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CONCEPT GENESIS «INTELLECTUAL CAPITAL OF THE COMPANY»

The intellectual capital is of great importance in terms of the need for sustainable development of entities in the global economy. Carriers of the intellectual capital are the company's employees who are constantly investing it in the production and management process. Formation of the intellectual capital begins with birth, and the ability for intellectual development is passed on inheritance. Attention of scientists from different countries at different times to the concept of "intellectual capital" is explained by the development of scientific thought on finding opportunities to increase profits of business entities and reduce costs of production and management, which is an important issue of economics. Intellectual capital is just that resource and reserve, through effective use of S which may solve the fundamental question of the global economy.

The study and generalization of theoretical approaches to the definitions of "capital", "intellectual capital" has made it possible to formulate the concept of "intellectual capital" as the highest value for the modern enterprise, characterized by knowledge, expertise, skills, competency and intangible resources produced by them in teaching and professional activities, being an important resource and reserve for the progress of the company in the process of sustainable development and the creation of competitive advantages and increase in the value of the entity. Intellectual capital carriers are employees of the company, the favourable labour conditions of which contributes to the development of intellectual capital, thus creating opportunities for enterprise to be competitive in terms of global challenges.

Understanding of the importance of the intellectual capital of the enterprise for sustainable development by the administrative management requires informed decisions on selection and recruitment, creating favourable conditions for training, retraining, advanced training, timely equipment with high technologies, prior recruitment of experts for future work in the company from educational institutions, organizations of practical training of future professionals in the workplace, giving them the opportunity to get experience and start adopting certain work conditions. The intellectual capital is an important component of the employment potential of the company, the implementation of which is reflected in the performance of the

entity. The analysis of scientific opinions on the component structure of the labour potential of industrial enterprises has resulted in the proof that the component structure of their labour potential, creative skills and intellectual level of staff has a weight equal to over 64 percent. This confirms the importance of the intellectual capital for the development of enterprises.

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