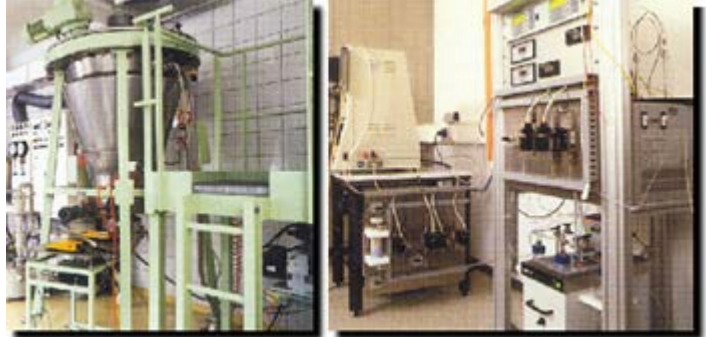


## MEASUREMENT OF TECHNOLOGICAL CAPITAL IN THE COMPANY

### Description

Model of integrated indicators for the identification and measurement of Technological Capital, in order to facilitate its management, allowing the achievement of greater **competitive advantages**.



*The measurement of technological capital may imply a competitive advantage.*

### How does it work

It is a Strategic Analysis Model that, through a set of ratios and indicators that are quite simple to implement, identifies the technological potential of your company. The indicators and ratios are based on the team's own research work and the analysis of the main models at the international level. Starting from the elaboration of a general model of study, taking into account the particular needs of the client, one will be constructed that picks up the key factors of technological success, depending on the characteristics of the sector and the company in question.



*General study model.*

### Advantages

In a quick way you can know the keys to success of your company or business.



*The headquarters of large companies adorn the urban landscape.*

At the same time, it will depend on the personal advice of a group of researchers with great experience in new technologies, innovation, strategy and knowledge management, headed by Dr. Navas López, Professor of Business Organization at the Universidad Complutense de Madrid, director of the doctoral program in Business Administration of this University and director of the 1st Chair in Spain on Knowledge Management, Innovation and Technology.

The close relationship of the research team with certain prestigious business associations allows an adequate understanding of the current Spanish business problems.



## Universidad Complutense de Madrid

Vice-rector of Knowledge Transfer and Entrepreneurship  
Transfer of Research Results Office (OTRI)

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### Where has it been developed

It is being developed by a research team from the [Department of Business Organization](#) of the [Faculty of Economics and Business Sciences of the Universidad Complutense de Madrid](#), in contact with a group of leading companies in Innovation and Knowledge Management in Spain.

### And also

The research team is able to:

- Adapt the technology to the specific problems of the client.
- Conduct technical feasibility studies for a specific application.
- Continuous technical assistance.
- Training for the use of the technology in question.

### Responsible Researcher

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