management.

The laws of the intellectual space determine the nature of marketing processes in the intellectual environment, developing together with the intellectual space in the process of increasing and rational use of intellectual capital. This process is quite adequately described from the standpoint of synergetic methodology, which introduces a new understanding of the development of the country's intellectual space, subject to the action of synergetic principles of marketing activities. This makes it possible to identify external manifestations of the expectations of the disordered movement of elements of intellectual capital, to ensure targeted sustainable development of the country's integral intellectual system, and to form an effective interface between state regulation and self-regulation of the use of intellectual capital.

The patterns of the intellectual space and synergetic principles reveal the defining role of self-regulation, which complements the processes of state regulation of the rational use of intellectual capital. An important feature of marketing processes in the intellectual environment is the spasmodic activation of the intellectual space with the accumulation of a critical mass of additional resources in the use of intellectual capital.

The basis of the process of intellectualization of society is the education system. It is interconnected with other components - science and production, which, on the one hand, continue the process of education, that is, increase intellectual capital, and on the other hand, are its consumers.

The development of a marketing strategy has a cyclical nature of a kind of circulation and is carried out in dynamics in accordance with the state of development of the intellectual space and intellectual environment. This is a property of the recursiveness of marketing strategies, from which follows the objective possibility of self-organization of the marketing system, which is a purposeful process during which its organization is created, reproduced or improved as a complex dynamic system.

Based on this, we propose a new method for evaluating the effectiveness and diagnosing a marketing strategy, which proceeds from the fact that the movement of elements of the intellectual environment can take on an uncoordinated character, due to its objective desire for stabilization. Therefore, the main task of diagnosing a marketing strategy is to identify the state and signs of dysfunctions, to ensure constant monitoring of many parameters of the system's behavior. These signals in synergetics are defined as "indicatrices", which serve to visualize the change in directional values in the economic space. They simultaneously track the behavior of all components of the intellectual environment and its reaction to the movement of intellectual capital, as well as the main directions of the marketing strategy for the use of intellectual capital in the system of innovative cooperation between education, science and production.

In this regard, the methodologically synergistic evaluation of effectiveness and diagnostics of the formation and use of intellectual capital is based on the interaction of the following main indicatrices (Table 1.).

Table 1

Indicatrices of the structure of the intellectual environment and the main directions of the marketing strategy for the use of intellectual capital in the system of innovative cooperation between education, science and production

Indicatrices of the main directions of the marketing strategy for the use of intellectual capital in the system of innovative cooperation between education, science and production	Intelligent Environment Components					
	L	G	O	N	P	R
	*	*	*	*	*	*
Adult literacy rate	+		+			
Number and age composition of specialists of the highest category	+				+	
Number of Internet users per 1000 people	+				+	
Number of computers per 1000 people	+					
Ease of Business Environment Rating						
Components of the Business Environment Ranking						
Number of Internet users per 1000 people		+		+	+	

Spending on information and communication technologies, in % of GDP		+			+	
Number of fixed telephones per 1000 people					+	
Number of mobile phones per 1000 people					+	
The number and volume of projects implemented in the universities and research institutes under the jurisdiction of the MHSSE at the expense of the state budget		+		+		
GeneralEducationExpenditure	+	+	+			
Share of R&D expenditures in GDP		+		+	+	
Share of R&D expenditures in the structure of GDP		+		+	+	
Investmentgrowth				+	+	+
Cost structure for research and development carried out in-house				+	+	
Structure of funding sources for research and development costs		+		+	+	
R&D costs growth rate		+		+	+	
Innovationcoststructure		+		+	+	
Innovationspendingbyindustry		+		+	+	
Quotas for admission to universities in areas		+	+			
The share of persons recommended for enrollment in universities in the total number of applicants			+			
Number of students and teaching staff in universities			+			
Number of students per 10 thousand population	+		+			
Enrollmentinhighereducation	+		+			
Number of researchers and technicians in the research and development sector per 1 million population				+		
The structure of employees engaged in scientific and technical work				+		
PhDthesesdefense				+		
Defenseofdoctoraldissertations				+		
Implementation of scientific and technical programs				+		
Publication and citation of articles in leading scientific journals of the world				+		+
Distribution of the volume of economic contracts and protocols of intent concluded by the universities and research institutes subordinate to the MHSSE with manufacturing enterprises during the Republican Fair of Innovative Ideas, Technologies and Projects				+	+	
The structure of the volume of scientific and technical work performed by scientific organizations on their own				+	+	
The share of science-intensive products in industrial products				+	+	+
GDP growth					+	+
Share of industrial output in GDP					+	+
Share of exports of science-intensive products and services					+	+
Share of shipped innovative products					+	+
Share of shipped innovative products					+	+
Implementation of quality management systems					+	
Innovativeactivityofenterprises				+	+	
EnterpriseRenewal				+	+	
Number of patent applications filed				+	+	+
Number of scientific articles on Uzbekistan in the electronic bibliometric database				+		

