

ORGANIZATIONAL-ECONOMIC MECHANISM OF MANAGEMENT OF INTELLECTUAL CAPITAL ON CONSTRUCTION ENTERPRISES: TRENDS OF FORMATION AND IMPLEMENTATION

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The ways of formation of organizational and economic mechanism of intellectual capital. Described method of forming the organizational and economic mechanism of intellectual capital on construction enterprises. The necessity of determining the organizational, legal and economic conditions in the context of organizational and economic mechanism. The algorithm implementation of organizational and economic mechanism of intellectual capital on construction enterprises. A scheme of relationships between components of the organizational and economic mechanism of intellectual capital on construction enterprises.

Keywords: intellectual capital construction companies, organizational and economic mechanism of intellectual capital, algorithm, circuit interconnections between components.

Formulation of the problem. The transformation processes taking place in the construction industry in Ukraine are determined by mixed trends, characterized by a reduction in sales, a decrease of efficiency and effectiveness, low use of industrial and economic potential and others. In such circumstances, there is a need for the application of modern tools such as organizational and economic mechanism of intellectual capital on construction enterprises.

The purpose of the article. The article aims to identify areas of formation and implementation of organizational and economic mechanism of intellectual capital on construction enterprises.

Analysis of recent research and publications. The questions about the formation and implementation of organizational and economic mechanism of management are considered in the works: M. Hreschaka [1], K. Mamonov [2], T. Momot [3], S. Mocherny [4], L. Poddubny [5], G. Nazarova [6] and others.

Bold unsolved aspects of the problem. The existing scientific research addressed the question of determining the organizational and economic management mechanism. Along with these trends remain uncertain as to its formulation and implementation on construction enterprises.

Presenting main material. The study proposed ways of creating the organizational and economic mechanism of intellectual capital, including:

1. Monitoring of the socio-economic development of the construction companies. At this stage, using special methods of research carried out a comprehensive analysis of economic and financial activity, defined the dynamics of quantitative and qualitative indicators. It focuses on identifying the problems, trends and future prospects functioning enterprises, which are the basis of process improvement management mechanism.

2. The formation of information and analytical support regarding the status, movement and utilization of intellectual capital on construction enterprises by taking into account the completeness, reliability of the information received, its transparency and compliance of existing economic conditions.

3. Description and evaluation indicators of the formation and use of intellectual capital on construction enterprises.

4. Determination of the components of organizational and economic mechanism of intellectual capital construction companies and coordination between them.

5. Diagnosis functioning organizational and economic mechanism of intellectual capital on construction enterprises using the analytic hierarchy process which takes into account quantitative and qualitative parameters of their activities. The purpose of diagnosis is to determine the results of functioning of organizational and economic mechanism, identifying weaknesses and shortcomings in its structure and functional relationships between elements. According to the results of diagnostics can determine the degree of imperfection mechanism to identify its causes and identify possible areas of improvement.

6. Characteristics efficiency of formation and use of organizational and economic mechanism of intellectual capital on construction enterprises.

7. Identify opportunities for improvement of organizational and economic mechanism of management that will optimize the mechanism for achieving the relevant objectives.

8. Development of programs improving organizational and economic mechanism of intellectual capital by identifying measures to be taken at construction companies, to evaluate the potential of intellectual capital.

9. Evaluation of the interaction of elements of organizational and economic mechanism of management on construction enterprises, identifying areas of influence of the relevant elements to develop appropriate management actions. The main attention focuses on: the development of the program improvement upon completion of a positive evaluation result of the proposed changes; adjustment of the developed program improvement; refinement of the developed program, i.e. re-evaluation of retrofit options and make the appropriate adjustments regarding the formation and use of intellectual capital on construction enterprises.

10. Implementation of organizational-economic mechanism of management of intellectual capital on construction enterprises through the implementation of complex measures. Important at this stage is the maintenance of organizational culture and promote change among employees to create a

favorable environment and maintain confidence in achieving this goal.

