

KNOWLEDGE MANAGEMENT AS A PART OF THE PROCESS OF INTELLECTUALIZATION OF ENTERPRISES' MANAGEMENT SYSTEMS

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The current development of knowledge system, increase of their influence on the intellectual potential of the application provides efficient management process in systems of management of enterprises.

The scientific opinion has no unanimity and common understanding of the concept of "knowledge management" of enterprises. Key differences are caused, firstly, by ambiguous essence of the object of management, and secondly, this category is often identified with a number of other intellectual-knowledge of assets of enterprises, third, there remains unexplored a management mechanism regarding other related categories in one management system of enterprises.

An analysis of the essence of this notion and developed by scientists mechanisms, conceptual models of "knowledge management", in our opinion, should be considered in the order of its decomposition structuring on such categories as "intellectual potential management" and "intellectual capital management" enterprises.

The review of scientific sources on the development of the concept of "knowledge management" indicates the absence of a single view of the interpretation of that category among researchers on the subject, which is probably caused by the versatility of this process. The models of knowledge management and stages of this process have the features for the application and include the formation by enterprises of certain conditions for their reproduction. In particular, the presence of some internal structural and person-

nel constraints, differentiation of approaches and methods of assessment, level of organizational culture and intellectual enterprises, perfection of motivation mechanisms and modelling of targets, wide range of criteria for determining the efficiency of knowledge management and more. But the most important we consider that models of enterprises' knowledge management require adequate management systems that require forming target structural subsystems of knowledge management with the development and application of specific functions, methods, principles and process management.

There are distinguished key subsystems of knowledge management such as: formation of knowledge; dissemination of knowledge; storage of knowledge, use of knowledge.

Considering the above, we note that knowledge management is a key element of modern management process that forms new approaches to modelling integrated management system at all levels of government.

Effective management of knowledge capitalization is obliged to provide threshold coincidence of key interests of carriers of intelligence and strategic goals of the company. Therefore, the accumulation of necessary and latest knowledge, their transfer and use are the key targets of the subsystem of knowledge management in the management system of enterprises and a prerequisite for effective management of their intellectual potential.