

THE ROLE OF INTELLECTUAL CAPITAL IN THE ENTERPRISE

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Relevance. At the present stage of development of Ukrainian cost is largely created by the use of not only physical assets, but also intangible - technology, relations with customers and suppliers, employees' knowledge and culture in the organization - intellectual capital.

The purpose of the study analysis of the structure of intellectual capital and the effect of its individual elements on the performance of the company.

Methods and materials research. In the study used the methods of structural analysis, content - analysis and others.

Studies have shown that the elements of intellectual capital is human capital and intellectual property. Intellectual property - are products of creative activity in the organization. In accordance with Article 41 of the Law of Ukraine "On property" intellectual property rights are the works of science, literature and art, discoveries, inventions, utility models, industrial designs, innovations, trademarks for goods and services, the results of research and other results of intellectual work. In turn, human capital includes - knowledge, expertise (skills) and professional quality of the organization.

Human capital is an integral part of enterprise management system. As the role of the human factor is increasing. And come to the fore the qualities of staff, professionalism, creativity, intellect, with abilities and skills in their respective fields, communication skills, physiological characteristics, socio-demographic characteristics.

To take their rightful place among the other countries of the world and take the path of innovative development of the economy, Ukraine should recognize national priority is the development of its intellectual capital. High level of intellectual capital of the company guarantees high performance. Without implementation of effective intellectual capital management company is not able to get the maximum profit and maintain high competitiveness of the market in modern post-industrial economy.