

INTELLECTUALIZATION MANAGEMENT SYSTEM OF TRADE ENTERPRISES ACTIVITIES

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One of the directions of modern development of enterprises and organizations is the intellectualization of their activity as a condition of the efficiency of its functioning. Conducted content analysis on the definition of concepts and characteristics of «management» and «enterprise management» becomes the basis for the conclusion about the combination of the process of enterprise management with its main purpose - the development of intellectualization of its activities. According to the categorical analysis of the concept of «management system» of the enterprise and certain key aspects of the investigated category, it is ascertained that the management of the system is, in particular, a process of «adjustment» of all its elements in such a way that the «output» receives the smallest deviations in comparison with the planned and actually obtained results. It is established that the fundamental difference between the management of intellectualization of activity as a resource lies in the fact that one of the results of the activity of the system, along with the traditional result as a product in the broad sense, is to improve the quality characteristics of employees. The basic axiom is taken: the initial characteristics of intellectual improvement of employees are education and morality, which determine the intrinsic values of individuals, which further shape the moral norms of economic behavior in various areas of social life. The article is devoted to substantiation of theoretical and methodological and practical recommendations for improving the intellectual property management system of trade enterprises. The initial thesis-axioms for substantiating the methodological foundations of building a system of management of intellectualization of trade enterprises became its provision of a triad of directions: management of intellectualization of activity as a resource, management of intellectualization of activity as a process, and management of the development of intellectual activity of personnel. The peculiarities of intellectualization of activity of trading enterprises are established: obtaining two independent results of work: information (newly created or transformed - produced) and human development; the probability of a high «cost» error; temporal unlimitedness of the process as a whole and unpredictably discrete and unpredictably continuous in structure. A functional model of a real system of intellectual property management of trading enterprises has been developed. It is substantiated that the management of the intellectualization of trade enterprises is a system of harmonization of different interests within the enterprise due to the development of intellectual activity of the personnel, increasing the efficiency of the use of intellectual resources and intellectual labor processes.

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