

# Intellectual capital of universities as a condition for innovative development

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**Abstract.** The article presents the results of research on the human resources potential of Russian universities. The authors substantiate the relevance of the issue of the development of the main elements of intellectual capital. The results of the implementation of the social project "Golden Names of Universities" for the period from 2017 to 2022 are presented. The project is aimed at improving the social status of the "university teacher" profession through the implementation of a large-scale social project. The purpose is to summarize the results of the implementation of a social project as a complex of scientific, methodological and design developments for the development of intellectual capital of higher education using project and system approaches. The effectiveness of the project on the formation and development of a professional community of university teachers is substantiated. The events aimed at identifying talents and motivation to improve the quality of work of the teaching staff of universities, research work, development of educational programs and textbooks for beginning teachers, professional development of teachers, educational work, public and expert work, exchange of experience and organization of interuniversity interaction are presented. The main discussion platforms are indicated: the Public Chamber of the Russian Federation, the Presidential Grants Fund, the Ministry of Education and Science of the Russian Federation, the Committee on Science and Higher Education of the State Duma of the Russian Federation, where the results of the project were presented.

**Keywords:** Professional community of teachers · Project "Golden Names of Universities" · Achievements in the profession · University · University professors.

## 1. Introduction

Since 2017, the NGO "League of Higher School Teachers" with the support of the Presidential Grants Fund, and since 2021, the Ministry of Science and Higher Education of the Russian Federation has been implementing the project "Golden Names of Higher School". The project "Golden Names of Higher School" is a complex of scientific, methodological and design developments for the development of intellectual capital of higher school.

The project includes a number of areas of work:

- 1) Identification of talents and motivation to improve the quality of work of university teaching staff

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- 2) Research work
- 3) Development of educational programs and textbooks for beginning teachers
- 4) Professional development of teachers
- 5) Educational work
- 6) Public and expert work
- 7) Exchange of experience and organization of interuniversity cooperation

The project "Golden Names of Higher Education" was included in the TOP100 leadership projects of the Presidential Grants Fund, in 2021 it entered the pool of events of the Year of Science and Technology, in the list of significant events of the Ministry of Science and Higher Education of the Russian Federation.

More than 5,000 teachers from 75 regions of Russia took part in the project's events over 5 years.

The All-Russian competition "Golden Names of Higher Education" is an annual selection on the recommendation of universities and scientific institutions of the Russian Federation of the most worthy representatives of the teaching staff who have personal success, achievements in the educational process using the latest techniques, innovative practices to improve the quality of education, new methods in educational work.

The main participants of the event: the teaching staff of educational institutions of higher education in Russia.

More than 200 experts from among the winners of the competition from different years evaluated the applications of their colleagues. This gives the right to call the victory in the competition a recognition of the professional community.

The All-Russian competition "Golden Names of Higher Education" is supported by the Ministry of Science and Higher Education, members of the Federation Council of the Federal Assembly and deputies of the State Duma of the Russian Federation, members of the Public Chamber of the Russian Federation and other key experts in the field of education and social policy.

The aim of the project is to increase the status of teachers of higher education in the Russian Federation and the prestige of the profession, popularization of science and higher education through public recognition of teachers' achievements.

It is extremely important that the winners of the competition strive to transfer experience and knowledge, interuniversity and interregional exchange, create author and research teams. Currently, the projects of the League of Higher School Teachers are being developed and an innovative platform for communication as an ecosystem is being formed – the Interregional Educational Cluster (IEC) and the School of Intellectual Capital (SIC).

The winners are awarded at the Public Chamber of the Russian Federation and the Central House of Scientists of the Russian Academy of Sciences.

Within the framework of the project "Golden Names of Higher Education" conducts scientific work, the main theme of which is the study of the personnel potential of higher education, history, development trends, problems and prospects of interuniversity and interregional cooperation, improving the quality of higher education.

Since 2019, the National Scientific and Practical Conference "Strategic Guidelines for the Development of Higher Education" has been held annually, following which collections of scientific papers of participants are published.

The League of Higher School Teachers has also acted as an intellectual partner of more than 50 scientific conferences in 38 regions of Russia and a number of events in the field of education, science and enlightenment of Federal significance.

