

Measuring and Managing: Strategy, Value, Information and Intellectual Capital

Whilst the role of intellectual capital in achieving competitive advantage in the knowledge industries has received increasing recognition this century, there are significant problems associated with measuring its worth, or demonstrating its value. Methods for measuring intellectual capital/intangible assets have been investigated and/or proposed by numerous commentators, with Scorecard models dominating the landscape since the mid-1990s, including that of the Balanced Scorecard (BSC), devised originally by Kaplan and Norton. Dashboards and metrics are now a common feature of the contemporary organisational landscape. Moreover, contemporary business drivers, especially in a turbulent recessionary environment, focus on the need to assess the impact of information and information related activities and services on an increasingly complex range of stakeholders, especially in the public or not-for-profit sector.

Discussed and outlined in this presentation will be current research by the author exploring the range of contemporary concepts, methodologies and techniques in relation to the issues identified above.

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