

Kucherova H.Yu.

**TRANSFORMATION OF SOCIAL CAPITAL BY THE
IMPLEMENTATION OF ADAPTIVE SOCIAL TECHNOLOGY
CROSS-FUNCTIONAL INTERACTION OF INTERESTED PARTIES OF
BUSINESS AND SOCIETY**

The article substantiates the feasibility of introducing cross-functional interaction and the concept of using this adaptive social technology for stakeholders of business and society in order to develop social capital at a theoretical and conceptual level. It is proved that differences in concepts regarding the understanding of the essence of social capital determine the typology of the sources of its formation, financing, the characteristics of reproduction and commercialization, which occurs in two main directions: by realizing the resource potential of a social network, social grouping, and the like; ensuring the efficient use of resources invested in a social network or group. The influence of the Internet on the realization of the potential of social capital is separately noted. The main drivers of external and internal changes in social capital are summarized. It is confirmed that the transformation of social capital is aimed at achieving zero inconsistency in social interaction. The differences in the essence of the concepts of “interaction” and “interconnection” are considered, where the interconnection is essentially a way of being, wider for understanding the interaction in the role of impact, changes the state. The difficulty of solving the problem of the readiness of personnel, business units and society for the implementation of the necessary organizational and communicative changes preceding the introduction and development of cross-functional interaction is noted. The conceptualized measures for the implementation of the model of cross-functional interaction according to the following structure: preparation of the organizational and communication structure of the subject; analysis of cause-effect relationships of loss of controllability; establishing interaction according to the criteria of maximizing validity and concordance; establishing the correspondence of communication technologies to functional needs; reconstruction of the framework of built-in functional-social ties; initiation of actions towards by creating a cross-functional team on the criterion of maximizing the synergistic effect of its functioning.

Keywords: social capital, cross-functional interaction, personnel, business, society.