

Название публикации:

Management of intangible assets' potential at oil companies: Market positioning, place and role of business reputation – Goodwill of companies

Авторы:

Danko, T.P.a, Grishina, O.A.a, Kitova, O.V.a, Ivolgina, N.V.a, Solovyova, M.G.a, Seifullaeva, M.E.a, Sekerin, V.D.b

- a. Plekhanov Russian University of Economics, Stremyanny per. 36, Moscow, Russian Federation
- b. Moscow Polytechnic University, Bolshaya Semenovskaya St., 38, Moscow, Russian Federation

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Аннотация:

The article substantiates the necessity to revise basic trends in the intangible assets' potential management market of oil companies and their competitive positioning. In recent years, due to market competition for buyers, especially buyers of products of famous brands, and for innovative technologies, world companies invest a lot in creation and improvement of intangible assets. This implies the percentage growth of brand value in the total value of companies due to products and technologies upgrade. Note that in 2015 the world market, among the expected oil company market trends, showed a sharply rising interest in information and communication technologies. Nowadays, the growth of intangible assets' value of oil companies due to investments in the patent and license market, improvement of business reputation and reinforcement of brands is worthy of special attention. The case studies of Rosneft and TNK-BP formed the basis of this research.

Ключевые слова:

Brand, Goodwill, Intangible assets, Licenses and other intangible assets, Oil company intangible assets' marketing