The winners of the competition also conduct documentary and field research. In 2020-2021, an interuniversity research work "The social status and role of a higher school teacher in society" was conducted, more than 650 teachers and more than 2 thousand students took part in the survey.

Tasks of the work:

- To investigate the historical aspect of the formation of the role and place of the teacher in society.
- To analyze the terminology base, to define the concepts of "higher school teacher", "social status" and its components.
- To identify modern indicators of the social status of the teacher, the attitude towards teachers in society.
- To identify the factors constraining the development potential of the professional community of higher school teachers.
- To develop recommendations for improving the effectiveness of higher school teachers in order to develop civil society.

## 2. Materials and method

The reason for conducting research is the lack of statistics, factual material to substantiate the need to make decisions leading to an increase in the status of a teacher. It is necessary to show an objective picture of income, workload, social benefits, motivation to work and, at the same time, the importance of the teacher in the life of the country.

Based on the results of scientific research, a number of monographs have been published in partnership with the Publishing Houses KnoRus and Rusains (Lyapunsova and Belozerova, 2019; Lyapunsova et al., 2020; Lyapunsova et al., 2022a; Lyapunsova et al., 2022b; Lyapunsova et al., 2022c) and collections of scientific articles (Didactics of higher education from the positions of a student and a teacher, 2020; Lyapunsova, 2017; Strategic guidelines for the development of higher education, 2019; Strategic guidelines for the development of higher education, 2020), articles (Lyapunsova et al., 2020) presented in the list of references.

## 3. Results

In the period from 2019 to 2022, more than 1,100 representatives of leading universities from various regions of Russia were trained free of charge with the issuance of a certificate of advanced training of the established sample.

Advanced training courses for teachers are conducted in the following areas:

- 1) Building a professional trajectory of a university teacher in accordance with the strategic goals of the development of science and education.
- 2) Effective organization of educational and scientific work in a modern university.
- 3) Didactics of higher education: traditions and innovations.
- 4) Information technologies of distance education.
- 5) The work of a high school teacher in a changing information environment: technological, organizational and ethical aspects.

Educational work is actively carried out within the framework of the project, including the Open Lecture Hall project, Intellectual Capital on Mediametrix radio, the action "I Teach to Remember", Volunteer of Russia.

Open lecture hall. The League admires the professionalism of Russian higher school teachers and proudly demonstrates their success. Thus, with the support of our partners, the project "Open Lecture Hall" was born. The winners of the Golden Names of Higher Education contest hold public lectures at the Public Chamber of the Russian Federation and the Russian State Library, at Russian universities, where they share the secrets of their pedagogical and scientific success.

Intellectual capital. The League continues to introduce the society to the best representatives of the teaching community. Each program "Intellectual Capital" on Mediametrix radio reveals some topic in the field of education, science, technology and other intellectual subjects that allow not only to have an interesting time with a unique interlocutor, but also to learn new things, increase your erudition, look at current processes in society and the economy in a different way.

I Teach You To Remember. The purpose of the campaign is to attract public attention to the issues of preserving the memory of the Great Patriotic War, to show the personal position of teachers, teachers, parents, all people who act as translators of the values of patriotism for young people, gratitude to their ancestors, worship of exploits and sacrifices, memory of Victory.

The project "Learn to Remember" reached the semi-finals of the All-Russian competition of volunteer initiatives. Yu.M. Belozerova presented the nomination of the project dedicated to the 75th anniversary of victory in the Great Patriotic War to experts and participants of the regional stage of the competition of social projects "Volunteer of Russia". We made a presentation, defended the project in front of the experts of the highest jury at the semi-final.

Representatives of the League took the initiative to establish a professional holiday, the Day of a High school teacher, and proposed a date of November 19 in honor of M.V. Lomonosov's birthday. This request was voiced by Lyapunsova E.V. 04.02.2020 at a meeting of the President of the Russian Federation with the public in Cherepovets and was included in the list of instructions to the Government, the initiative was supported by the Public Chamber of the Russian Federation and the Ministry of Science and Higher Education of the Russian Federation and now every November 19, university teachers will receive congratulations.

