

Knowledge management in Ukraine: intangible assets

Volodymyr Hryshko

National University «Poltava Yuri Kondratyuk Polytechnic», Ukraine

Corresponding author's e-mail: gvv45@ukr.net



Abstract

The article explores theoretical and practical aspects of knowledge management in Ukraine. In the context of the information economy, knowledge is transformed into intangible assets that play a strategic role in generating competitive advantages and ensuring sustainable development.

Keywords: knowledge, intangible assets, patent, invention

1 Introduction

An important feature of the current stage is the changing role and importance of knowledge as an economic resource for the Ukrainian economy. Because, in the economy they are important; types of knowledge: "know-what" - refers to knowledge of "facts"; here knowledge is closer to what is called information; "Know-why" - scientific knowledge of the principles and laws of nature; Know-how - the skills or ability to do something; Know-who contains information about who owns and knows what skills he has. The first two types of knowledge refer to explicit or codified knowledge, which can be expressed in the form of words and numbers, and be transmitted in formalized form on appropriate carriers. This type of knowledge can be easily reproduced and disseminated to a large number of consumers [1]. Thus, in a knowledge economy and a high level of competition, it is necessary to manage explicit knowledge that allows not only competitive advantages but also sustainable development.

2 Overview

In a digital economy, intellectual property is a strategic role that allows not only competitive advantages but also additional funding. Thus, knowledge is transformed at the level of socio-economic systems into objects of intellectual property, namely patents, inventions, utility models. On the basis of intangible assets, the franchise business is developed and franchises are used.

3 Decision

In order to study the dynamics of intangible assets in Ukraine, which allow for the commercialization of knowledge, we analyze the dynamics of receipt of applications for industrial property (Table 1).

During the period under review, the number of applications for industrial property is increasing. Among foreign countries, Cyprus remains the leader in submitting applications for utility models in 2018-2019. The number of

applications from which has doubled in 2018, and the share exceeded 40% of the total number of foreign applications for utility models. In 2019, applicants from Slovakia, the United Kingdom, the Russian Federation, Belarus and Latvia were active. The number of applications from the Russian Federation decreased by more than 46% and their share by 13.8% in 2018 compared to previous years. Despite a decrease in the number of applications received in 2018 from applicants in Belarus (-38.5%), the United States (-58.3%), Germany (-28.5%) and Poland (-50%), they are in the top ten leaders. In 2019, there is a decrease in the number of applications for industrial designs compared to previous years, especially from foreign applicants.

TABLE 1 Dynamics of receipt of applications for industrial property

Industrial property	2015	2016	2017	2018
Total received	47819	51559	53462	54784
1. Inventions, including:	4497	4093	4049	3965
from foreign applicants	235	192	213	250
2. Useful models, including:	8618	9559	9112	9123
from foreign applicants	112	81	128	133
3. Industrial samples, total:	2080	2302	2480	3042
from national applicants:	1811	2016	2249	2787
from foreign applicants	269	286	231	255
4. Signs for goods and services	32621	35605	37817	38651

In the reporting year, as in the past several years, the first positions among foreign applicants were: Bayer AG (Germany), which is engaged in the production of plastics, medicines, paints, varnishes, plant protection products (84 applications, +35.5%); one of the largest tobacco companies in the world - Philip Morris Products S.A. (Switzerland) (73 applications, + 7.4%); the largest chemical company in the world for the production of plastic, paint, cosmetics, food additives, technical and construction chemicals, agrochemical plant protection products - BASF SE (Germany) (65 applications, 2.2 times); the largest metallurgical company in the world ArcelorMittal (Luxembourg) (44 bids, +69.2%); pharmaceutical company conducting research and development related to a wide range of human health disorders - Janssen Pharmaceutica (Belgium) (34 applications, +41.6%); tobacco manufacturer - British American Tobacco Plc. (United Kingdom) (30

applications, 2.5 times); Leading manufacturer of biotechnology drugs for oncology, virology, rheumatology and transplantation - F. Hoffmann-La Roche Ltd. (Switzerland) (30 applications, +42.9%); private research and production company Xyleco Inc. (USA) (26 applications, -3.7%); multinational agrochemical and agricultural biotechnology corporation Monsanto Company (USA) (21 applications, +31.3%). It should be noted that among the industrial enterprises in 2018, the largest number of applications came from PJSC "Mayak Plant", which is the leading enterprise in Ukraine specializing in the development and production of magnetic recording and sound reproduction equipment, and JSC "Motor Sich" - one

of the world's leading enterprises for the development, production, repair and maintenance of aircraft gas turbine engines for aircraft and helicopters, as well as industrial gas turbine plants (8 applications).

4 Conclusion

Thus, we can conclude that the positive period of growth of intangible assets is observed during the period under review, but this is not enough in a competitive environment. Therefore, a promising area of operation of modern enterprises is the intensification of intangible assets that allow you to compete not only in the domestic but also in foreign markets.

References

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