

SOME ISSUES OF INTELLECTUAL PROPERTY PERSONNEL TRAINING AND MANAGEMENT IN THE GEORGIAN PUBLIC SECTOR

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Abstract. Intellectual property is the core of the modern economy, and the country's high-tech state-owned enterprises should be based on the effective management of the intellectual property. Georgian government programs should also focus on the development of intellectual property and the effectiveness of its system, identifying factors affecting them, including personnel-related issues in government agencies, the expediency of conducting patent research and training specialists for the promotion, evaluation, and management of intellectual property. In the field of intellectual property, it is necessary to identify key areas and also, significant attention should be paid to export policy. It is necessary to expand the practice of using the capacities of foreign institutions in the country. Simultaneously should be strengthened the human resource capacity of relevant government agencies, through attracting foreign specialists working in the field of intellectual property. In the field of intellectual property, personnel-related issues at various educational levels must be addressed at the national level. In terms of capacity building training of higher-educated managers and re-training of specialists, it would be appropriate to develop number of learning courses for representatives of all professional groups. There are also challenges in developing education in the intellectual property sphere, including shortage of professors and instructors with the appropriate profiles and qualifications, an imbalance in the distribution of hours required for transferring learning topics to cover academic topics across various academic disciplines, with simultaneous coverage of theoretical and practical issues and also a weak focus on practical aspects. In the field of intellectual property management, it is important to develop both managerial, economic, and legal competencies. The training courses offered by the Sakpatenti training center should cover all intellectual property objects, and the target groups should include individuals of all professions, as well as legal entities. With appropriate support, Sakpatenti will be able to successfully integrate intellectual property into the country's education system.

Keywords: intellectual property, public sector, intellectual property management, personnel, training, target groups

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НЕКОТОРЫЕ ВОПРОСЫ ПОДГОТОВКИ И УПРАВЛЕНИЯ ПЕРСОНАЛОМ В СФЕРЕ ИНТЕЛЛЕКТУАЛЬНОЙ СОБСТВЕННОСТИ В ГОСУДАРСТВЕННОМ СЕКТОРЕ ГРУЗИИ

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Аннотация. Интеллектуальная собственность является ядром современной экономики и высокотехнологичные государственные предприятия страны должны основываться на эффективном управлении интеллектуальной собственностью. Государственные программы Грузии, должны также уделять внимание развитию интеллектуальной собственности и эффективности ее системы, выявляя факторы, влияющие на них, включая кадровые вопросы государственных структур, целесообразность проведения патентных исследований и подготовку специалистов для продвижения, оценки и управления интеллектуальной собственностью. В сфере интеллектуальной собственности необходимо выделить основные ключевые направления, значительное внимание следует также уделить экспортной политике. Необходимо расширить практику использования возможностей зарубежных учреждений в стране. Надо укреплять кадровый потенциал соответствующих государственных учреждений путем привлечения иностранных специалистов, работающих в области интеллектуальной собственности. В сфере интеллектуальной собственности на национальном уровне необходимо решать кадровые вопросы на различных уровнях образования. В плане подготовки руководителей с высшим образованием и переподготовки специалистов целесообразно разработать ряд учебных курсов для представителей всех профессиональных кругов. Существуют также проблемы в развитии образования в области интеллектуальной собственности, включая нехватку профессоров и преподавателей с соответствующим профилем и квалификацией, дисбаланс в распределении часов, необходимых для передачи учебных тем по различным академическим дисциплинам при одновременном охвате теоретических и практических вопросов, а также слабую ориентацию на практические аспекты. В сфере управления интеллектуальной собственностью важно развивать как управленческие, экономические, так и юридические компетенции. Учебные курсы учебного центра «Сакпатенти» должны охватывать все объекты интеллектуальной собственности, а целевые группы должны включать как людей всех профессий, так и юридических лиц. При соответствующей поддержке «Сакпатенти» сможет успешно интегрировать интеллектуальную собственность в систему образования страны.

