

Strategic aspects of innovation and creative transformations in intercompany management

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Research methodology. By the systemic analysis of evolution of corporate management the conformities of transformations in the field of perception of creative resources of modern organizations were investigated. With the use of methods of interpretation and specification the main directions of creative revolution were determined. Using the methods of analysis and synthesis the role of creative potential of enterprise employees was shown. Due to the methods of abstracting and formalization the essence and basic principles of forming of intracompany markets of intellectual products were determined.

Results. A modern tendency of enterprise development, at which its creative potential transforms from the auxiliary to the main resource of competitiveness provision, was defined. It was shown that in these terms the system of intracompany management dramatically is transformed to the direction of provision of maximal generation, accumulation and use of creative potential of employees. Principles of the told (untold) words of the enterprise employee were formulated.

Novelty. Importance of the use of creative potential of enterprise employees as a tool of competitiveness was proved. Basic principles of formation of intracompany markets of intellectual products (intracompany “brains markets”), as well as principles of the told (untold) words of the enterprise employee were formed.

Practical significance. The results of the conducted research can be applied for the maximal use of creative potential of enterprise employees as well as for the formation of intracompany markets of intellectual products.