Number of patent applications per 1 million people				+	+	+
Trademark applications per million population				+	+	+
* L - Personal intellectual capital; G - Government policy buildup; intellectual capital; O -Improving the system of obtaining knowledge; N - Development of the scientific environment; P - Development of the production innovation environment; R - The effectiveness of the marketing strategy.						

This list of indicatrices, in principle, represents a new approach to evaluating the effectiveness and diagnosing the marketing strategy for using intellectual capital in the system of innovative cooperation between education, science and production. However, at the current level of development of this area, we cannot consider this list as complete, since the process of intellectualization of society by domestic and foreign science has not yet been fully studied, and the intellectual space is progressing so rapidly that it is not possible to give a complete methodology for all time. possible. In this case, we present a new methodological approach and isolate from it the already known parameters for evaluating efficiency, which are already used in domestic public administration systems in a fragmented and unrelated form. Obviously, this technique should develop adequately to the development of the intellectual environment and intellectual space.

Thus, the basis of the process of intellectualization of society is the education system. It is interconnected with other components - science and production, which, on the one hand, continue the process of education, that is, increase intellectual capital, and on the other hand, are its consumers. This formulation of the problem allows us to consider the marketing strategy in the intellectual environment from fundamentally different positions, as a general system of marketing management of the formation and use of intellectual capital. The development of a marketing strategy has a cyclical nature of a kind of circulation and is carried out in dynamics in accordance with the state of development of the intellectual space and intellectual environment. This is a property of the recursiveness of marketing strategies, from which follows the objective possibility of self-organization of the marketing system, which is a purposeful process during which its organization is created, reproduced or improved as a complex dynamic system.

The methodology for diagnosing marketing processes of the movement of intellectual capital elements in the system of innovative cooperation between education, science and production with the help of synergetic indicatrices has a number of specific features that significantly distinguish it from traditional analysis. These differences are: in the sequence of its implementation from general to particular; assessment of the parameters of the movement of the intellectual capital of the individual and society in the innovative cooperation of education, science and production; in identifying the state and signs of dysfunctions in the movement of elements of intellectual capital and ensuring constant monitoring of the many parameters of the behavior of the entire system of the intellectual environment. This assessment shows that over the years of independence, Uzbekistan, rationally using the intellectual capital of each individual and society as a whole, based on the implementation of a marketing strategy, has achieved significant results in its development. Tracking indicatrices show that Uzbekistan is ahead of the average economic development indicators for the CIS.

The effective development of a marketing strategy for the use of intellectual capital in the system of innovative cooperation between education, science and production is also indicated by indicatrices characterizing a significant outpacing of the growth rates of industrial production, especially its science-intensive industries. The intellectual capital of the country has played a decisive role in the restructuring of industry and its adaptation to the requirements of domestic and foreign markets. He clearly defined the priority of the advanced development of science-intensive industries, the products of which are most in demand in the new market conditions.

Marketing research of the intellectual capital of society and the individual is a vertical section of problems that permeates the horizontal levels of intellectual capital - education, science and production. However, each of the horizontal components has its own specifics, bottlenecks inherent only to it, and therefore is supplemented by a certain set of additional indicatrices arising from its specifics at a given time. The underdevelopment of marketing approaches in the educational sphere causes noticeable dysfunctions in the

balance of demand and supply of the labor market for specialists of various profiles and levels of education, arising from the weak linkage of the development parameters of the personnel training system with the parameters of the economic development of industries and territories. The imperfection of the marketing strategy also explains the insufficient level of cooperation between education, science and production. This largely depends on the passive role of universities in organizing such interaction. There are negative consequences of the functioning of the entire educational sphere within the framework of the administrative-command system.

