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THE INTELLECTUAL PROPERTY'S MARKET DEVELOPMENT IN THE REPUBLIC OF BELARUS

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The article deals with the specific components of the Innovation's system development. The increasing role of intellectual property, an active usage of objects of intellectual, first of all industrial property in economical activity have favored the changing of the character of extended reproduction and the transfer of the national economic to the more modern intensive – innovative development model. The intellectual property becomes a major strategic resource, that ensures the competitiveness of economic agent, both a state in general, and an individual business in particular. That is why, the activation of innovative activity in economical systems and the forming of effective innovative environment become a special actuality.

Key words: intellectual property; innovation; innovative economic; innovative environment; innovative development; innovative process; intellectual product; innovative activity.

РАЗВИТИЕ РЫНКА ИНТЕЛЛЕКТУАЛЬНОЙ СОБСТВЕННОСТИ В РЕСПУБЛИКЕ БЕЛАРУСЬ

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В статье рассматриваются конкретные компоненты развития системы инноваций. Повышение роли интеллектуальной собственности, активное использование объектов интеллектуальной, прежде всего промышленной, собственности в экономической деятельности способствовали изменению характера расширенного воспроизводства и переходу национальной экономики на более современную интенсивную инновационную модель развития. Интеллектуальная собственность становится крупным стратегическим ресурсом, обеспечивающим конкурентоспособность экономического агента как государства в целом, так и индивидуального бизнеса в частности. Именно поэтому активизация инновационной деятельности в экономических системах и формирование эффективной инновационной среды становятся особенно актуальными.

Ключевые слова: интеллектуальная собственность; инновации; инновационная экономика; инновационная среда; инновационное развитие; инновационный процесс; интеллектуальный продукт; инновационная деятельность.

The innovations are the determinative reason for establishing and transformation of economy in rapidly changing conditions of universal functioning acting as the stimulator encouraging nation's economy of certain countries to adapt to promptly changing conditions of the standard world functioning. In this situation establishing the effective mechanism of the intellectual property market's management have to be considered as the main tool of necessary innovative transformations.

Transformation of all market mechanisms of the Republic of Belarus for the purpose of ensuring rapid updating, introduction and large-scale involvement in production of advanced technologies became an object of special interest equally of both foreign and Belarusian economists. Special relevance at the present stage is acquired by problems of transition of economy of our country on innovative focused, technologically and intellectually caused way

of development. Relevance, the methodological and practical importance of the solution of the tasks connected with the transition to the innovative pathway evolution of the industrial production and the services sector's in new conditions of managing of the Republic of Belarus have also caused importance of the subject of article.

Careful study of the category "the intellectual property's market" is not a fashion statement, it is a relevant question of modern economy of the countries of the world. In the scientific environment of Belarus there is no common position in understanding of the definition of the objects and subjects of the market of intellectual property so far [1, 2].

The paper begins with a review of the literature on the issues of Intellectual Property's Market Development for Innovations and Entrepreneurship.

Researches of such foreign scholars as J. Schumpeter, N. D. Kondratyev, R. Stallman, J. Gelbreyt, E. Denison, R. Levin, E. Mansfield, P. Druker, E. Mansfield, Y. Brazel, etc. are devoted to various aspects of intellectual property application, development of theoretical and methodological features of innovative development.

In the Belarusian economic science there is a group of the scientists dealing with issues of studying of the scientific and innovative sphere, these are such famous scientists as A. A. Slonimsky, V. I. Kudashov, A.S. Sudarikov, I. V. Kotlyarov, L. N. Nekhorosheva, A. N. Kovtuneneko and I. A. Mikhaylova-Stanyuta. It should be noted that active development of Intellectual Property Market creation's issues has been accounted by the Belarusian scientists. The most well known are the following: V. I. Kudashov, Yu. V. Nechepurenko, S. A. Pelikh, A. Pobol, D. M. Stepanenko, S. A. Sudarikov, A. P. Yakimakho, E. A. Borovskaya.

We directly cites only the works are relevant to current study. Thorough investigation of the Intellectual Property management allowed us to establish the aim of the article.

The main aim of the article is to identify and characterize the importance of Intellectual Property's Market development for innovations for the development of organizations, regions and countries, to propose the developing of methodical recommendations for Intellectual Property's Infrastructure formation and development in the conditions of Innovative Economy of Belarus.

One of the main and brightest manifestations of innovative economy is the increasing role of knowledge and their transformation into one of the most important resources of growth – the intellectual capital. The exhaustive information, simple approaches of use of intellectual property in the form of the intellectual capital including the scheme of management of bank of knowledge, access to new knowledge, their distribution and involvement in a turn are necessary for effective development of society in modern conditions.

Despite of the considerable experience of the western scientists in the field of economic use of intellectual assets, constantly changing conditions of social production cause the necessity of adaptation of the existing tools and constant improvement of the acquired methodological base. Researches in the field of identification, assessment and management of Intellectual Property at the level of the enterprise are at an initial stage. Intangibility of intellectual assets means their uncontrollability for most the Belarusian enterprises. Besides, the instability of the Belarusian economy and backwardness of the market relations leave the mark on process of management of intellectual potential of the domestic enterprises that excludes a possibility of direct acceptance of the western models adequate to conditions of steadily functioning economy.

The main issue is the choice of economic methods, mechanisms and models of development of the intellectual property's market.

Development of the market of intellectual property is one of the most important terms of use of intellectual and scientific and technical potential of the country. The concept "market of intellectual property" assumes exchange of goods on the basis of supply and demand, and the intellectual property acts as goods; the products created on its basis. The movement of scientific and technical achievements is carried out in the system of the interconnected links "the state – science – the equipment – production" which subjects have to commensurate the activity taking into account supply and demand and also conditions of realization of the received results in the market. [2, 23].

Materials and methods: Statistical Analysis of the GII (Global Innovation Index) indicators [3], Works of Belarusian and foreign scientists-economists concerning an assessment and use of intellectual products, materials of scientific and practical conferences, articles in collec-

tions of scientific works and the economic press, the main acts and standard and methodical materials regulating questions of estimated activity in the Republic of Belarus have formed a methodological basis of a research. Studying of scientific works and references has allowed the author to state the judgments on a number of cases in point and on this basis to make specific proposals.

The research highlights the significance of managing the intellectual property in establishing competitive performance of the modern global economy. Furthermore it can be emphasized that research collaboration between student's research centers and industries should be included in Belarus innovation policy agenda.

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ФОРМИРОВАНИЕ И ВНЕДРЕНИЕ СИСТЕМЫ СБАЛАНСИРОВАННЫХ ПОКАЗАТЕЛЕЙ В СТРАХОВОЙ КОМПАНИИ

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В статье описаны основные моменты системы сбалансированных показателей применительно к страховым компаниям, а также описана возможность использования системы сбалансированных показателей как инструмента стратегического управления персоналом в страховых компаниях.

Ключевые слова: система сбалансированных показателей; стратегия; стратегическая задача; страховая компания; экономическая эффективность; управление персоналом.

FORMATION AND IMPLEMENTATION OF A BALANCED SCORECARD IN AN INSURANCE COMPANY

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The article describes the main points of the system of balanced indicators of the concept in relation to insurance companies, and also describes the possibility of using the system of balanced indicators as a tool for strategic personnel management in insurance companies.