Messages and information about the project "Golden Names of Higher Education" are regularly published in the media: MIA "Russia Today", "Vesti", OTR, TVC, "Rossiyskaya Gazeta", "Parliamentary Newspaper", in the media of universities of the country and others.

The work of expert councils in various areas is carried out on an ongoing basis. The winners of the contest answer journalists' questions, comment on events, and cover their work on the pages of leading information publications. The Organizing Committee has organized work with the PressFeed portal for direct communication with media representatives.

Also, the project participants have prepared a documentary about the profession "Teacher", which reveals the features of the profession, motivates graduates to come to the profession, is used for professional orientation.

The project "Golden Names of Higher Education" is being implemented to establish a professional dialogue between university teachers, government officials and society.

The League has 43 regional branches today, in the process of opening in 5 regions, the League's Representative Offices are opening in universities, which confirms the support of the rector's community, there are more than 5,000 teachers of leading universities in 75 regions of Russia, there is a pool of social projects that include work with young teachers, youth, graduates of orphanages and children who find themselves in a difficult life situation. situations, research, development of academic mobility and export of education, professional development.

Representatives of the League work in the following collegial councils:

- National Council for the Development of Qualifications under the President of the Russian Federation;
- Expert Council on Higher Education under the Committee of the State Duma of the Russian Federation;
- Expert Council on De-Bureaucratization in the Fields of education and science under the Committee of the State Duma of the Russian Federation;
- Council for Professional Qualifications in Education;
- Public Council under the Presidential Commissioner for Children's Rights;
- Commission for the Development of Education and Science of the Public Chamber of the Russian Federation;
- Working Group on the Regulatory Guillotine in Education and Science;
- Working Group on Federal Educational Standards of the Ministry of Education and Science of the Russian Federation;
- Working groups on professional standards "Teacher of higher education" and "Head of the organization of higher education (rector, president, supervisor)", "Mentor in the workplace";

- Rosobrnadzor Working Group on the development and approval of checklists and guidelines on compliance with mandatory requirements for small and medium-sized businesses during scheduled inspections within the framework of federal state supervision in the field of education;
- Participation in numerous events as experts, moderators and speakers.

The participants of the project and the organizing committee carry out the examination of draft laws, put forward legislative initiatives monitor the quality of higher education, review, public accreditation of educational programs and methods.

#### **4. Discussion**

Methodological work within the framework of the project is carried out constantly and consists in the preparation of advanced training courses for teachers, textbooks and teaching aids for novice teachers. The league has a License for education.

An annual interuniversity methodological seminar has been held for 4 years, which lasts for several days and usually includes a round table in the State Duma or the Public Chamber, at other significant venues and the work of interuniversity collectives. The seminars resulted in a number of publications (Didactics of higher education from the positions of a student and a teacher, 2020; Lyapunsova et al, 2022c), exchange of experience, identification and translation of innovative teaching methods.

On November 1, 2018, a video conference on the topic "Higher School: Traditions and Innovations", prepared by the public organization "League of Higher School Teachers", took place in Moscow at the media platform of the International Multimedia Press Center MIA "Russia Today". During the event, the participants discussed the development of higher education and science, considered the problems of staffing the innovation sector, the quality of vocational education, the tasks of universities and teachers of higher education, highlighted the processes of transformation taking place in universities of modern Russia. In the future, work at the MIA Russia Today site continued in 2020 and 2021 and became an annual tradition (Results of the implementation of the project "Golden names of higher school", 2021; Results of the implementation of the project "Golden names of higher school", 2020; Rostov-on-Don – Murmansk – Pyatigorsk video bridge ..., 2018).

Also in 2019, within the framework of the visiting interuniversity seminar, lectures were held on the peculiarities of legal regulation and legal responsibility in the field of professional pedagogical activity of a higher school teacher and publications in international journals.

