

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

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## **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.*