

## Measurement and Management of Firm' Intellectual Capital

### Description

The intellectual capital (knowledge) possessed by companies is an unquestionable source to obtain better business results and competitive advantages.

Therefore, we offer advice adapted to the specifications of each company on models of integrated indicators for the identification and measurement of intellectual capital, as well as on their subsequent management, with the aim of achieving a firm's competitive advantage.

### How does it work?

It is about making a personalized study on the endowment of different types of knowledge possessed by a firm, which are collected in 5 dimensions of intellectual capital: human capital, organizational capital, technological capital, relational capital and social capital. Endowment that will be reflected from the application adapted to each company of different models of identification and measurement of intellectual capital, using a set of ratios and indicators appropriate to each specific case.

The indicators and ratios are based on our team's research work and on the analysis of the main models at the international level. Based on the development of a general study model, a specific model will be built that collects the key success factors for each firm, based on its characteristics, as well as those of the sector.

In this way, it will be possible to identify the strengths and weaknesses of the company, and then to study knowledge management mechanisms according to the specific characteristics of each firm. All this, with the purpose of achieving better results derived from a better use and generation of different types of knowledge.



Measurement and management of Intellectual capital in the Company.

*<a href="https://www.freepik.es/fotos/fondo">Foto de Fondo creado por jannoon028 - www.freepik.es</a>*

### Advantages

Companies with an intellectual capital portfolio recognized and properly managed, will be in a superior strategic position to achieve better results, as well as an advantageous position regarding their competitors.

Thus, in a fast way, you will be able to know the keys to success of your company.

At the same time, it will be supported by the personal advice of a researchers' group with extensive experience in intellectual capital and knowledge management, led by Professor Jose Emilio Navas López, Professor of Management at The Complutense University of Madrid.

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

### Where has it been developed?

The research group was founded in 2000 with the creation of the Euroforum Chair on Knowledge Management, Innovation and Technology, sponsored by the Euroforum-Escorial University Institute, belonging to the Complutense University of Madrid, directed by Prof. José Emilio Navas López.



In 2005, the group was officially recognized by the Complutense University of Madrid within its Program of Research Groups of Excellence with the title "Strategic Management of the Company: Knowledge, Innovation and Natural Environment", with reference number 940785, which continues to operate today.

This research group belongs to the Department of Business Administration and Marketing of the Faculty of Economics and Business Science of the Complutense University of Madrid, and is composed of Professors José Emilio Navas López (Full Professor), Gregorio Martín de Castro (Full Professor), Pedro López Sáez (Associated Professor), Javier Amores Salvadó (Associated Professor), Miriam Delgado Verde (Associated Professor) and Jorge Cruz González (Associated Professor).

## And also

The research team is able to:

- Adapt measurement models to specific customer problems.
- Carry out technical feasibility studies for a specific application.
- Ongoing technical assistance.
- Training for the use of the technology in question.

## Responsible Researcher

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