Ключевые слова: интеллектуальная собственность, государственный сектор, управление интеллектуальной собственностью, персонал, обучение, целевые группы

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GÜRCÜSTAN DÖVLƏT SEKTORUNDA ƏQLİ MÜLKİYYƏT SAHƏSİNDƏ KADRLARININ HAZIRLANMASI VƏ İDARƏ OLUNMASININ BƏZİ MƏSƏLƏLƏRİ

Georgi Çiladze*

Abstrakt. Əqli mülkiyyət müasir iqtisadiyyatın nüvəsini təşkil edir və ölkənin yüksək texnologiyalı dövlət müəssisələri əqli mülkiyyətin səmərəli idarə olunmasına əsaslanmalıdır. Gürcüstanın dövlət proqramları da əqli mülkiyyətin inkişafına və onun sisteminin effektivliyinə diqqət yetirməli, bu sahəyə təsir edən amilləri müəyyənləşdirməlidir; bunlara dövlət strukturlarında kadr məsələləri, patent tədqiqatlarının aparılmasının məqsədüyükunluğu, habelə əqli mülkiyyətin təşviqi, qiymətləndirilməsi və idarə olunması üzrə mütəxəssislərin hazırlanması daxildir. Əqli mülkiyyət sahəsində əsas prioritet istiqamətlər müəyyən edilməli, eyni zamanda ixrac siyasətinə də mühüm diqqət ayrılmalıdır. Xarici qurumların ölkə daxilində mövcud imkanlarından istifadə təcrübəsi genişləndirilməlidir. Əqli mülkiyyət sahəsində fəaliyyət göstərən xarici mütəxəssislərin cəlb edilməsi yolu ilə müvafiq dövlət qurumlarının kadr potensialı gücləndirilməlidir. Milli səviyyədə əqli mülkiyyət sahəsində kadr məsələləri təhsilin müxtəlif pillələrində sistemli şəkildə həll edilməlidir. Ali təhsilli rəhbər kadrların hazırlanması və mütəxəssislərin yenidən hazırlanması baxımından bütün peşə qruplarının nümayəndələri üçün bir sıra tədris kurslarının hazırlanması məqsədüyükundur. Əqli mülkiyyət sahəsində təhsilin inkişafı ilə bağlı problemlər də mövcuddur; bunlara müvafiq profil və ixtisasa malik professor-müəllim heyətinin çatışmazlığı, nəzəri və praktik məsələlərin paralel şəkildə əhatə olunduğu halda müxtəlif akademik fənlər üzrə mövzuların tədrisinə ayrılan saatların qeyri-bərabər bölgüsü, həmçinin praktik yönümlülüğün zəif olması daxildir. Əqli mülkiyyətin idarə edilməsi sahəsində həm idarəetmə, həm iqtisadi, həm də hüquqi kompetensiyaların inkişaf etdirilməsi mühüm əhəmiyyət kəsb edir. “Sakpatenti” tədris mərkəzinin kursları əqli mülkiyyətin bütün obyektlərini əhatə etməli, hədəf qruplara isə həm müxtəlif peşə sahibləri, həm də hüquqi şəxslər daxil edilməlidir. Müvafiq dəstək göstərildiyi təqdirdə, “Sakpatenti” əqli mülkiyyəti ölkənin təhsil sistemində uğurla inteqrasiya edə biləcəkdir.

Açar sözlər: əqli mülkiyyət, dövlət sektoru, əqli mülkiyyətin idarə olunması, kadrlar, təlim, hədəf qruplar

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1. Government Programs, Public Policy, and Effective Intellectual Property Management

Intellectual property is the core of the modern economy, and its importance will further increase for the country's economic success. Intellectual property management is a critical factor in achieving competitive advantage, and modern high-tech state-owned enterprises in the country must be based on the effective management of intellectual property. To successfully address the above issues, both economic entities and government agencies require specialists capable of adequately managing various intellectual property assets within the framework of national and international legal regimes and effectively exploiting intellectual, legal, and economic opportunities (Joint Protection of Intellectual Property, 2011; Advanced Practices in Intellectual Property Management, 2024). [1, 2]

In my opinion, the country's state programs, among other issues, should also address the development of intellectual property and the effectiveness of the intellectual property system, identifying the factors influencing them, including personnel-related issues for government organizations and enterprises, the expediency of conducting patent research, and training of specialists to promote, evaluate and manage intellectual property. A weakness of the country's existing intellectual property system is the lack of an intellectual property policy in universities, research institutes and industrial enterprises, as well as relatively limited information about the legal consequences of intellectual property infringement and the dangers of counterfeiting. Government agencies are underrepresented by personnel with relevant knowledge and experience in intellectual property. This hinders the development of the intellectual property system in the country (Manager - Intellectual Property Rights, 2024; Hamid R. Jamali, 2024; Baere BD, 2017). [3-5].

