

## INTELLECTUAL RESOURCES AS AN OBJECT OF CONCEPTUAL ANALYSIS

In classical economic theory factors of production are labor, capital, land. Now to that factors enterprise starts to add. Combines all of the above are the intellectual resources that can improve the efficiency of all the others.

Solving the problem of terminological clarity with a high level of generalization or "the concept of intellectual resources, as well as the formalization used to assess the quantitative contribution of intellectual resources to create a product of human activity (evaluation of the information aspects of the use of intelligent resources in practice).

The article analyzes such things as "intellectual resources". Considered similar to mixing the concept of "intellectual capital", "potential", "intangible assets". These concepts have both its positive and negative sides. For example, the term "intangible assets" is the only enshrined in law and does not cause controversy.

The term "intellectual capital" is the most widely applicable and known to the public, intellectual resources combines all of these concepts. A common shortcoming of the concept of intellectual resources are consideration of the concept as intellectual capital, reduction to a narrow concept of knowledge, the ability to think or do. Thus, there is no certainty that is needed for evaluation.

It proposed to new expanded definition, synthesizing existing treatments, which takes into account certain gaps and giving rise to a more in-depth research on the subject of the process of formation, development and reproduction. Intellectual resources – a system of human, market, infrastructure, intangible organizational assets, with the ability to be recreated and materialized in the process of intellectual activity aimed at the production of new knowledge for sustainable economic growth.

The structure of the market category includes such components as: base of partners; the reputation of the company; base of customer enterprises; distribution channels of the company. The next group – men – include: personnel policy of the enterprise: knowledge of personnel; staff qualifications; material security. In the infrastructure category includes the following components: methods of PR; information technology: communications in business circles. The organizational category includes methods of communication with staff, customers, business partners; technology and business practices; system of economic security company. The latter category includes intangible assets: industrial property; objects of copyright; general characteristics; unconventional objects.