

- orientation to the strategic goals of the enterprise;
- continuity of management methods and techniques at all levels of enterprise and staff development;
- correlation of development of internal and external communications;
- approval of zones of managerial influence;
- continuous in nature and feedback.

The enterprise communication system is one of the factors controlling the process of enterprise development and requires a comprehensive approach to the study and formation.

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COMPOSITION AND STRUCTURE OF INTELLECTUAL CAPITAL

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Foreign experience shows that the main source of intellectual capital

is human capital, which is a set of knowledge, skills, experience, competences and motivations, creative, managerial, entrepreneurial abilities, as well as moral values, attitude to work [1, 2].

Equally important component of intellectual capital is organizational capital, which characterizes a set of procedures, technologies, management systems, technical and software, availability of information space, organizational structure, etc. Thus, organizational capital reveals the peculiarities of the use of human capital in organizational systems by transforming information into values that are repeatedly used in the production and economic process.

In turn, organizational capital is divided into intellectual property and operating capital. Intellectual property includes legal rights (patents, licensing agreements), as well as what more determines the value of the enterprise (ideas, know-how, etc.), providing opportunities for innovative growth in the future [1, 3, 5].

Operating capital is the infrastructure, databases, information systems, networks and technological infrastructure; corporate culture, mission, etc; strategy: management systems and processes that allow an enterprise to focus on strategy and adapt it to environmental conditions.

Another element of intellectual capital is relationship capital, which determines the incremental value gain resulting from a stable relationship with consumers and suppliers and is characterized by a degree of penetration and spread. The relationship capital includes trademarks and service marks, brand names, goodwill, regular customers, repeat customer contracts, and more.

Another element of intellectual capital is emotional capital [6], which is a system of relations, which is based on the interests and desires of the individual and forms the basis of his social behavior, determines its productivity and increase of creative potential in the conditions of innovative development of economy [2]. Emotional capital can be considered as the main lever of intellectual capital management, which is realized in stimulating influence on other elements of intellectual capital by connection with motivational parameters of human life.

According to the research results, the reproduction of intellectual capital contributes to the availability of labor, innovation and financial investment capital, intangible assets in the form of intellectual abilities, intellectual potential, information resource, and intellectual property. The factors of effective reproduction of intellectual capital are the scientific and technological progress, the level of informatization of the society, the policy in the field of intellectual property and innovative activity, the presence of

modern market infrastructure, the state of the institutional environment, etc.

So, we can distinguish the following features of intellectual capital:

- priority of development;
- accumulation in the form of knowledge, skills, experience;
- high cost of formation and use;
- a combination of high risks and high returns on use;
- peculiarities of investing are due to historical, national, cultural features and traditions;
- high efficiency of investment;
- use is controlled by the individual regardless of the source of investment in its development [4, 6, 7].

Thus, intellectual capital is a multifaceted phenomenon that is formed as a result of the interaction of human, organizational, emotional and relationship capital, which leads to the acquisition of new knowledge and activation of innovative activity at all levels of the economy.

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