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## **EFFICIENCY OF THE USE OF INTELLECTUAL POTENTIAL IN AN INDUSTRIAL ENTERPRISE**

In today's conditions changes and changes in the structure of factors affecting the level of competitiveness and the position of enterprises in the market are taking place. It is characterized by a decrease in such factors as cheap raw materials and cheap labor; raising the educational factor. In the economy, together with its innovations, there is a tendency to change society through the exchange and use of knowledge, both in the production process and in general. That is why, a significant role is paid to the effective use of the intellectual potential of the employees of the enterprise to increase labor productivity.

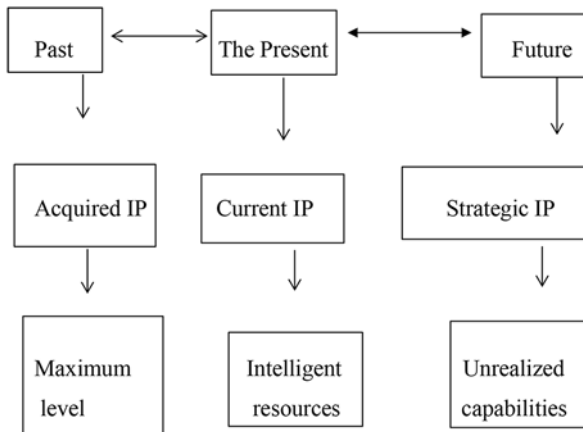
That is, intellectual potential is a system that uses the knowledge, skills, skills, abilities, competences and intellectual resources of an enterprise in order to achieve high effective final results of its activities.

P. Pererva, O. Kosenko define the category of intellectual potential as an opportunity provided by intellectual resources now and in the future and can be used to solve a task or to achieve a certain goal [1–2]. The structure of the potential is a relatively stable way of organizing elements that reveals its structure, elemental composition, principles of formation and development. Intellectual potential is considered as an economic system that reflects a set of relationships and relationships between the elements of intellectual capital (personnel, market assets, structural assets, intellectual property) that are established in the process of designing, manufacturing, marketing and consumption of the product and management of these processes. The essence of intellectual potential is reflected as an opportunity of the system of intellectual resources (as elements of intellectual capital) to form such managerial competencies, which, on the basis of selected business processes, ensure the achievement of certain strategies of the enterprise [3–4].

The role of intellectual capital of an enterprise is extremely important in today's market conditions, since its components directly affect the performance of activities and create value for all counterparties, that is, it provides an opportunity to increase profitability, increase the market value of the enterprise through the balance of the intellectual potential management system, optimize its costs, to provide sustainable competitive advantages on the market [5].

The enterprise always has deviations between the created opportunities and their actual use. Unused opportunities are in the form of reserves, which ultimately reflect the degree of use of intellectual potential. Given this, as well as existing approaches, it can be noted that the intellectual potential of the enterprise concentrates at the same time three levels of ties and relations [6]:

- the first level reflects the past, that is, a set of properties accumulated by the system in the process of its formation and those that predetermine the possibility of its functioning and development;
- the second level characterizes the present in terms of practical application and use of available opportunities;
- the third level is development oriented (for the future). Being a unity of stable and changing states, potential contains (as possible) elements of future development (Fig. 1).



*Fig. 1. Time Form of Intellectual Potential (IP) Enterprise [author's development]*

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Consequently, modern managers of industrial enterprises need to know that the intellectual potential (the key component of which is education) is the most important factor affecting wages of staff, their attitude to work, on productivity and efficiency of labor. That is, on the level of development of the economy of the state as a whole. Management of the intellectual potential of an industrial enterprise is one of the main tasks of economy and management for the successful prospective development of companies and optimization of the main aspects of economic activity.

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