The method of forming the organizational and economic mechanism of intellectual capital on construction enterprises allows permanently respond to the imbalances that occur in the system, to implement measures aimed at ensuring the efficiency of enterprises.

For the formation mechanism of management of intellectual capital necessary to determine the organizational and legal and economic conditions through the implementation of tax incentives, tax «holidays», providing interest-free loans, implementation of programs of partial funding and subsidies, quality training and retraining, help to pay for consulting and other services support in research and development expenses for examination and obtaining protection.

On the basis of performance evaluation of functioning of the construction company identified financial and economic incentives for activation of the investment processes by focusing resources and transformation of enterprises in investment resources. As the main incentives is considered the competitiveness of products, the acceleration of fixed assets, improving the solvency and creditworthiness of enterprises. In the framework proposed OEMAC is the synthesis of financial and economic incentives and legal instruments.

As part of the organizational and economic mechanism defined:

- economic component, which includes a range of economic indicators, means, methods, levers, standards for estimating the level of formation and use of intellectual capital to determine its impact on the functioning of construction enterprises;

- social component is defined by set of ways, methods and indicators by which improved socio-political, socio-technological, socio-domestic, socio-personal and other relations between the actors of building production;

- the organizational component includes set of organizational solutions, which are the most effective forms of participation of workers in production management, implements the management system, the interaction between organizational structures of construction companies;

- the technical component as a set of technical means providing collection, conversion, storage and transmission of information to make effective management decisions and monitoring their implementation.

For the use of the algorithm of the organizational-economic mechanism of management of intellectual capital on construction enterprises (Fig. 1), which includes: monitoring of socio-economic development of construction enterprises, the formation of information-analytical and normative-legal support for the creation and use of intellectual capital,

defining goals and setting targets for the management of intellectual capital, characteristics of subjects of management and identify areas of impact on this capital, the definition of methods, tools and guidelines for intellectual capital management, the characteristic components of the organizational-economic mechanism of management, the valuation of intellectual capital, development of measures for increase of efficiency of formation and use of intellectual capital, formation, diagnosis, identification of improvement opportunities, development of a program implementation of the organizational-economic mechanism of management of intellectual capital.

In the framework of the proposed algorithm is implemented the principle of mutual communication that ensures appropriate monitoring and control of implementation of certain activities. In particular, if the measures ensure growth of efficiency of creation and use of intellectual capital, we move to the final stage – the formation, diagnosis, identification of improvement opportunities, development of a program implementation of the organizational-economic mechanism of management of intellectual capital, ensuring the monitoring of its use in the construction enterprises.

