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FORMATION OF INTELLECTUAL POTENTIAL OF ENTERPRISES

In modern conditions of market economy undergoing a process of further restructuring. New challenges related to the provision of their competitiveness on the principles of break-even activity. This is due to the increased mobility of capital, goods and services and increased competition in the global market. Named system requires the formation of adequate capabilities.

The value of the intellectual potential is evident in his professionalism and creative thinking, important elements of the innovation process, modification of the structure of production in accordance with the requirements of dynamic markets and individualized consumers.

This should, in our view, be used by the balanced mechanisms of interaction of components of potential of the system and responsive to the scientific approaches, namely, systemic, resource, functional, innovative, regulatory, integrative, dynamic, behavioral, structural, situational, strategic, and others[1].

Each of these approaches has its orientation determines how the structure of the building and the closeness of connections between its components as a systemic whole:

1. A systematic approach ensures the formation of intellectual potential of an enterprise as a system focused on innovation and strategic development.

2. The resource-based approach provides for the formation of intellectual potential as a set of intellectual resources of the enterprise (knowledge, abilities, software, information resources and intellectual property).

3. A functional approach provides for the formation of the intellectual potential as the opportunities available intellectual resources in a certain time in the future that can be used to achieve a certain goal

4. A synergistic approach provides for the formation of intellectual potential of an enterprise as a system with a high coefficient of tightness of the relationship.

5. Effective approach ensures the formation of the intellectual potential as the ability of intellectual resources to the tasks, including people, their knowledge, intellectual abilities, intangible assets, which characterize

the cumulative intellectual capacity, which can be used in the process of functioning of the economy.

Scientific approaches in its structure are not unambiguous and stable. They are determined by: degree of stability of enterprise structures, the dynamism of enterprise development, life cycles organization chosen by the model of functioning chosen development strategies, the development of a competitive environment, level of economic development systems, etc. In certain periods and in certain situations they may have a different direction of development. However, economic practice, argues that the high efficiency of enterprises achieved using a balanced system of scientific approaches [2].

Therefore, we propose the formation of the intellectual potential to carry out in such sequence:

- target orientation in the formation of intellectual potential of enterprises;
- the goals and objectives of formation and use of intellectual potential;
- methodological tools;
- subjects and objects of management of intellectual potential;
- the mechanisms of management of intellectual potential;
- informational and material-financial support of management of intellectual potential;
- functional management of intellectual potential;
- assessment of the effectiveness of the system of management of intellectual potential.

Thus, only a complex-system approach to the formation of the intellectual potential will allow to provide efficiency of functioning of enterprises. And development of intellectual potential becomes the main condition of scientific and technological progress, he changes career in the creative activity of the staff.

REFERENCES

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