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**PERSONALITY KNOWLEDGE OF WORKERS AS POTENTIAL OF
DEVELOPMENT OF ORGANIZATIONAL KNOWLEDGE OF SUBJECTS
OF ECONOMIC ACTIVITY**

In a new economy, based on knowledge, management knowledge is by the basic element of strategy of development of subjects of economic activity which provides a rapid and effective reaction on the changes of requirements of business-environment due to the use of organizational knowledge. Last, in turn, are based on personality knowledge and talent of workers of management subjects. Therefore one of major tasks of management knowledge are creation and support of corporate culture stimulant creative thought of employees and high level of voluntarily exchange knowledge between them

The analysis of existent theoretical ideas testifies about the features of process of creation of organizational knowledge that the generation of new knowledge is related to co-operation of workers into organization and with an environment, and by key factors by contributory infringement to their generation is: intention, autonomy, shaking and creative chaos, surplus and variety of information.

For creation of new organizational knowledge the special importance for workers is also presented by incessant development of system thought, improvement of the personal trade, use of intellectual models, making of general point of view and ability to study in a group. Thus, creation of new organizational knowledge is continuous process of the personal and organizational self-renewal requires further more meticulous research of mechanisms of exposure and comprehension of new intellectual models.