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## **SCENARIO DEFINITION OF FORMATION SYNTHESIZED CAPITAL UNDER THE INFLUENCE OF ENVIRONMENTAL FACTORS**

The article is devoted to the generalized approach to the definition of groups of factors that form the synthesized capital, based on the analysis of the intellectual, social and human capitals. Model of determination of impacting factors' groups on the synthesized capital is based on the principles of cognitive modelling. There are scenarios influences that are proposed on the formation of the synthesized capital.

Formation of synthesized capital in modern conditions of high dynamic environment is under the influence of a large set of factors. To predict the trends of its formation is important to consider features of the influence of these factors to develop the most effective scenarios can be simulated using modern methods of simulation, which determines the relevance of the study.

The analysis of a large set of studies to determine the factors that affect the intellectual, human and social capital is allowed to generalize and to structure them in levels and groups. To assess the impact of individual factors on the level of development and effective use of synthesized capital necessary to carry out the relevant analysis. Given the great complexity of the studied object is to recognize the most appropriate expert analysis methods. Research in the field of system analysis devoted to the modelling of complex

systems, which include social and economic system of the state, region and company. Among the methods of modelling complex systems, distinguish two groups: methods enhance intuition and experience of experts and the methods of formalized representation systems.

The first is the methods such as «brainstorming» peer review, «Delphi» scenarios, morphological analysis, objectives tree and so on. Al.

The second group are analytical, statistical, semiotic, logical, linguistic, graphical methods and so on. Al. Due to restrictions on the quantitative characteristics of these factors that affect the formation and use of synthesized capital, it is appropriate for the task to apply the methods borderline between activation of intuition and experience and formalized approach.

A study Scenario simulation allowed to determine the priorities of the state policy, which should contribute to the formation of synthesized capital that have combined cultural, educational, political and institutional factors macro and social factors meso-environment and policies of enterprises should focus on expanding social infrastructure, training, professional development, increasing the availability of basic information resources, introduction of new innovative technologies.