

ESSENCE, THEORETICAL FOUNDATIONS AND CONCEPTUAL PROVISIONS OF THE FORMATION OF A KNOWLEDGE MANAGEMENT SYSTEM FOR INDUSTRIAL ENTERPRISES

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The main economic precondition for the emergence of the need for “knowledge management” was the transformation of knowledge into a valuable market asset and the desire of enterprises and organizations to use it to strengthen its competitive advantage.

At the present stage of development of the market and society, intellectual capital is the main value of the organization and the decisive factor in the competition. The assessment, accumulation and development of intellectual capital, and, most importantly, management of it to achieve the goals of the organization have become the main task for the world's leading companies.

Knowledge is the same asset of the company, both financially and production capital, fixed and working capital, personnel. And knowledge itself becomes the main competitive advantage of a modern organization. The introduction of a knowledge management system, the creation of knowledge management units, the appointment of managers of corporate knowledge for Ukrainian enterprises today is a priority.

The main goal is to identify the conditions under which the accumulated knowledge and experience are effectively used to perform important tasks for the company. The need to develop methods and technology for effective knowledge management is conditioned, on the one hand, by the awareness of the importance of such assets as intellectual capital, and, on the other, the problem of the effective organization and use of information existing in organizations.

Development of methods for managing the company's intellectual assets, in this case with the help of knowledge base, only half of the case. The second half is to create a motivation for employees to bring their knowledge to the base. It is important not only to create a material incentive, but also to strive for the program to make the employee's life easier, otherwise it will fail.

Creating and using a knowledge base in a company, its structural subdivision or even on a personal computer of an individual employee allows them to solve these problems quickly and effectively, which greatly facilitates the life of the company's employees.