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## 21<sup>ST</sup> CENTURY – SOCIETY OF KNOWLEDGE

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### ABSTRACT

Theoretical study and learn of intellectual capital is lower than its practical side – how to realize organization of analyze and management of intellectual capital at real companies.

In the last decade of the last century leading companies of each business domain were focused on intellectual capital. To their mind, it was intellectual capital to be the foundation to success in the issue of creating innovative production. Such production was successfully realized at the global market. At the same time, point of view about intellectual capital is being essentially transformed and it consists not only of human resources, which define collective knowledge and abilities of the company specialists, but also those immaterial valuables, which are created by these specialists as image of the company and attitude of the consumers for the concrete company. Besides, the fact, that in the new millennium intellectual capital is considered to be basic factor for success and leading companies consider it to be successfully working element, they are yet unable to manage this element. Main reason to such situation is the fact that there is no methodology for correct processing of evaluating the profit received from developing level and realization of intellectual property of the company (it is impossible to define goal of intellectual capital of the company without it), goals of creation, growth and realization of its components. We have been witnesses of significant growth of the interest towards our intellectual capital during final ten years. The role played by it in the life of enterprises having various organization forms is being understood. We also become sure in the fact that companies are to be managed in various way; new methods of evaluation and information supply must be used. Pursuant to the recent survey data conducted for Economist Intelligence Unit-ma Accenture, 94% of the company managers agree with getting aware with the issues of intellectual capital and management; 50% of the surveyed declared that management of intellectual capital is one of the three important issues, which are hard to perform for the manager, and 13% of them said, that this is the most important task.

**Keywords:** Knowledge, Intellectualization, Intellectual fields, Intellectual investments, Innovative economy, Engineering, Intellectual assets

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