

STRUCTURE OF INTELLECTUAL CAPITAL

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Enterprise intellectual resources are defined as a combination. It consists of human resources, market assets, infrastructure assets, intellectual property and organizational knowledge. Each enterprise has its own unique combination of intellectual resources. Such division of intellectual resources into components is conditioned by their role in ensuring the competitiveness of the enterprise and participation in the formation of intellectual capital [1, 4-6]. Human resources are a set of knowledge, practical skills and creative abilities of the personnel of the enterprise, which are lost by the enterprise after the employee's dismissal. These also include moral values, work culture, knowledge and skills, experience, professional qualification of staff, education, creative, managerial, entrepreneurial abilities, competences. Organizational resources represent the accumulated intellectual property (trademark, copyright, patents, secrets, inventions, utility models, industrial designs, computer programs, scientific development, know-how), infrastructure assets (technological infrastructure, technical and software, information technologies, systems, networks, company database, business relations), organizational knowledge (organizational and corporate cultures, technologies and methods of doing business, methods of communication with staff, counterparty We, the system of economic security). They, in turn, can be defined as innovative and process capital [3].

Market (consumer, marketing assets) resources are the components of intellectual resources that characterize the relationship of an enterprise with the consumers of its products. They consist of a database of customers and the nature of their relationships with them, the means of individualization (brand (brand), corporate brand, service brand, brand name, company name, etc.), the reputation (image) of the company, order portfolios, distribution channels, licensing agreements. The combination of organizational and consumer capital forms structural capital. Structural capital is owned by the enterprise as

a whole, although it is a product of employee activity.

A significant factor in the intensification of the development of intellectual capital is the formation of appropriate infrastructure, first of all information, provision of knowledge transfer and innovation. The development of the intellectual capital of enterprises and some of its elements is slowed down by an underdeveloped market infrastructure. Services of existing infrastructure elements either do not meet the needs of enterprises or cost too much. However, the existence of appropriate external conditions for the formation and development of intellectual capital is not enough to make it a driving force for the development of enterprises and to ensure their competitiveness [2]. The management of the enterprise must first of all understand the role of intellectual capital and develop an effective set of measures for its development. In particular, the enterprise should stimulate the processes of effective accumulation, dissemination and use of knowledge, professional development, formation of skills of self-development, programming of career of employees, programs of formation of personnel reserve, development of skills of work in a collective.

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