State programs, in particular the State Program 2025-2028 "Only with Peace, Dignity, and Prosperity on the Path to Europe," as well as other government documents, should also contain information on the use of educational and methodological resources, the experience of international and regional partners regarding the further development of the intellectual property system, and the training and education of specialists in the sphere of intellectual property management (State Program 2025-2028, 2024). [6].

State strategies should pay special attention to the development of patent information and educational, scientific, and methodological support in the field of intellectual property.

2. Key Areas in the Intellectual Property Sphere

Unfortunately, the existing approaches and system of educational information and methodological support in the field of intellectual property cannot fully meet the current needs of the state economy and require further development. In this area, in the field of intellectual property, the following key areas can be identified: 1) Basic and additional education; 2) Conducting scientific research on topical issues, including within the framework of master's and doctoral studies; 3) Improving the scientific and methodological support for education, in particular, the protection of intellectual property rights in the field of information technologies; 4) Improving the process of providing information services on the basis of the state agencies; 5)

Implementation of joint educational projects/programs by the National Intellectual Property Center - Patent Office, in cooperation with the European Patent Office and the State Patent Offices of Asian Countries. Significant attention should also be paid to export policy. Accordingly, it is necessary to expand the practice of using the capabilities of foreign institutions in the country, which can provide recommendations to Georgian state and commercial organizations and render them consultation services about the intellectual property issues abroad. In this regard, one of the tasks should be strengthening the human resources of the relevant public and private institutions by attracting foreign specialists working in the field of intellectual property (Vision 2030, 2022; How can I ensure the protection of my intellectual property rights, 2019). [7, 8].

3.Resolving Personnel Issues at Various Levels of Education in Intellectual Property

In the field of intellectual property, at the national level, it is necessary to address personnel-related issues at different levels of education. Specifically, it is desirable for all secondary specialized and higher educational institutions to offer a course on "Fundamentals of Intellectual Property (Management)." Furthermore, new educational programs should be developed/prepared in higher education, that will be more focused on aspects of intellectual property and its management. For example, the specialty "Intellectual Property Management" is one of the most common specialties at European and American universities.

In terms of capacity building trainings of the university-educated managers and retraining of specialists, it is advisable to develop a range of learning courses for representatives of all professional circles, such as: "Patent Information and Patent Research"; "Incorporation of Intellectual Property Results into Economic Circulation" etc. Unfortunately, the problems related to preparation of highly qualified personnel for the intellectual property market in Georgia, have not been fully resolved yet. There are also numerous challenges in developing education in the intellectual property sphere, including a shortage of professors and instructors with the appropriate profile and qualifications, an imbalance in the distribution of hours required to convey curricular topics across academic disciplines, with simultaneous coverage of theoretical and practical issues and also, a weak focus on practical aspects. The insufficient attention paid to the study of intellectual property by economic actors is, on the whole, one of the main reasons for the lack of attention paid to the issue of intellectual property. In the field of intellectual property management, it is important to develop both managerial, economic as well as legal competencies (Development Strategy 2030, 2020; Intellectual Property Crimes, 2024; EPO Patent Information Tools, 2024; EUIPO-CEPOL Training Course, 2023). [9-12].

4.Personnel Training at the Intellectual Property Specialist Training Center in Sakpatenti

In 2015, with the assistance of WIPO, the Intellectual Property Specialist Training Center was established at Sakpatenti. Since 2020, the Training Center's program documents have been under development. The Center is successfully implementing the distance learning course "General Course on Intellectual Property (DL 101)" (Distance Learning Program, 2024), developed by the WIPO Intellectual Property Academy and adapted into Georgian by Sakpatenti [13].

The Training Center's mission, in line with international standards, aligns with the Patent Office's primary goal of fostering a healthy business environment and sustainable economic development through the protection of intellectual property. This requires respect for intellectual property, and its implementation requires knowledge (lectures on intellectual property, 2024; IIPTI, 2024). [14, 15].

