Intellectual capital and digital inclusion: strategic priorities for the development of IT companies

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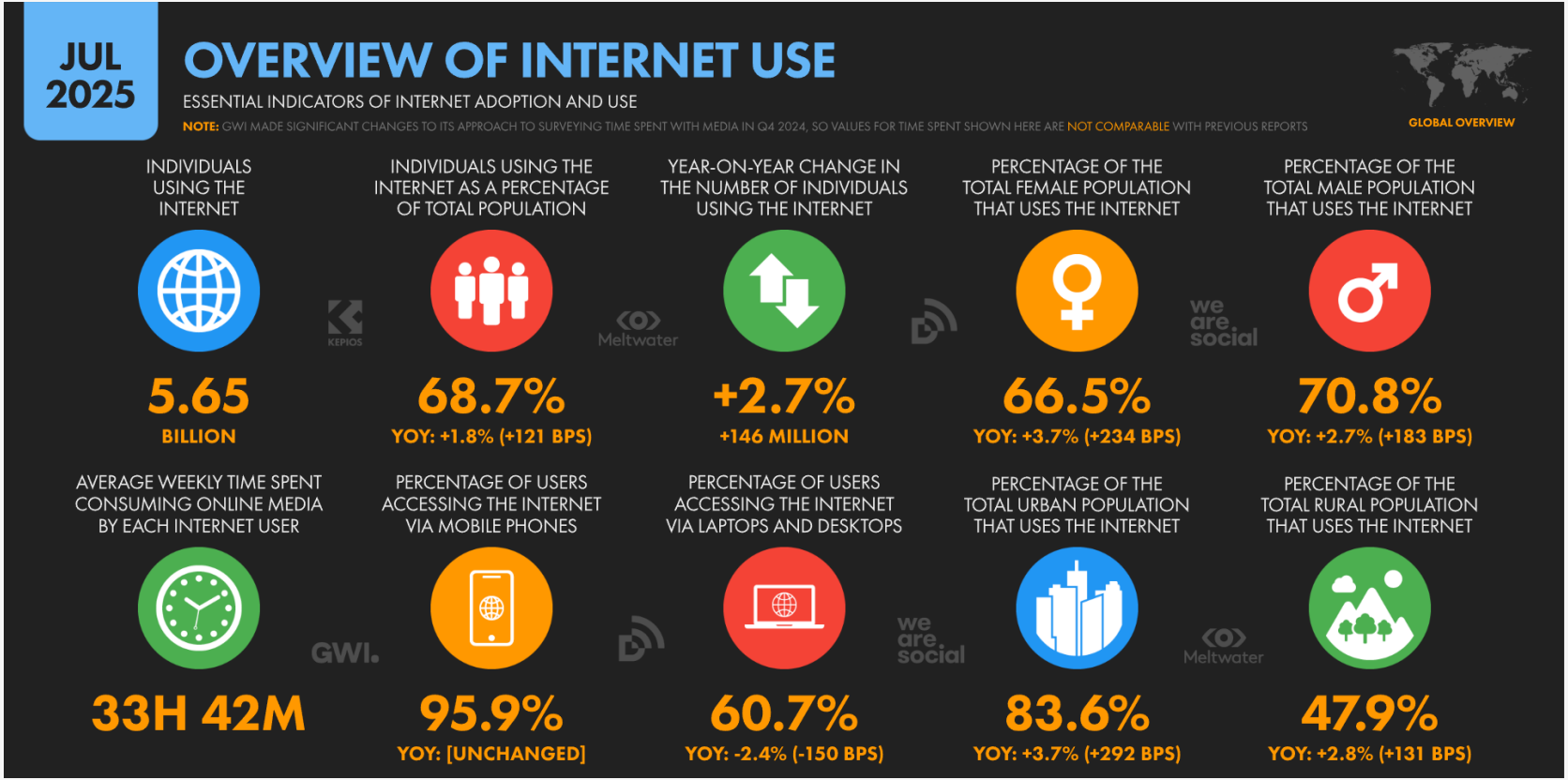
Problem statement



