

A Preliminary Study on the Management of Intangible Assets in Enterprises

Yuntian Jiang^{1, a,*} and Pan Zhou^{1, b}

¹school of hainan University, haikou, 570100, China

a1014206821@qq.com, b451068814@qq.com

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Abstract. Intangible assets are the standard to measure the comprehensive quality of an enterprise. If an enterprise wants to be in a competitive position, it must manage its intangible assets effectively and systematically. However, the traditional concept of "tangible assets are assets and intangible assets are not assets" formed by Chinese enterprises for a long time has caused the management of enterprises to pay insufficient attention to the management of intangible assets. Therefore, most enterprises cannot achieve good results in the operation of intangible assets. This paper mainly analyzes the important role of intangible asset management, the problems existing in enterprise intangible asset management, and puts forward corresponding countermeasures for improvement.

1. The concept of intangible assets

"Intangible assets" means intangible, identifiable non-monetary assets held for the production or supply of goods or services, for lease to other units, or for managerial purposes.

2. The concept and importance of intangible assets management

The management of intangible assets is to plan, organize and control the resources of intangible assets so as to bring them into full play.

With the rapid development of economy and technology, the competition between enterprises is becoming increasingly fierce. The growth of enterprise value is also increasingly dependent on the contribution of intangible assets. Consequently the good operation of intangible assets becomes a very important factor to get the leading position. The management of intangible assets is an important way to realize the good management of intangible assets. Therefore, only scientific and effective management of intangible assets can create high-quality intangible assets, enhance the competitiveness of enterprises, and ensure enterprises have their own foothold in the operation of intangible assets.

3. Problems existing in management of intangible asset

Most of the excellent enterprises in the world are those with rich intangible assets resources, and those with high level of intangible assets management and sound operating conditions.

3.1 Weak awareness of intangible asset management

With the development of times and economy, the recognition of intangible assets has been raised to a high level. However, intangible assets are non-physical economic resources, which makes them easy to be neglected in management. Enterprise managers still cannot clearly understand the value of intangible assets, and the management system of intangible assets has not been improved properly, which has affected the comprehensive management level of assets.

3.2 The intangible assets management system is not perfect

Intangible asset management system is the foundation of intangible asset management. The investigation shows that most enterprises in China lack a sound and scientific intangible asset management system, and the system of intangible asset accounting treatment, intangible asset file

management, intangible asset information management and disclosure needs to be improved urgently. If an enterprise does not have a sound and scientific intangible asset management system, its management of intangible assets will be disordered, and the entire enterprise's intangible assets will lose their due role, thus causing the enterprise to lose part of its due earnings.

3.3 Intangible assets accounting needs to be improved

The accounting work of intangible assets is also an important content in the management of intangible assets, but this work is not optimistic in most enterprises in China. China's awareness of intangible assets management is relatively weak, which can also be inferred that the accounting work of intangible assets is not up to standard, and it is difficult to adapt to the needs of economic growth. The main problems of accounting work are as follows: accounting amortization and other existing problems, financial statements can not reflect the true financial status of enterprises correctly, and accounting methods are not scientific enough.

3.4 The loss of intangible assets is serious

Most enterprises lack the intangible asset management department and the intangible asset management system is not perfect, so the loss of intangible assets is very common. Most enterprises lack the intangible asset management department and the intangible asset management system is not perfect, consequently the loss of intangible assets is very common. The movement of people away from intangible assets is common. Some enterprises do not pay attention to the valuation of intangible assets, do not carry out the valuation of intangible assets or until the transaction of property. This makes the value of intangible assets cannot be correctly estimated, and it is generally underestimated, which leads to the loss of intangible assets. The loss of intangible assets will weaken the comprehensive strength of the enterprise, affect the competitiveness of the enterprise, and eventually cause an inestimable loss to the development of the enterprise.

3.5 Valuation of intangible assets is difficult

Enterprises do not pay enough attention to intangible assets and have weak management awareness. They believe that intangible assets will not have a great impact on enterprises' economic benefits, and will not be systematically assessed until losses or property rights transactions occur. But it is too late to make up for the losses. In addition, the accounting work of enterprises' intangible assets also has large loopholes. There is no scientific and reasonable accounting method, which is also the direct reason why intangible assets cannot be properly evaluated.

4. Corresponding improvement measures

4.1 Pay attention to intangible assets and improve the management system for them

Intangible assets play an extremely important role in the long-term development of enterprises. Enterprises should change the traditional concept of intangible assets and fully recognize the importance and value of intangible assets. The awareness of intangible asset management should be strengthened, and it should be included in the task of financial management and strictly implemented. In addition, enterprises need to improve the intangible assets management system. The intangible assets management system is the core of the enterprise system. It should consider not only the national laws and regulations, the macro-environment of economy and technology, but also the law of the development of intangible assets and the requirements of intangible assets management. The system should be comprehensive, reasonable and perfect to improve the existing problems mentioned above.

4.2 Pay attention to the evaluation of intangible assets and improve the accuracy of evaluation

Intangible assets appraisal can not only provide price basis for intangible assets transaction and economic basis for intangible assets protection, but also improve the visibility and competitiveness of enterprises. Therefore, enterprises should also recognize the importance of intangible assets appraisal for enterprise development. First, the accounting treatment of intangible assets, such as the amortization and impairment of intangible assets, should be more standardized, which is an important

basis for the evaluation of intangible assets. Second, an enterprise should establish a scientific and perfect intangible asset valuation method suitable for itself and apply it to the daily accounting of the enterprise in a standardized way.

4.3 Improve the incentive system for employees and reduce the loss of intangible assets

As mentioned above, excessive personnel flow, especially the flow of technical personnel, will lead to a relatively serious loss of intangible assets, while improving the employee incentive system is the most effective way to reduce personnel flow. Enterprises can take the following measures to effectively motivate employees: First, combine spiritual and material incentives. Spiritual motivation can motivate employees in spirit and affirm their value. Material motivation is to motivate employees in the material aspect and motivate them to work. Second, increase the learning opportunities for employees to learn new things and enrich their work. Because most of the technical employees in modern society are younger employees, they are brave enough to accept challenges. This method is more practical for younger technicians.

4.4 Improve the accounting system for intangible assets and strengthen the accounting of intangible assets

The ability of technological development is an important factor for an enterprise to survive in the current fierce market competition. Only with their own development and research projects, enterprises cannot be eliminated in the rapid economic and social development. In order to adapt to this requirement, enterprises should not only have advanced development equipment and excellent development personnel, but also have a scientific accounting system. The enterprise shall expand the accounting scope of intangible assets, standardize the accounting method of intangible assets, make reasonable and sufficient disclosure of the information of intangible assets on time, divide different standards for different stages of development of the enterprise, so that the enterprise's intangible assets can be reasonably measured in the enterprise's account book.

5. Concluding remarks

In the future development, the role of intangible assets in enterprises will inevitably continue to increase. Enterprises should pay attention to intangible assets, constantly find problems in their management of intangible assets and adopt effective methods to solve them. Only by doing a good job in the management of intangible assets can enterprises strengthen their competitiveness and help them develop a broader market. Of course, many enterprises have achieved great success in intangible asset management, which is worth learning from by other enterprises.

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