

Peculiarities Formation of Emotional Capital on E-commerce Enterprises

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Abstract

Use of modern knowledge and technologies determines e-commerce market development which grows with high rates. This industry is a peculiar indicator of forming of the new directions of economic growth providing strengthening of a wide range of competitive advantages in the conditions of activity in the modern business environment. Article investigates configuration during company growth process. Researching relevance and justification, the purpose of work is studying of factors which positively influenced development of the entity, organization developments influencing on the productive direction

Keywords: emotional capital, product resource strategic management.

Introduction

The aim of the article is to explore forming of methodological base of studying of the new capitalized product of emotional nature. And as the result, the emotional equity, acting as the regulator, carries out a role of positive feedback within strategic management.

Methodology of Research

The theoretical and methodological groundwork of the study is formed of scientific articles, monographs and researches, conference materials, internet resources, published in Latvia and abroad.

Findings/Results

Thus, it marks out three aspects. First, the innovative component of the e-entity, becomes a valuable strategic resource and by that influences capital reorganization of the organizations for benefit of a share of intangible assets. At the same time it is researched from a line item of general classification, without applying at the same time objective means of determination of signs of reproduction of the intellectual equity and assessment of its influence on social and economic system of the organization. Secondly, managers of the e-entity, considering the intellectual equity as they the most difficult among the existing forms of capital, have no assessment tool which basis it would be possible to consider a measure of interaction of elements of the intellectual equity – the emotional, organizational, consumer equities, and on their basis to reveal dynamics of a ratio of external and internal factors of effective functioning of the entity. Thirdly, the emotional equity, being one of a component of the intellectual equity of the e-entity, representing investment process, and exerting important impact on object of management, it isn't considered in case of assessment of a financial condition of the entity.

Conclusions

In this regard this research is oriented to accounting of the emotional equity in case of assessment of activities of the e-entities which specifics are caused by an investment of considerable resources in mental abilities both the organizations in general, and its' certain participants. Disclosure of such actions promotes development of the new tool of management allowing to prevent losses and to pass to productive direction of organization development.