

Название публикации:

Interactive innovative tool for early diagnosis of global pre-crisis processes (based on measurement and assessment of the virtual intellectual capital)

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Аннотация:

Purpose: The purpose of this paper is to present the great importance and impact of the virtual intellectual capital (VIC) in the frameworks of digital economics, e-governance and business, e-trading and commerce, virtual organizations and enterprises, and information communication technologies development (based on the comparative case studies of the world, Russian and Armenian economics). These conditions increase the importance of the measurement and assessment of the VIC. **Design/methodology/approach:** The research findings are obtained through the method of comparative analysis of the complex models of the VIC. The features are studied through measuring and assessing the VIC parameters of virtual representations on the internet. The data are complemented through virtual cluster analysis, a multidimensional statistical procedure that collects data containing information on facility selection. Three cluster groups are used in the study: the clusters of the TNCs and their virtual representations; the clusters of the network of the leading innovation centers and their virtual representations; and the clusters of the leading universities and their virtual representations. **Findings:** The paper establishes the research findings of the growth forecasts of the IC clusters in the world, Russian and Armenian economic processes. This is extremely important to ensuring sustainable growth of the country's competitiveness, economy and general welfare. The paper proposes a new model of the virtual national or transnational intellectual capital (VNTIC). The VNTIC model presents three general components: virtual representations of universities, innovation center networks and transnational corporations in global networks. The research findings show that the interactive innovative tools (IIT) can be used for early diagnosis of the world economic and financial processes. **Originality/value:** The authors developed for the first time the IIT for measuring and assessing the three intellectual capital components. The paper presents a new approach and a more reliable tool for short-term forecasting at global and national levels based on QI ranking of the VIC clusters of the commercial enterprises, universities and networks of innovation centers.

Ключевые слова:

Global economy, Global pre-crisis processes, IC clusters (world, Russian and Armenian) Innovative tool for early diagnosis, Measuring and assessing the VIC, Virtual intellectual capital