

TOOLKIT FOR ASSESSING THE INTELLECTUAL CAPITAL OF ENTERPRISES AS A KEY IMPERATIVE OF THEIR COMPETITIVE ADVANTAGES

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Modern orientation to the innovative development path requires economic entities of the economic space to review development strategies and find optimal solutions for doing business. The main problem that arises is the problem of timely implementation of innovations, full use of intellectual capital and prediction of future challenges, readiness to react quickly and correct further actions in order to minimize losses, applying the intellectual-creative approach of management.

The author defines tools for assessing the intellectual capital of enterprises based on the introduction of innovations, the use of intellectual and creative management approaches, the expected response of consumers, in the system pattern it forms the imperative of competitive advantages of enterprises. A new definition is proposed –

intellectual and creative capital. The integrative approach to innovation management is improved and the main components that are to ensure optimal efficiency of development and achievement of the enterprise goals are seen.

Indicators of the intellectual-creative and innovative level of the enterprise are developed. The key imperative of the company's competitive advantages in modern conditions is the intellectual and creative capital of enterprises and the need for its effective application, continuous improvement of its quality level and, as a result, the timely development and implementation of innovative product, process, organization, and marketing activities. Development of a model of indicative monitoring of innovative and creative activity of enterprises is the author's further plans.