The marketing strategy for the development of channels of intellectual capital flow in the system of innovative cooperation between education, science and production should be aimed at:

- increasing the role of technological and innovation policy in the organization of innovation networks and clusters;

- development of investment insurance in innovations, leasing of high-tech equipment and devices, stock market for science-intensive companies, etc., as well as training of professional certified appraisers of intellectual property;

- strengthening cooperative ties between scientific organizations, educational institutions and manufacturing enterprises, by creating incentives for effective cooperation and cooperation, including between the public and private sectors, to create cooperative networks;

- improving the quality of the intellectual potential formed in educational institutions;

- expanding the training of specialists in the field of innovation management, expanding the participation of students and specialists in foreign educational programs;

- development of modern forms of innovation management and commercialization of innovations in the market of scientific and technical products;

- stimulation of innovative activity of enterprises leading industrial development;

- further expansion of the investment sector by activating the stock market and attracting foreign direct investment, further strengthening the banking sector and its credit resources;

- development and adoption of a special state program to support the development of small innovative businesses, consulting and venture firms, organizing their own firms at educational and scientific institutions to organize effective channels of intellectual capital flow;

- ensuring information transparency of the innovation sphere, organizing mass propaganda of scientific achievements, activating, in this regard, the activities of the MarifatvaManaviyat society, the media;

- organizing the delivery of proposals for the introduction of new equipment and technologies directly to consumers;

- increasing the innovative culture of the population and entrepreneurs;

- to advertise and expand information about new technologies and possible markets for fundamentally new innovative products, as well as information for private investors and credit institutions about capital investment objects with potentially high returns;

The development of channels of intellectual capital flow is a consequence of a marketing strategy aimed at increasing the demand for innovative products from the private sector, creating "technological corridors" based on improving mechanisms to support the export of science-intensive products, concluding international agreements on the mutual recognition of certificates of conformity, creation of technology and innovation zones, promotion of the integration of development sector organizations into the corporate and research sectors, development of industry technology programs and breakthrough innovation projects in certain sectors of the economy, using the mechanism of private and public partnership.

Another important direction in the development of intellectual capital flow channels is the further development of infotelecommunications. It is no coincidence that for the first time in Uzbekistan, the need to create a universal information and telecommunication system was presented in March 1994 in the State Program to deepen the processes of denationalization and privatization in the Republic of Uzbekistan. The same kind of task was again set in August 1995 in the State Program "Main Tasks and Directions of State Support for the Development of Small Business and Private Entrepreneurship in the Republic of Uzbekistan". That is, already at that time, the development of info-telecommunication systems was considered as one of

the most important conditions for the development of intellectual capital flow channels. In the future, this direction was continued and a number of legal acts were adopted regarding the further development of computerization and the introduction of information and communication technologies, which give another impetus to the development of information channels, and, consequently, channels of intellectual capital flow. Comprehensive large-scale measures to reorganize and improve management in the field of computer and information and communication technologies, carried out over the years of independence of Uzbekistan, ensured the implementation of the info-telecommunication segment of the development of the marketing strategy and the further development of intellectual capital flow channels.

4. Discussion

The methodology of the process of creating and using intellectual capital in our country is currently still at the stage of formation and relies mainly on methods inherited from the planned system. Meanwhile, the course of economic reforms and the development of market institutions urgently require new approaches and the implementation of marketing methodology as a system for managing intellectual capital in market conditions. Marketing assumes that the survival of any subject of the intellectual environment depends on the decision of the consumer to acquire intellectual capital or not. Therefore, the task of marketing is to orient all the activities of this entity to consumers and the actions of competitors, and, consequently, to the market. This is achieved by implementing certain marketing strategies based on the fact that its producers and consumers are always present in the intellectual capital market. Taking into account that the formation of intellectual capital is based on the education system, let us turn again to the National Program for Personnel Training, which is in force in our country as the Law of the Republic of Uzbekistan. In its section 3 "National Model of Personnel Training" as subjects of the intellectual environment are considered: the individual, the system of continuous education, science and production. Each of these components of the intellectual environment is interpreted simultaneously as a "consumer and producer" of knowledge - the basis of intellectual capital.