In 2020, a collection of articles on teacher-student interaction was published (Didactics of higher education from the positions of a student and a teacher, 2020). The collection contains articles based on the results of a series of events of the interuniversity practical and methodological seminar "Didactics of higher education from the positions of a student and a teacher". The seminar was held in a time-distributed format, included a full-time round table "Student and teacher as key elements of the higher education system: areas of interaction and development" (March 17, 2020, Public Chamber of the Russian Federation, Moscow Moscow), round table "Continuing education as a sphere of implementation of innovative teaching methods and development of an open information educational environment" (March 20, 2020 jointly with the Leningrad State University named after A. S. Pushkin, St. Petersburg, Pavlovsk), round table "New competencies of higher education: what we will take tomorrow" (April 28, 2020, Moscow International Educational Salon (MMSO), online), All-Russian Meeting of University Teachers (May 11, 2020, online). The main topic of the reports is the development of practical approaches to effective interaction between a teacher and a student in the conditions of rapidly developing digital technologies, changing demand from employers and changes associated with the active introduction of distance technologies into the educational process. The key topic of the scientific discourse is the role of the teacher in the professional development of students.

The collection of articles contains the results of applied research in the field of preserving didactic traditions and introducing innovations in Russian higher education, the place of Russian universities in the global educational space, increasing the practical orientation of higher education, methodological

techniques for effective transfer and control of knowledge, the role of higher education in the professional formation and development of students, the social role and status of a teacher.

On November 12, 2020, an interuniversity methodological seminar "Traditions and innovations of Higher education" was held on the air of the Intellectual Capital program of the Mediametrix radio channel as part of the II National Scientific and Practical Conference "Strategic Guidelines for the development of Higher Education". Teachers, experts, and scientists from different regions of Russia were in touch in real time. The seminar program includes presentations by the winners of the Golden Names of Higher Education competition with the presentation of innovative teaching methods and projects in the field of education, education implemented in universities, for the exchange of experience and scaling of best practices.

In 2021, the topic of the seminar is "Introduction of innovations in the educational process of higher education", which made it possible to identify the most effective forms of interaction between universities for the development of teachers' competencies in the development and implementation of innovative teaching methods.

In 2022, the IV Interuniversity Methodological Seminar is devoted to the work of a teacher in a changing information environment, taking into account challenges and opportunities. The seminar was held at the sites of the Ministry of Science and Higher Education and the State Duma of the Russian Federation, and for several days representatives from 40 regional offices continued to work in interuniversity working groups, the topic of the seminar concerned the development of intellectual capital of higher education and mentoring (Lyapuntsova et al., 2022c).

Important work was carried out in partnership with ITRON LLC to develop an innovative textbook using virtual and augmented reality technology on the topic of developing public speaking skills. The program interface of the electronic textbook allows not only to gain theoretical knowledge on rhetoric, emotional intelligence, but also to perform a practical task – a speech in a virtual audience.

A series of textbooks for postgraduate, master's and novice teachers "Introduction to the profession of "University Teacher"" has also been launched. 57 authors from 17 regions of the country participated. Two textbooks of this series have been published, and a third with cases of pedagogical practice is being prepared (Lyapuntsova and Belozerova, 2022; Lyapuntsova and Belozerova, 2021).

In order to transfer the experience of the best teachers and ensure the growth of the quality of higher education, the winners of the competition became co-authors of training courses for graduate students, novice teachers, master's degree students, focused on further admission to graduate school and a career as a university teacher.

The developed course programs affect the basics of the professional environment of a higher school teacher, many aspects of the university's work: methodological, scientific, educational work. An excursion into the history of higher education is also given and strategic guidelines for the development of higher education are shown.

The testing of the courses was carried out on the electronic platform of the Interuniversity Educational cluster <https://topprofessors.ru>, at the Southern Federal University and at the site of the Educational Center LLC "Innovative Technologies and solutions in Education and Science".

## 5. Conclusion

Thus, we can conclude about the success of the project, about its versatility, the results of the project have a positive effect not only on the motivation of the winners to work and improve the qualifications of teachers, but also leads to significant social changes in the life of the professional community, the increment of scientific knowledge, the development of methodology and practice, the involvement of new personnel in the profession, the establishment of interregional and interuniversity cooperation. It can be concluded that the project "Golden Names of Higher Education" is essentially a complex of scientific, methodological and design developments for the development of intellectual capital of higher education.

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