

## **FEATURES OF INTELLECTUAL POTENTIAL OF THE ENTERPRISES OF COMMUNICATION AND INFORMATION SPHERE**

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The article is devoted to the analysis of a condition, structure and features of a company's intellectual potential in communication and information sphere. It is defined that the intellectual potential plays the leading role in development process of the company in the conditions of information society's construction. It is proved that the companies of communication and information sphere play the leading position in the formation process of the information society by creating its material and technical basis.

The basic features of labour activity in the information society are formulated, also they influences development of intellectual potential and as result leads to the need of their studying. There is a transition to a prevalence of intellectual work over physical, replacement of physical moving information, necessity of training throughout life, occurrence of a new approach to motivation.

The development of current state of communication and information sphere is analyzed; the features of the intellectual potential of these companies are defined. The analysis has shown a sustainable development of the mentioned sphere with new information services prevalence. It is defined that there is no analysis of the employers' intellectual potential development level in the com-

panies of communication and information sphere. There is carried out only the analysis of overall performance of the personnel and expense for their training. Therefore, the basic lacks of the account and intellectual potential development of these companies are distinguished.

There is performed a structurization of intellectual potential levels, which are divided into macro level, meso level, micro level and personal level. Each level is described by means of the characteristics, formation and development means. It is generated the structure of the company intellectual potential of communication and information sphere, which considers both features of the given field of activity, and the selected levels. There are components of intellectual scientific and technical potential; educational level, professional qualification of the personnel; motivational environment; emotional comfort factors and material and information support system of labour activity; personal qualities of an employer. The interrelation of components with the selected in article levels of potential is shown.

The direction of further researches is a formation of scientific and methodical bases for estimation of the intellectual potential of the company.