Such a statement of the question seems to be an extremely important methodological condition in the development of a marketing strategy for the use of intellectual capital in the system of innovative cooperation between education, science and production. In essence, this conclusion presented in the Program is a kind of theoretical breakthrough in understanding the role and target orientation of national education. The fact is that the beginning of economic reforms, both in our country and in all other countries with economies in transition, was accompanied by an economic crisis, in which the education system experienced serious financial difficulties. Under these conditions, the survival of educational institutions was associated with the attraction of funds from the population to pay for education. The large-scale use of foreign approaches to commercial processes in the education system began. During this period, a special term "educational services" appeared, which almost everywhere replaced the terms "education", "education", "training", "vocational training", etc., and the education sector turned into a service sector.

In the early 90s of the last century in Russia, the marketing of educational services was actively discussed. At the same time, the central question in them is the question of what is the product of a higher education institution and what it should sell. The range of opinions at that time was quite large. One thing was clear that it was impossible to sell a university graduate, but otherwise the authors constantly disagreed. These were knowledge, education, educational services, educational programs, etc.

Foreign theorists did not bring clarity here either, who, considering the marketing of the education system, carefully avoided this issue, confining themselves only to consideration of advertising, ratings, brands, pricing policy, etc. At the same time, considering the need for educational marketing activities, they say that the educational institution is marketing a set of values, and the image of the organization that they are trying to convey to their contact audiences should reflect the product or services provided by the educational institution. And then they come to the conclusion that the product is an educational service provided to students. This interpretation leads to a huge contradiction in the activities of the educational institution. If the consumer of the product of the higher education system is just a student, then the entire marketing strategy of the university comes down to recruiting the largest possible number of students and competition in the market of graduates of secondary specialized educational institutions (lyceums and colleges).

The inconsistency of this thesis about the product of an educational institution and its consumer was especially pronounced at the beginning of the 21st century in the higher education market of the CIS countries. The competitive struggle of universities has led to the formation of a huge number of private higher education institutions in popular specialties - law, management, business basics, etc. As a result, the country's leadership was forced to note that almost all school graduates enter universities in the country, but the quality

of their training is extremely low, and the overproduction of lawyers and economists who are not in demand by the national economy has led not only to a senseless waste of funds on education, but also to personal tragedies of graduates, hopelessly out of work.

That is why, in Uzbekistan, when developing the National Program for Training Personnel, they approached the solution of this problem from diametrically opposed positions. The education system, in accordance with it, is just a component of the intellectual environment, the initial link in the formation of intellectual capital. It is interconnected with other components - science and production, which, on the one hand, continue the process of education, that is, increase intellectual capital, and on the other hand, are its consumers. The student, in the process of education, must go through all the stages of education and, representing a harmoniously developed personality, act as a carrier of knowledge that can be potentially transformed into intellectual capital in the future.

This formulation of the problem allows us to consider the marketing strategy in the intellectual environment from fundamentally different positions. This is no longer university marketing, but a general system of marketing management for the formation and use of intellectual capital in the system of innovative cooperation between education, science and production. That is, this is no longer an intra-company task, but a strategy for the development of the entire innovative economy, in the formation of which people, educational institutions, science, production, the state and society as a whole participate.

Conclusion

In recent years, there has been a rapid development of global information communication networks and information communications: satellite television, radio broadcasting, telephone communications and facsimile transmission of information, transnational computer information and telecommunication systems using high-speed intercontinental superhighways. As a result, a fundamentally new global planetary information environment is being formed, which will be the basis for creating new channels of intellectual capital flow, manifested in the creation of distributed international creative teams of scientists working on common scientific projects, intensification of the processes of international exchange of scientific information, holding international teleconferences.

Thus, one of the main directions of the marketing strategy for the formation and use of intellectual capital is to ensure innovative cooperation between education, science and production. The effectiveness of this cooperation through the development of intellectual capital flow channels between various areas of the intellectual environment. The organization of these channels can be carried out directly, through intermediaries, or a combination of these types. It should be taken into account that the peculiarity of intellectual capital movement is that a person - a carrier of intellectual capital, has the right to independently find the sphere of application of his potential. In a number of cases, these channels fit into standard, pre-formed schemes, but a significant part of them are random, fluctuating. It is important to direct this spontaneous movement in the right direction. It is advisable to use various kinds of attractors as the main tool here. For a person, these are material and moral incentives, for an entrepreneur - a high level of profit, other benefits and preferences in the implementation of innovative activities. And most importantly, the creation of a clear and transparent organizational structure, supported by the necessary regulatory documents.

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