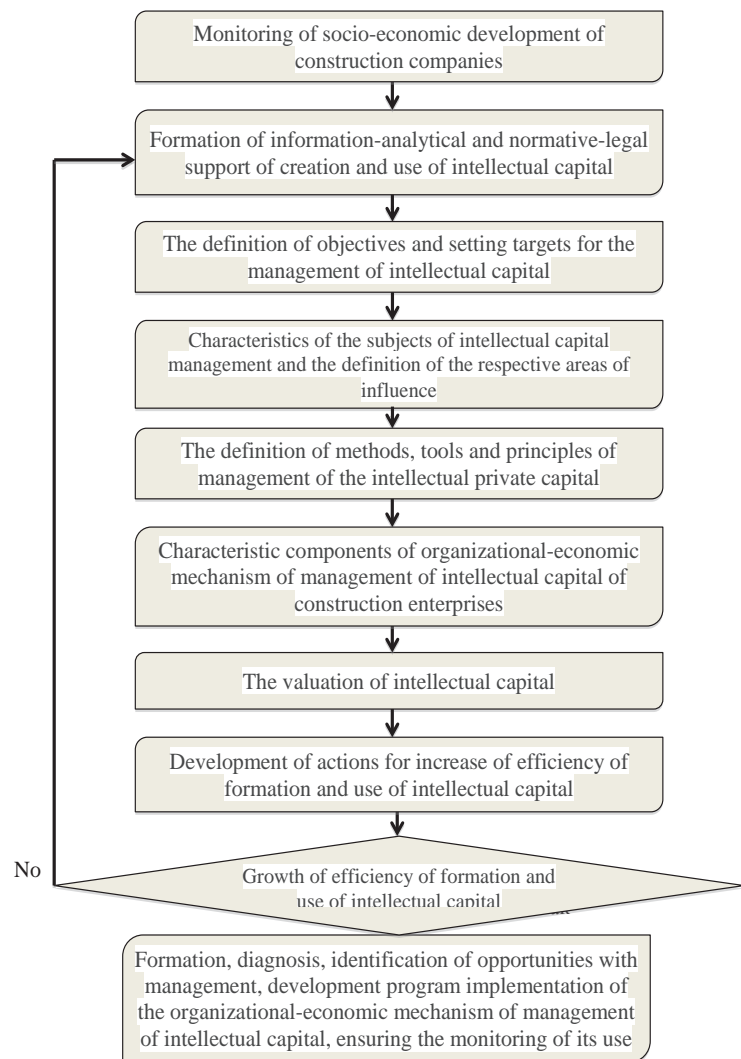


Fig. 1. Algorithm of the organizational-economic mechanism of management of intellectual capital on construction enterprises developed by the author

In the opposite case – returned to the stage of formation analytichnoho information and legal support for the creation and use of IC. In addition, a complement of information, its improvement, characterized by trends and features of the formation and use of intellectual capital on construction enterprises.

Given the results of the research, the author is based relationships between components of the circuit organizational and economic mechanism of intellectual capital on construction enterprises (Fig. 2).

Thus, the economic component of the organizational and economic mechanism of interaction between other through economic indicators, methods, tools, instruments and standards. In this process, special importance is the valuation of intellectual capital, which includes a set of interrelated stages and based on the appropriate model by determining the cash flows generated on construction enterprises and integral criterion of formation and use of intellectual capital. In addition, based on integrated criterion adopted appropriate management solution that provides a high level of cooperation between the economic and organizational components.

The organizational component is based on the totality of the relevant administrative decisions regarding the formation and use of intellectual capital. The development of these solutions is based on the calculation of the results included in the economic, social and technical components. Apart

from these, designed and implemented management decisions affect the functioning of economic, social and technical components.

The social component is characterized by ways, methods and indicators that determine the level of social security through the creation and use of intellectual capital on construction enterprises. In recent years, an increase in value of this component, because the effectiveness of its functioning and interaction provided by the formation and use of elements of intellectual capital, including human capital.

Interaction through social component indicators that create conditions for the functioning of workers building enterprises, affecting the economic, organizational and technical components. They are one of the main factors for the production process and achieving the goal.

The technical part of construction companies determined by a combination of technical means to create conditions for building production based on the formation and use of intellectual capital. The impact of the technical component to other elements of the organizational – economic mechanism of management of intellectual capital through the collection, conversion, storage and transmission of information flows for appropriate management decisions at the organizational economic and social spheres. In addition, as part of the technical component monitored by the level of implementation of management decisions on construction enterprises based on the formation and use of information flows. The importance of the technical component related to the necessity, timeliness and completeness of information flows.

It should be noted that the interaction between the components of the organizational and economic mechanism of intellectual capital is made to ensure the growth of the value of intellectual capital on construction enterprises to achieve a high level of competitiveness and investment attractiveness.

The interaction between the components of the organizational and economic mechanism of intellectual capital has a direct and feedback, providing a sufficiently high level of monitoring and control over management decisions taken and actions performed.

Conclusions and suggestions. Thus, the proposed areas of development and implementation of organizational and economic mechanism of intellectual capital that enables the efficiency of construction companies in the current economic conditions of managing Ukraine.

