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## **INTELLECTUAL CAPITAL OF NATIONAL ECONOMY: METHODOLOGICAL FOUNDATIONS OF MEASUREMENT**

The results of intellectual activity can be measured neither in valued indicators, nor in physical terms. Therefore, the operation of intellectual capital as a key factor in economic development tasks economists to measure its value. Ineffectiveness of traditional approaches to measuring the value of intellectual capital caused the emergence of a significant number of alternative methods of its evaluation. Thus, according to Sveiby, there are 42 methods for measuring the value of intellectual capital. Characteristic features of these methods are the following: 1) they have different object of measurement; 2) most of them were created to measure intellectual capital of the company.

Distinctive features of methods for measuring intellectual capital are: 1) the complexity of the measurement (measurement of value of individual elements of intellectual capital or evaluation of intellectual capital as a whole) and 2) the nature of assessment (monetary, non-monetary). Thus, the scholars gather the methods of measuring intellectual capital in four main groups: Direct Intellectual Capital methods (DIC); Market Capitalization

Methods (MCM); Return on Assets methods (ROA); Scorecard Methods (SC). However, these methods were created to measure the value of intellectual capital at the micro level, while ignoring the intellectual capital of the national economy and establishing relationships between the levels of development and prosperity of society.

Methodological approach to valuation of intellectual capital at the level of the national economy requires the development of appropriate matrix of indicators and algorithm of evaluation. Given the complexity of the structure of intellectual capital and the level of economic relations, the main indicators to measure its value at the macroeconomic level, in our opinion, are: the share of employment in technology and knowledge-intensive sectors at the national level; the share of workers who have undertaken vocational training; number of graduates in mathematics, science and technology per 1,000 population aged 20-29 years; the annual cost of education, science, health, share of enterprises that implement innovations; share of exports of high technology products and others.

Evaluation of intellectual capital in terms of intellectual capital are of Ukraine and some EU countries the UK, Ireland, the Netherlands, showed that the leading countries Germany and France. Countries in terms of intellectual capital in with the lowest rate of intellectual 2012 are Sweden, Denmark and capital development are Italy and Finland. Less developed countries Ukraine.