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### ADDRESS INVESTMENTS TO INTELLECTUAL CAPITAL

**Aim of article** is to present general ideas about address investments to the intellectual capital of an enterprise.

**Methods of research:** monograph analysis, semantic analysis, methods of grouping and generalization.

**Main results.** Intellectual capital nowadays is an integral part of the general capital of business entities together with financial and industrial capital. Intellectual capital should be accumulated and constantly be reproduced. That is why some investments are necessary. The substantial part of intellectual capital is human capital. Human capital consists of know-how, knowledge, practical skills, abilities and experience of organization employees, their education and creativity. Human capital develops constantly. The conditions

of such development are constant development and improvement of non-codified knowledge carriers – organization or enterprise employees – and investments. Investments to intellectual capital of the enterprise should be considered as all of the investment costs in value form for the personnel of enterprise. Such costs should contribute to the increasing of the labor effectiveness, strengthening the market position of the enterprise and its value. Such investments are different from the investments to other kinds of capital.

The significant defect of the modern investments to intellectual capital of enterprises and organizations is its common unaddressed character. That is why it is necessary to reveal the knowledge of enterprise personnel, to evaluate the usefulness of such knowledge for the enterprise and to support the employees with most useful knowledge. Such procedures allow to find the main carriers of non-codified knowledge at the enterprise. Investments to the support the most useful carriers of non-codified knowledge at the enterprise, education and development of such carriers and inspiration to use their knowledge in the enterprise activity should be considered as investments to intellectual capital.

Due to grouping enterprise employees with different value investments to intellectual capital can be made in address form – for specified employees and their groups. Targeting of investments to intellectual capital provides the validity of calculating the investments effectiveness.

Identification of the main carriers of non-codified knowledge should be made by the interviews. Results of such interviews may be added with objective assessments by some indicators and personal characteristics. Assessments of enterprise employees' value can be used in various form. Investments to the intellectual capital may be used for the investment support of valuable employees. Because of grouping the enterprise employees with different value investments to the intellectual capital are able to be made in address form.

**Keywords:** intellectual capital, enterprise, investments, evaluation, valuable workers, targeting .

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