The Training Center strives to offer interested state employees from various ministries, bodies, agencies, etc., learning courses, trainings, and seminars that meet modern international standards, through active collaboration with professionals in this field to identify their needs, which are then used to develop new trainings and courses. The learning courses should cover all intellectual property objects (trademarks, geographical designations, industrial designs, inventions, utility models, copyright and related rights, new varieties of plants and breeds of animals). As for the target groups, they should include people of all professions, as well as legal entities (for example, governmental officials/state employees – personnel of juridical, innovation, administrative, patenting, economic departments, patent attorneys, as well as associations working in this field, professors and teachers, inventors, etc.). The above-mentioned approaches are certainly universal and represent a general trend characteristic of similar structures operating in different countries - this makes it possible to determine which specific program should be offered to the target audience (Intellectual Property Course, 2024; Ownership and Control in Intellectual Property, 2024). [16, 17].

With the European Union Intellectual Property Office (EUIPO) support, it is becoming possible to introduce a relevant educational component on intellectual property in schools and to conduct lessons. Accordingly, I believe that in this way, Sakpatenti will be able to successfully integrate intellectual property into the education system (Training Center, 2024). [18].

5. Conclusions and Recommendations

5.1. Intellectual property management is a crucial factor in achieving competitive advantage and high-tech businesses rely on effective intellectual property management. Government agencies are underrepresented in terms of human resources with relevant knowledge and experience in intellectual property. Specialists capable of adequately managing various intellectual property assets, effectively leveraging intellectual, legal, and economic opportunities, are needed.

5.2. The country's government programs should also take into consideration the development of intellectual property and the effectiveness of the intellectual property system, identifying factors influencing them, issues of staffing organizations and enterprises, the expediency of conducting patent research, and aspects of staffing intellectual property with specialists.

5.3. A weakness of the intellectual property system is the lack of a policy in this area at Georgian universities, research institutes and industrial enterprises, as well as relatively limited information on the legal consequences of intellectual property infringement and the dangers of counterfeit products.

5.4. State programs and other government documents should contain information on the use of educational and methodological resources, as well as on the experience of international and regional partners regarding the further development of the

intellectual property system and the preparation and education of specialists in the intellectual property management.

5.5.State strategies should pay special attention to the development of patent information and scientific and methodological support for intellectual property education, in particular:

- a) basic and additional education;
- b) conducting scientific research on topical issues, among them within the framework of master's and doctoral studies;
- c) improving scientific and methodological support of education, in particular, the protection of intellectual property rights in the field of information technology;
- d) improving the process of providing information services at government agencies;
- e) implementation of joint educational projects/programs by the National Center for Intellectual Property, in cooperation with the European Patent and the State Patent Offices of Asian countries.

5.6.It is necessary to expand the practice of using the resources of foreign institutions capable of providing recommendations to government and commercial organizations and rendering them consultations about the intellectual property issues abroad. One of the objectives should be strengthening the human resources of relevant public and private institutions by attracting foreign specialists working in the field of intellectual property.

5.7.It is desirable that the course "Fundamentals of Intellectual Property (Management)" be taught in all secondary, specialized, and higher educational institutions in the country. New educational programs should be developed/prepared within the higher education system, that will be more focused on aspects of intellectual property and its management. It would be advisable to elaborate the qualification upgrade training courses for representatives of various professional circles.

5.8.There is an apparent shortage of professors and teachers with the appropriate profiles and qualifications, as well as an imbalance in the distribution of hours required to convey topics in the curricula of educational disciplines, considering the theoretical and practical issues, as well as a weak focus on practical topics.

5.9.Insufficient attention paid to the study of intellectual property by economic actors is one of the main reasons for the lack of attention to this issue. In the field of intellectual property management, the development of both managerial and economic-legal competencies is important.

5.10.The Sakpatenti Intellectual Property Training Center is successfully implementing the distance learning course "General Course on Intellectual Property (DL 101)," developed by the ISMO Intellectual Property Academy and adapted by Sakpatenti for the Georgian language. The training center's mission is consistent with the Patent Office's primary goal of fostering a healthy business environment and sustainable economic development through the protection of intellectual property, which requires respect for intellectual property by everyone.

5.11.The training center should offer interested parties courses, trainings, and seminars that meet modern international standards, identify their needs through active

collaboration with professionals in the field, and develop new trainings and courses based on these needs.

5.12. Training courses should cover all intellectual property rights (trademarks, geographical Indications, industrial designs, inventions, utility models, copyrights and related rights, plant's new varieties and animal breeds). The target group should include people of all professions, as well as legal entities. With the support of the European Union Intellectual Property Office (EUIPO), it is important to more actively implement the relevant educational component on intellectual property in Georgian schools and conduct relevant classes. Accordingly, Sakpatenti should have the possibility to successfully integrate intellectual property into the education system.

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