

INTANGIBLE RESOURCES IN PROCESS OF SHAPING THE SOCIAL APPROACHES OF ENTERPRISES

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Abstract

In the herein paper, the problematic issues have been undertaken with regard to the management of intangible resources in an enterprise. There has been an indication of the changes in an enterprise as the consequence of functioning in a turbulent environment. The environment forces the social approach of enterprises. The significance of organizational culture in the process of creating the social approach of enterprises has also been emphasized, while simultaneously acknowledging organizational culture as one of the intangible resources. In the further sections, models of the relations between enterprises and institutions have been presented, coupled with an illustration of the social approaches.

Keywords: intangible resources, culture of organization, social approach of enterprises.