

## KNOWLEDGE MANAGEMENT IN INNOVATIVE AND SOCIAL PROCESSES OF ENTERPRISES

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### **Abstract**

The aim of the herein paper is to indicate the significance of the processes of knowledge management in the functioning and development of enterprises. The models of knowledge management have been illustrated while simultaneously emphasizing the impact of innovativeness on the level of competitiveness of enterprises. Moreover, the impact of corporate social responsibility on the level of competitiveness has been presented as one of the most important categories of the intangible values of enterprises.

**Keywords:** knowledge management, innovations, social value