

ECONOMY AND ENTERPRISE MANAGEMENT

ANALYSIS OF SOFTWARE OF THE ENTERPRISE'S INTELLECTUAL CAPITAL MANAGEMENT

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The basic software of intellectual capital management at an enterprise is investigated in the article, its advantages and disadvantages are determined. The software was evaluated using a system of criteria, which made it possible to justify optimal software for improving management of intellectual capital at domestic enterprises.

Due to the shortage of material resources at domestic enterprises, a dominant factor in the growth of their effectiveness is intangible resources, the main among which is intellectual capital.

The article aims to substantiate the optimal software of intellectual capital management of domestic enterprises through analysis and evaluation of basic software of intellectual capital management and its components.

According to the authors, intellectual capital – a set of professional skills and knowledge of personnel, accumulated experience of organization, system information resources, and contacts of businesses with suppliers, customers and other partners in

business, corporate culture, organizational and intellectual opportunities, which in the process of its use create their own value and provide profits and enhance competitiveness.

Intellectual capital is the dominant lever, which provides superiority and development for the company, significantly strengthens its market position, and creates competitive advantage.

Today there are many software tools used to improve management of intellectual capital at enterprises. Ukrainian and foreign companies offer a significant amount of software, including the main ones: 1C: Enterprise, SAP ERP (SAP R/3), Galaxy, DeloPro, system “Konsi Marketing”, system of CRM-solutions “Sail”, program-analytical system “Intellectual Capital” and others.

To determine the optimal software of IC management, the authors proposed appropriate set of criteria (depth analysis of IC to evaluate the level of IR, the possibility of obtaining advice or ways to enhance IR, ease of interface, adapted to the Ukrainian

economy, the price of the program, availability of service, clarity program) selected the best software tool for Ukrainian companies. A result of the investigation of the authors by

the proposed system of criteria is based on optimal software for solving such problems at Ukrainian enterprises, namely, a program-analytical complex "Intellectual Capital".