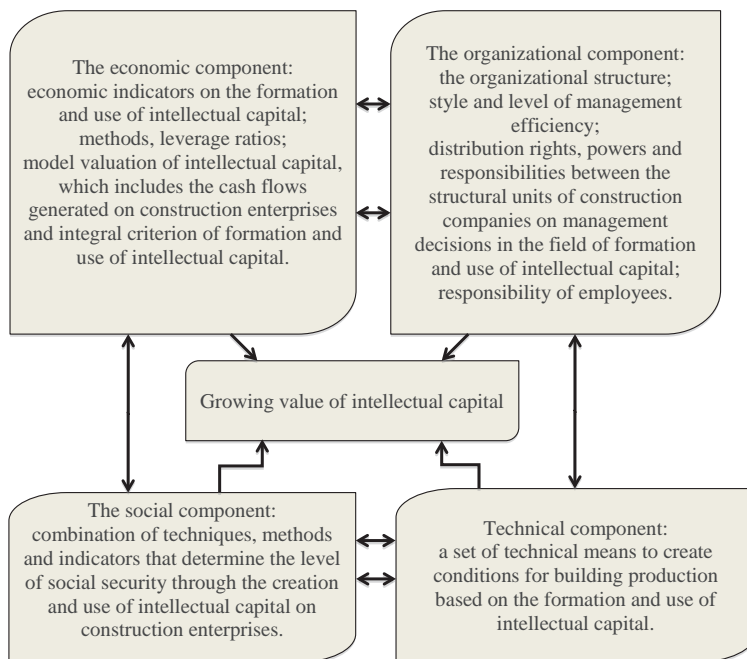


Fig. 2. Relationships between components of the organizational and economic mechanism of intellectual capital on construction enterprises developed by the author

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ОРГАНІЗАЦІЙНО-ЕКОНОМІЧНИЙ МЕХАНІЗМ УПРАВЛІННЯ ІНТЕЛЕКТУАЛЬНИМ КАПІТАЛОМ НА БУДІВЕЛЬНИХ ПІДПРИЄМСТВАХ: НАПРЯМИ ФОРМУВАННЯ ТА РЕАЛІЗАЦІЇ

Анотація

Запропоновані шляхи формування організаційно-економічного механізму управління інтелектуальним капіталом. Охарактеризована методика формування організаційно-економічного механізму управління інтелектуальним капіталом на будівельних підприємствах. Доведена необхідність визначення організаційно-правових й економічних передумов у контексті реалізації організаційно-економічного механізму. Розроблено алгоритм реалізації організаційно-економічного механізму управління інтелектуальним капіталом на будівельних підприємствах. Побудована схема взаємозв'язків між складовими організаційно-економічного механізму управління інтелектуальним капіталом на будівельних підприємствах.

Ключові слова: інтелектуальний капітал будівельних підприємств, організаційно-економічний механізм управління інтелектуальним капіталом, алгоритм, схема взаємозв'язків між складовими.

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ОРГАНИЗАЦИОННО-ЭКОНОМИЧЕСКИЙ МЕХАНИЗМ УПРАВЛЕНИЯ ИНТЕЛЕКТУАЛЬНЫМ КАПИТАЛОМ НА СТРОИТЕЛЬНЫХ ПРЕДПРИЯТИЯХ: НАПРАВЛЕНИЯ ФОРМИРОВАНИЯ И РЕАЛИЗАЦИИ

Аннотация

Предложены пути формирования организационно-экономического механизма управления интеллектуальным капиталом. Охарактеризована методика формирования организационно-экономического механизма управления интеллектуальным капиталом на строительных предприятиях. Доказана необходимость определения организационно-правовых и экономических предпосылок в контексте реализации организационно-экономического механизма. Разработан алгоритм реализации организационно-экономического механизма управления интеллектуальным капиталом на строительных предприятиях. Построена схема взаимосвязей между составляющими организационно-экономического механизма управления интеллектуальным капиталом на строительных предприятиях.

Ключевые слова: интеллектуальный капитал строительных предприятий, организационно-экономический механизм управления интеллектуальным капиталом, алгоритм, схема взаимосвязей между составляющими.