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Abstract: *The basic regularities of the modern development are described in the article: accelerating the whole of social life and, above all, economic development; reduction of "life cycle" of knowledge; the increase of knowledge extended reproduction and diversification of sciences; increasing of the development eventful. It is proved that the integral result of all these regularities is the development bifurcation strengthening. It is demonstrated that we can effectively manage by the economical subjects and these subjects can effectively develop in the development bifurcation strengthening. The mechanism of the intellectually - competitive game "Scientific - technical trial of the idea" is described in the article. That mechanism was developed by the authors for the innovation-based management strengthening.*

Key words: *development regularity, development bifurcation, innovation-based management, intellectual - competitive games*

INTRODUCTION

The modern world is an unusually accelerated and complicated one. The task of searching and implementing new mechanisms for improving competitiveness is especially important. First of all it concerns the mechanisms to improve competitiveness associated with increase intellectual capital. One of such mechanisms, developed by the authors, is the intellectual and competitive game of "scientific and technical judgment on the idea", to which in this article is devoted.

MATERIALS AND METHODS

The methods of system analysis and synthesis were used in the process of the research.

THE RESULTS OF THE RESEARCH

Globalization and deep development of information - communication technologies have led to important changes in the whole economic life and generated a number of new strategic patterns of economic development, which have led to the following.

Regularity №1. Accelerating the whole of social life and, above all, economic development.

The development of globalization and information - communication technologies have led to material accelerating the rate of socio - public and, in particular, the socio - economic development. More 100 years ago, a businessman, who is in the Ganges, for what to invest in Sydney, had to be at least six months. Now, with electronic trading via the Internet, it takes a few minutes.

Regularity №2. Reduction of "life cycle" of knowledge.

The period of knowledge replacement by new ones is rapidly reduced. In the industrial age, it was enough to get a higher education once, and every 10-15 years, slightly adjust the volume of knowledge and supplement it only. In the globally post-industrial age, when the role of intellectual capital grows rapidly, knowledge updates so quickly that every 10-15 years, in fact, it is necessary to replace their storage to the next completely (or largely).

Regularity №3. The increase of knowledge extended reproduction and diversification of sciences.

Amount of knowledge in a particular subject area is increasing during the transition from the previous "life cycle" of knowledge to the next one. Moreover, it increases in large amount, as a rule. Knowledge diversifies too, that is, the penetration of knowledge from one subject area to other ones, their intertwining and appearance of new knowledge based on synergies.

Regularity №4. Increasing of the development eventful.

In modern conditions time for the event realization is significantly reduced. Now at a time it is possibility to perform considerably more tasks than it was possibility half a century ago, in the overwhelming number of cases.

Increasing of the development eventful is a process in which at a time more events can happen physically. For understanding this pattern we have return to the example of investment in Sydney. A century ago such investment implementation took six months. Now somebody can do the millions such investments during six months.

The integral result of all these regularities is the development bifurcation strengthening. Instability, the strengthening of the so-called „stress economy" or regular qualitative leaps in the economy.

The question comes into existence here: how we have to effectively manage by the economical subjects and these subjects have effectively develop in the increasingly "stress economy"?

The answer that question, in our view, is the following: it is possible with the innovation-based management strengthening and increasing and regular using of the intellectual capital. Innovation management is a regular search for new innovation problems solutions. Those problems are regular coming into existence too. That is - it is a regular response to the new bifurcation challenges in fact.

The second natural question comes into existence here: how we have to improve the innovation level of management?

And in modern conditions it is not enough to use the creative and intellectual potential of the managers and leading specialists teams for increasing of the innovation management level of companies (or any organizational structures). For that, it is necessary to use the creative and intellectual potential of many company's employees, and ideally, of all employees. The mechanism of the employees (or institutional) creative - intellectual potential stimulating is developed by the authors for the increasing innovation management level exactly. It is the intellectually - competitive game "Scientific - technical trial of the idea" (hereinafter - ICG "STTI").

ICG "STTI" consists of a series of steps, they are quiet perfect. They are relative with other steps in a certain way, and together constitute the complete mechanism of the game.

Step 1. The employee or the enterprise's department is identified and got the functions of ICG "STTI" organization (hereinafter - the ICG organizer).

Step 2. The ICG organizer develops the statute for the ICG "STTI" conducting on the enterprise (hereinafter – The statute for ICG). This statute is discussed in the team and in the amended form are approved by the company's management. After the Statute for ICG is approved by the company's management, it gets the status of the main document for the ICG "STTI" conducting on the enterprise.

Step 3. The company's employees form the group of persons who will take a part in the ICG "STTI" (hereinafter - the intelligent gamer or IG).

And it is necessary to strive to increasing the number of the IGs as many of the company's employees (and, ideally, all employees) as it is possible.

Step 4. The IGs are provided for information about a scientific concept, the idea, the scientific approach, the method of management, the method of economic management efficiency increasing and so on. They get a particular object of the intellectual game (hereinafter - OI). The IGs expresses some "evidence" for the "protection" or "charge" of the OI. Moreover, the same IG can give evidence for "protection" or "charge" of the OI in certain circumstances. The ICG organizer follows the process of the game and acts as a kind of "judge".

Step 5. They make the audio (or the video if it is possibly) of the game, so everybody can easily identify the authorship of the expressed ideas.

Step 6. If in the ICG "STTI" process the ideas with scientific novelty are given, it is necessary to confirm the fact and time of creation of these ideas. It is possible to do in various ways. But, from our point of view, the easiest and cheapest way to confirm the fact and time of creation of the ideas is the process of getting active these facts. This means that, they make a special document, which states that some ideas were generated during the ICG "STTI" in a certain place on a certain date at a certain time by the certain IGs. A brief description of those ideas is given in that document. The document is signed by the ICG organizer by every gamer which have generated ideas. The every signature is certified by a HR staff or a notary with indicating the exact time of the signature certification. In the event of a dispute about the authorship of the ideas, such a document would be the most important evidence in court under the presumption of authorship, unless there is evidence of another.

Step 7. They conduct a survey among the IGs on the ICG "STTI" results to identify their attitude to the game, and the future direction of the games.

Step 8. If they put forward ideas during ICG "STTI", on which it is possible to create patentable development, these ideas are being complicated, innovative products are created and patented. If they formulate the ideas, which have a theoretical value in the ICG "STTI" process, they prepare scientific publications based on them.

Step 9. This ICG "STTI" is completed and the preparatory work for the next ICG "STTI" conducting is realizing.

CONCLUSIONS

Organization and realizing of ICG "STTI" from the authors' point of view make significantly activating the creative - innovative potential of the company possible and give to each employee a possibility to realize their intellectual potential. And regularly taking a part in ICG "STTI" by the employee allows to realize his intellectual potential on a regularly basis.

At the University of Economics and Law "KROK", as well as in a number of institutional structures have been realized some intelligently - competitive games. According to the results of games there are generated some ideas. The five scientific developments are prepared on the basis of them. They obtained documents to the objects of intellectual property rights for these developments. Two of these developments put into practice management, and a number of developments are in the process of implementation.