

**Khavrova K.S.**

Candidate of Economic Sciences,  
Senior Lecturer at Department of Entrepreneurship and Trade  
Donetsk National University of Economics and Trade  
named after Mykhailo Tugan-Baranovsky, Kryvyi Rih, Ukraine

## METHODOLOGICAL BASES OF ENTERPRISE INTELLECTUALIZATION FOR ECONOMIC STABILIZATION

The problem of development of methodological bases of activity intellectualization on the basis of situations costs modelling is in the centre of attention and is actual for many enterprises.

As experience has shown, economic activity of an enterprises is exposed to both positive, and negative impacts of numerous dependent and not dependent on the enterprise activity factors.

Therefore, investigating factors, which influence the intellectualization of the enterprises activities, there is a need to classify them as in our opinion it will allow defining more opportunities for the enterprises. It is especially important for the solution of the major administrative task – ensuring stable economic development of an enterprise.

The presented classification is divided into two parts: sphere of influence and nature of influence.

Main goal of activity intellectualization is the understanding of a strategic role of various types of intellectual resources as a special type of resources where the place of the basic active element belongs to intellec-

tual resources of a person in a look of various informative abilities. Therefore in this research the algorithm of adoption of administrative decisions on intellectualization of activity of the enterprises is offered.

Need of intellectualization of activity is obvious. A basis of any effective management, in our opinion, is an increase in intellectual activity, which influences the efficiency of functioning of other enclosed resources and therefore at the same time acts as a production process movement factor. Also, activity intellectualization, in our opinion, can make the enterprises more attractive to potential investors or financial institutions.

Thus, as a result of the conducted research the need of classification of factors, which exert impact on harmonization of activity for ensuring stable economic development of an enterprise, is proved. The algorithm of adoption of administrative decisions on intellectualization of the enterprise activity for an effective combination of intellectual and material resources is also offered that allows keeping competitiveness in the target markets, and respectively influences the ensuring of long-term profitability.