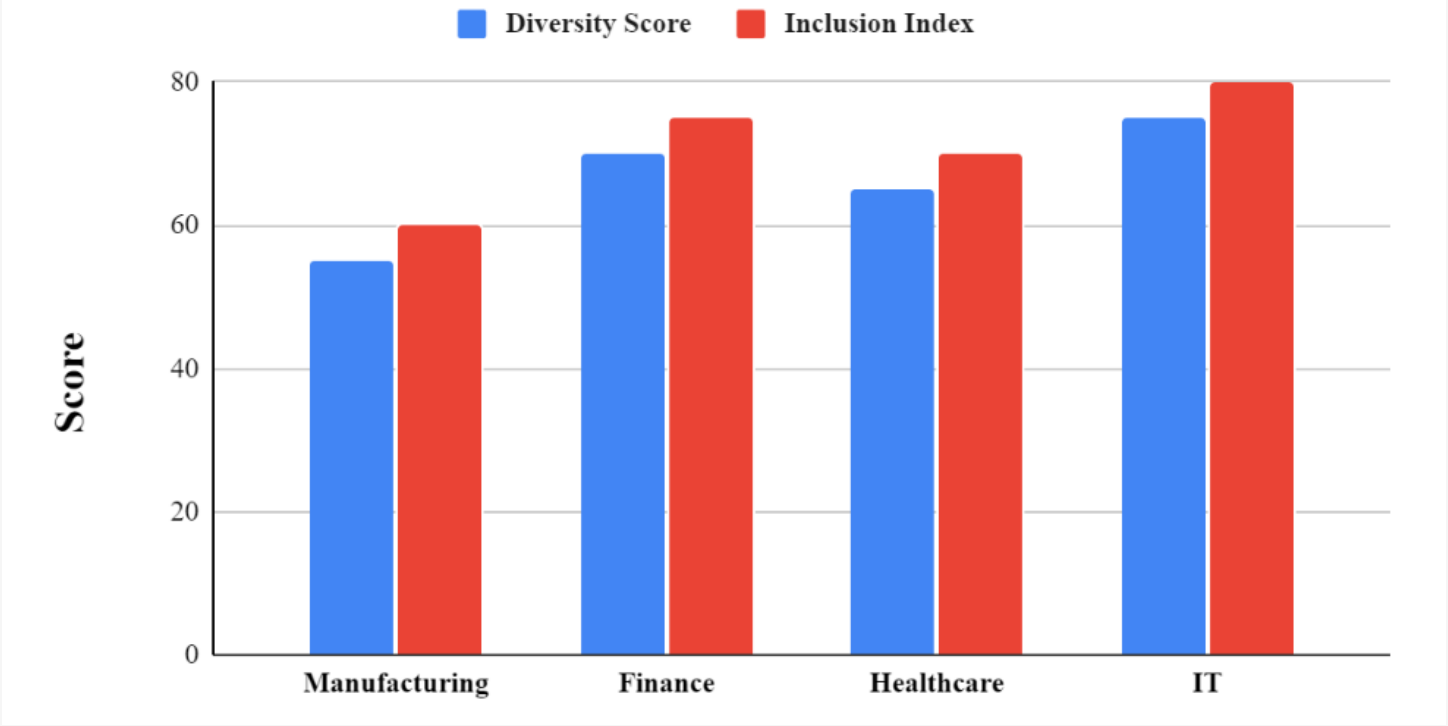
source: https://datareportal.com/reports/digital-2025-july-global-statshot

Problem statement

The World Health Organization (WHO) estimates that:

- 16% of the global population has a significant disability
- globally more than 1.5 billion people experience some decline in their hearing capacity during their life course. Unaddressed, hearing loss imposes a global cost of more than **$980 billion annually**
- at least 826 million people worldwide have distance- and/or near-vision impairment

