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PRINCIPLES OF FORMING OF PERSONNEL INTELLECTUAL ACTIVITY DEVELOPMENT MECHANISM AS AN OBJECTIVE MANAGEMENT FUNCTION

Processes of economy and management intellectualization on the modern stage of development of society are related to the evolution of technological modes and forming of new paradigms of global economic development. On such conditions there is an orientation on trends of these transformations and adequate reacting of enterprises' management on them, actualization and piling up of intellectually creative potential. Intellectual capital – is a human (nations, states, enterprises) ability to create new knowledge, new information in the different spheres of activity, possibility to incarnate effectively and operatively the created knowledge, intellectual products in life, skillfully commercialize it and properly earn on an innovative commodity in order to further development.

One intellectual activity is of recent categories of research of pedagogical, psychological, economic and administrative science.

One of determining concepts of intellectualization research of enterprises management systems is «intellectual activity» of personality of specialist and enterprise personnel as a whole. Exactly from positions of administrative science coming to a head consideration and working of the basic approaches to creation in the management systems of terms for forming and development of intellectual activity of enterprises' personnel. Speech goes about intellectual activity of personality and personnel of the management systems in relation to search, actualization and uniting of intellectual tasks (administrative, economic, technological,

food, innovative, social, personality co-operation) of the competitive edges of enterprise directed on achievement.

Super important driving of human activity and intellectual in particular, to our opinion, are: 1) ideological aspirations to the ideal; 2) aspiring to national, social, economic, historical, competition justice; 3) feeling of pride for the nation, business, command, acts.

Important for a modern management is an option in relation to popularization of flexible environment of personnel intellectual growth, which basic criteria will be: openness, naturalness, trustfulness, sequence, hardness. Such basic fundamental principles of this growth should be acknowledged: every specialist is examined as an autonomous «similarly actualized individual»; absence of forcing to imposing of intelligence enrichment, jurisdictions, knowledge's or experience, which every specialist must seize, in fact meaningfulness of any intellectual achievement should be determined by subjective perceptions and goal creation; synergy of the got intellectual performing is acknowledged top priority of efficiency in intelligence creation for the systems of management; impermissibility of the centralized or authoritarian control and systems of demotivation is in relation to a intellectualization process and its participants; priority of intelligence enrichment is determined by actualization of business and level of increase in competitive edges of subsystems, systems, subsections, levels of management or enterprise on the whole; a reward is differentiated in accordance with intellectual payment of media intelligence and their commands.