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“VECTOR 3.0”**

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Conclusion. Often companies don't want to introduce new technologies because they don't know where to start. However, without effective technological applications and capabilities, customers may feel frustrated with digital technologies and then switch to another option that is simpler and provides a better shopping experience. In this very common scenario, companies that lack innovation may face an uphill battle to retain market share and may struggle to grow their business. Nevertheless, investments in technology should be considered, and implementation should be thorough. Organizations often end up chasing good money with technological solutions that are never made because internal resources don't understand how solutions will contribute to success. However, an experienced consultant can help in discussing and managing internal changes. Investing in the right technologies makes a huge difference to your customers and can ensure the sustainable success of your organization.

1. Antipova, T. *Integrated Science in Digital Age 2020* / T. Antipova. – Cambodia, 2020. – 414 p.

APPROACHES TO THE CLASSIFICATION OF THE INTELLECTUAL CAPITAL STRUCTURE

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Intellectual capital is the most important source of income for an organization and is a combination of the intellectual potential of the company and the organization of processes during which this potential is revealed and realized in the form of objects of a certain form (intellectual property, databases, instructions, innovative products, etc.), allowing the company to compete in the market and extract additional income. A correct assessment of its components will not only improve the image and increase profits, but also understand in which direction you need to improve. Its structure changes qualitatively and quantitatively depending on the type of activity of the organization and subsequently determines the options for evaluating the elements included in it.

The purpose of this study is to identify the most significant elements in the structure of intellectual capital based on the work of domestic and foreign scientists in order to further evaluate them in organizations.

Material and methods. The study was conducted on the basis of data from scientific papers of researchers, as well as reports of enterprises. Methods of analysis and synthesis, induction and deduction, as well as structuring and description were used.

Findings and their discussion. It is believed that the Swedish scientists L. Edvinson and M. Mellone (1997) [1] were the first to systematize the composition of intellectual capital. They identified two categories in its structure: "human" and "structural" capital. The first was defined as a set of knowledge, practical skills and creative abilities of employees of the company, its moral values of the company, work culture and general approach to business, the second - as software, organizational structure, patents for inventions, etc., which helps employees realize their production potential, as well as relationships with customers. But the structures of intellectual capital proposed by E. Brooking [2] and T. Stewart [3] have become the most widespread and are considered classical. According to E. Brooking, intellectual capital is divided into four elements: market assets, human assets, intellectual property and infrastructure assets. The author attributed the portfolio of orders, customer loyalty, distribution channels, image and brand to market assets; to human assets - the experience, skills and knowledge of the company's personnel; to intellectual property - copyrights of the organization, franchises, patents, licenses, etc.; to infrastructure assets – all assets with which communications and management are carried out within the company (corporate culture, databases, network). The structure of intellectual capital proposed by T. Stewart consists of three elements: human, structural and consumer (relational) capital. Human and structural capital correspond to the human and structural assets proposed by E. Brooking, and consumer capital represents the relationship between an organization, consumers, suppliers, creditors, owners.

It should also be noted that researcher N. Alekseeva in her work [4] clarified the structure of intellectual capital based on the analysis of the definitions of "relational capital", "consumer capital" and "client capital". She suggests to abandon the use of the term "consumer capital", and "client capital" (customer relations and loyalty) to be considered as part of the "relational", which also includes the general relational capital (brand, image, business reputation, advertising) and stakeholder (relations with stakeholders and their loyalty).

Conclusion. As can be seen from the study, the main features of these approaches are:

1. The allocation of such elements in the structure of intellectual capital as human (resources, competencies, assets), organizational (structural, process, infrastructure assets) and client (consumer, relational, relational, market) capital, which indicates the unity of approaches with different interpretations.

2. Some scientists single out intellectual property as a separate element (assets, innovation capital, R&D), while most researchers attribute it to organizational capital.

3. In the last decade, with the development of social networks, specialized and related network platforms in the structure of intellectual capital, scientists began to allocate social capital (N. Zaruchnikova, V. Glukhov, T. Aleksashina), which is characterized by a focus on the formation of qualitative and quantitative social interaction of the organization in society through social networks and other online platforms.

4. Absolutely all researchers note that intellectual capital is considered not as a set of individual elements, but as a result of their interaction.

Thus, intellectual capital is a combination of the capitalized potential of an organization, intellectual property and forms of information interconnection in order to improve the image and competitiveness of an institution, search and attract new customers, partners and employees who, by interacting with each other, increase its value and profitability of services provided or products, create a knowledge base for subsequent growth and development. From the point of view of economic feasibility, only that part of the intellectual potential of the organization that will bring long-term economic benefits should be taken into account.

1. Edvinsson, L. Intellectual capital: realizing your company's true value by finding its hidden brainpower / L. Edvinsson, M.S. Malone. – New York : Harper Business, 1997.

2. Brooking, E. Intellectual capital: the key to success in the new millennium. E. Brooking. – St. Petersburg : Peter, 2001.

3. Stewart, T.A. Intellectual Capital: The New Wealth of Organizations / T.A. Stewart. – New York–L. : Doubleday / Currency, 1997.

4. Alekseeva, N.S. Clarification of the structure of intellectual capital based on the analysis of the definitions of "relational capital" and "consumer capital" / N.S. Alekseeva // Scientific and Technical Bulletin of SPbPU. Economic sciences. – 2019. – No. 124. – P. 106–114.

INDICATORS FOR ASSESSING THE IMPACT OF INTELLECTUAL CAPITAL ON ECONOMIC GROWTH

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The influence of intellectual capital on GDP growth has been proven by various researchers. The indicators in the structure of intellectual capital that are used to assess its impact on the economic growth of a country may be different depending on what the researcher focuses on.

The purpose of this study is to identify specific indicators that will most accurately help to identify this relationship in the Republic of Belarus.

Material and methods. The study was conducted on the basis of the published statistical data, reports of enterprises and data from scientific papers of researchers. Methods of analysis and synthesis, structuring and description were used.

Findings and their discussion. Many scientists have been studying the relationship between intellectual capital and changes in the country's macro-economic indicators. In the work of E.E. Golovchanskaya, E.I. Strelchenya and