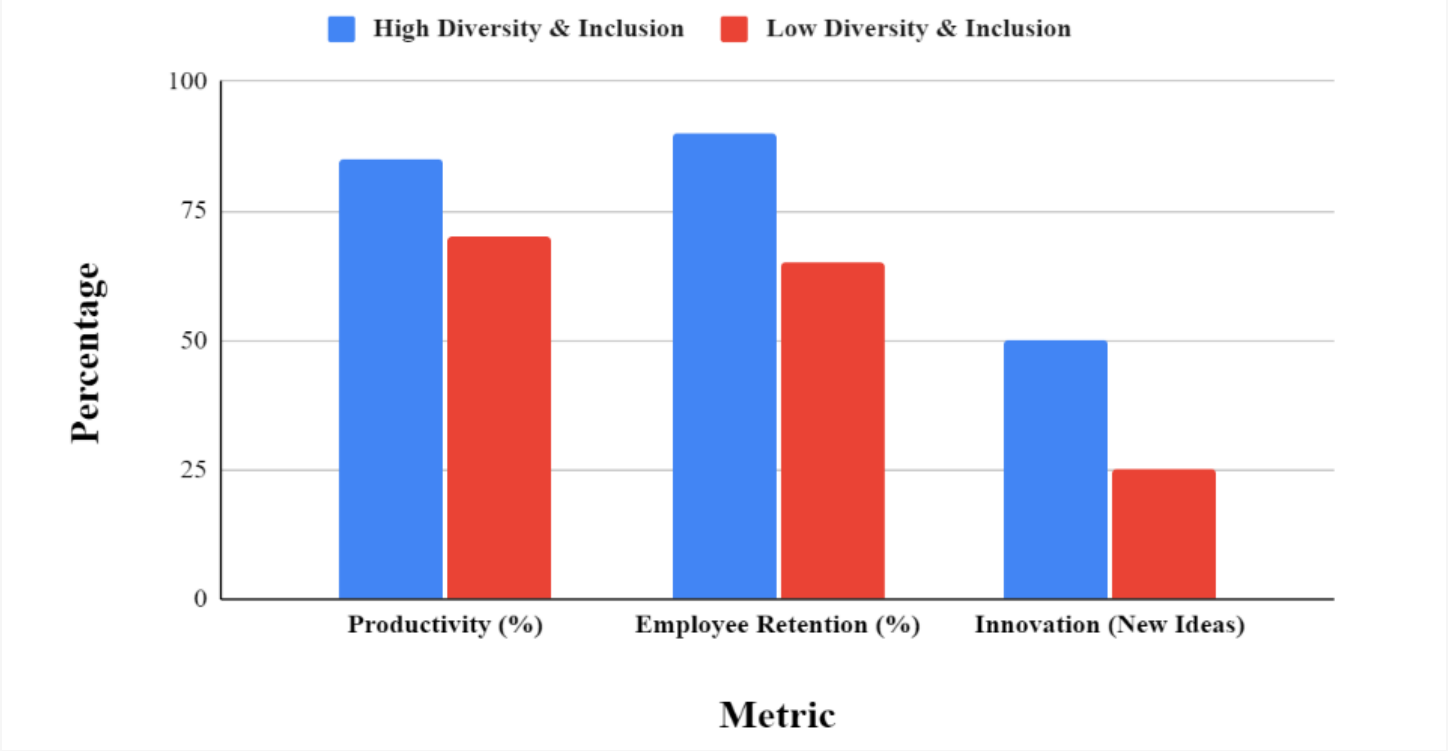
Inclusion Index in IT Industry



Diversity and Inclusion Scores by Industry

source: https://doi.org/10.48047/0tybqv89

Inclusion Index in IT Industry

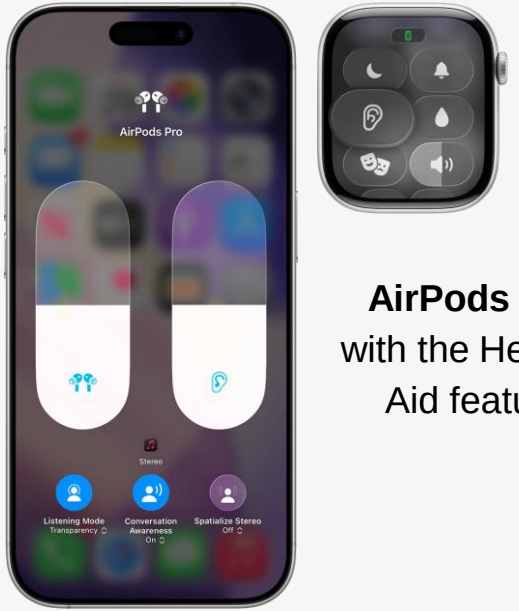


Organizational Success Metrics

source: https://doi.org/10.48047/0tybqv89

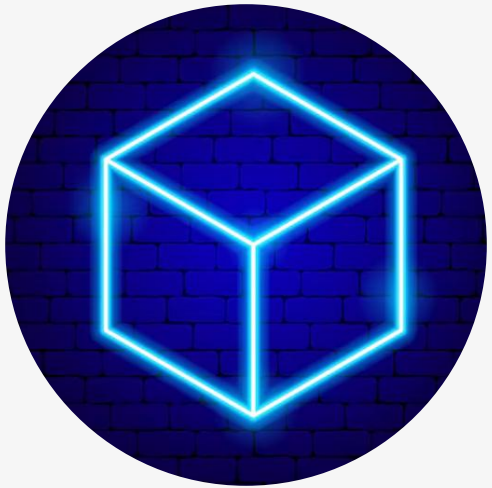
How IT is trying to help

Neuralink Telepathy



AirPods Pro
with the Hearing Aid feature

Synergy effect



long-term competitive advantages:

- Firstly, as mentioned above, IT companies attract a significant group of consumers who often feel excluded from the mainstream market, which creates new sales markets.
- Secondly, this shapes the reputation of an innovator who solves complex social problems, not just commercial ones, which has a positive impact on the company's customer IC.
- And thirdly, such a reputation as an innovator helps to attract highly qualified specialists who are looking for meaningful work, which also has a positive impact on human capital and turns digital inclusion into a powerful catalyst for innovation.

Conclusions

- The study allows us to conclude that leadership positions in the IT industry today are maintained not only through technological innovation, but also through the strategic implementation of inclusive solutions.
- In turn, combining effective intellectual capital management with the principles of digital inclusion is a key strategic prerequisite for the sustainable development of modern IT companies.
- This synergy goes beyond the traditional understanding of corporate social responsibility, becoming a powerful economic and social factor.

Thanks!

#AMA

ask
me
anything

if you remember anything