

Marchuk Lesia, PhD student
National Technical University “Kharkiv Polytechnic Institute”

INTELLECTUALIZATION OF THE ECONOMY AS A FACTOR IN THE DEVELOPMENT OF INDUSTRIAL ENTERPRISES

In today's conditions, the growth of the competitive environment and globalization processes significantly affect the state of the world economy, its development is determined by the level of use of intellectual potential. The most important and significant process is the intellectualization not only of the economy but also of production, which in turn is responsible for the high qualification of staff and continuous improvement. If we consider the intellectual potential at the macroeconomic level in economic globalization processes, it acts as the main factor determining the country's place in the world economic arena.

Realities in the microeconomic aspect are characterized by such modern economic processes that industrial enterprises can not ensure market competitiveness only through financial and material resources. The intellectualization of the economy, in turn, ensures the success of enterprises through the development of intellectual capabilities, which are embodied in the processes of production, sale of tangible and intangible goods, while creating additional financial flows. The intellectualization of the economy is a new source for modern society. This is because intellectual assets displace tangible ones, just as information displaces current assets. Intellectual enterprises have a distinctive feature - the desire for independence from fixed assets. For example, offices are often located in rented premises; hire vehicles to transport their products (instead of financing and maintaining their own premises and transport). Therefore, intelligent enterprises can do without assets: the fewer assets, the better.

As long as the company has the intellectual potential, it can make a profit without overloading itself with asset management and financing. One of the most valuable source materials for the intellectualization of the economy is information. After all, the question of displacing physical labor with advanced, convenient technologies and the latest tools is increasingly being asked.

The basis of the success of industrial enterprises is the creation of a clear strategy for the development of intellectual property. The effectiveness of the development of the intellectualization of Ukraine's economy and the transformation of the national economy is ensured through a well-established system of effective social institutions: economic and social environment; culture; legal institutions; science; world economy, etc.

Thus, the intellectualization of society is formed through the development of: - science and technology; - carriers of intelligence; - intellectual and innovative level; - communicativeness; - creativity; - activity and efficiency. It is through social institutions that intellectual resources increase. Thus, it can be argued that the conditions of society require a transition to a new stage - the strategy of intellectualization of the economy through the full use of information and knowledge, ie strategic resources for society, because the main component for forming a person and transforming him into a person are knowledge, education and science.

The functioning of intellectual resources is manifested through various forms of information and knowledge (organizational, individual, codified), with intellectual resources acting as a multifaceted category: reflects only part of the resources of the industrial enterprise; has no material form; service life - long-term; is the result of the interaction of skills, knowledge, skills, experience, development of scientific and technological progress; forms the potential capabilities of the industrial enterprise; is a source of creating sustainable competitiveness. In order to explore in more detail the role of intellectual resources, special attention should be paid to the classification of knowledge, because knowledge is an individual information system, with which you can evaluate any phenomena, processes, results, etc. Knowledge ensures objectivity and optimal security for everyone. Thus, intellectual resources are an integral combination of individual intellectual potentials of enterprise personnel, which causes a synergistic effect of the development of the enterprise and society as a whole, both at the micro and macroeconomic level.

Analyzing the structure, functions, features of the formation and use of intellectual resources, we can say that intellectual resources are the basis of Ukraine's economy, can change in content and content,

have the ability to reproduce cyclically, which together is a continuous process of intellectual resources and is accompanied by intellectual stability . Therefore, the intellectualization of the economy is a factor in the development of industrial enterprises.

References:

1. Marchuk L. S. (2018) *Metodyky rozrakhunku intelektualnoho potentsialu pidpriemstva*. Visnyk Natsionalnoho tekhnichnoho universytetu «Kharkivskoho politekhnichnoho instytutu». Ekonomichni nauky. Kharkiv, № 20 (1296). pp. 95-102.

2. Pepe, Margaret S. (2003). *The statistical evaluation of medical tests for classification and prediction*. — New York, NY: Oxford, ISBN 0-19-856582-8.

3. Dakhno I.I. International Trade: Teach. manual - K .: MAUP, 2003. -296 p.

4. Gudmundson, A., Lundberg, C. Internal Marketing: A Way of Improving Service Quality. [Електронний ресурс]. – Режим доступу: <http://padua.wasa.shh.fi/konferens/abstract/d6-gudmundson-lundberg.pdf>

5. Taranenko I. Marketing innovations at the function of institutional development: a case of resource constraints / Irina Taranenko// Montenegrin Journal of Economics, Vol. 8, No 3, Special Issue. – P. 105-118.

Martynenko A. V., PhD student
National Technical University «Kharkiv Polytechnic Institute»

FORMATION OF A STRATEGY FOR THE DEVELOPMENT OF INDUSTRIAL PRODUCTS IN THE MARKET AT THE DECLINE STAGE

In the current market conditions, the main objectives of the product policy of the enterprise are to manage the competitiveness of products, adjusting their life cycles and assortment. For this purpose, the commodity strategy of the enterprise which is directed on achievement