



Values generating model in case of intellectual capital by new knowledge development

Modelul generării de valori în cazul capitalului intelectual prin dezvoltarea de noi cunoștințe

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Abstract

As knowledge becomes more efficient according to its utilization, the steps of a values generating model by new knowledge development, in case of intellectual capital, are presented. The strategies of a training organization aiming at generating new information and knowledge are stated..

Keywords: *intellectual capital, training organization, innovation, creativity, network economy, new knowledge generation*

Rezumat

Deoarece cunoașterea devine mai eficientă pe măsura utilizării ei, se prezintă pașii unui model ce generează valori prin dezvoltarea de noi cunoștințe în cazul capitalului intelectual. Sunt enunțate strategiile unei organizații instruibile ce are drept scop generarea de noi informații și cunoștințe.

Cuvinte-cheie: *capital intelectual, organizație instruibilă, inovație, creativitate, network economy, generarea unor noi cunoștințe*

JEL Classification: M21, O34

The classic economy is focused on stability and equilibrium. Today, we notice the existence of instability, of fluctuations and of evolutionist tendencies which practically occur on all levels.

In knowledge society, the intangible assets as knowledge and the information and knowledge management, become the nucleus of capacities.

Knowledge, as opposed to work, land and capital is an asset that becomes more important and efficient according to its use.

A knowledge-based organization requires a new entrepreneurial spirit and can give an impulse to top managers to transform the organization in such a way as to be able to apply and develop the value as a result of implementing new performance technologies.

The intellectual capital is the concept assigned to combined intangible assets which allow a company to work efficiently. It can be expanded only if the innovation and creativity are capitalized into an organization such as it to develop for a long-time period.

The intellectual capital covers four categories of intangible assets, namely:

➤ market assets: brands, market segments, backlog of orders, distribution channels, assignments, franchising etc. This kind of assets efficiently used are very important as a company to become competitive on market;

➤ infrastructure assets: technologies, working methodologies, specific technical procedures as an organization to efficiently work. This kind of assets constitutes the organization culture, its financial structure, databases, management systems. These values determines the mode of employees work and communicate each other , the setting of the inter-department relations within the organization;

➤ intellectual property assets: copyright, software, patents, industrial drawings and models, brands of products, services, know-how, manufacturing technical secrets;

➤ human values: professional capabilities of employees, experience, capacity to state and solve problems, leaders etc.

These values are very important for the organization and they have to be maintained on a high level.

Professional gifts and capabilities belong to individuals and not to the organization where they work.

At the same time, since people work together, the totality of human values can be higher than the sum of shares, in case when the organization succeeded to get a team where the creative capacity is stimulated.

The intellectual capital does not refer only to the existence of certain assets, values or resources, but it includes also the organization capability to transform a resource into another one.

The simple presence of a resource does not generate value, but it is important the mode in which the resources are turned into account and especially the mode in which a resource is transformed into another one.

The technological support of knowledge society is constituted by the convergence of three sectors:

- information technology;
- communication technology;
- digital production.

The organizations abandon the personal computer and achieve connections among computers, thus facilitating the generation of the so-called network economy which implies important reorientations in the economic and social life.

The success will belong to the economic organization focused on training, on continuous development of its intellectual capital, on developing its knowledge base.

The organization can be transformed into an trainable one, aiming at developing and turning into account the information and knowledge acquired with a view to generate new information and knowledge, by using the following strategies:

- strategy of informatics infrastructure that refers to conceiving an infrastructure of technical means which to facilitate the data collection and their transformation into explicit information, more useful and valuable;
- strategy of capitalizing the intellectual property;

- strategy of individual training;
- strategy of organization training;
- strategy of knowledge management;
- strategy of innovation.

The trainable organization can be created by a combined application of the six strategies and the sequence of their presentation is the scheduling of their implementation.

The continuous increase of companies competitiveness requires as the innovation process to be an on-going process, this fact assuming the creation of a model of developing the process from new knowledge to their assimilation within the organization, in order to generate, by an innovation process, a new value. The model has the following steps:

- generation of certain new knowledge;
- assimilation of the new knowledge within the organization in order to generate a new value;
- risk assumption and its management;
- practical experimentation of new knowledge within the organization by developing the innovation process ;
- implementation and distribution on the basis of some contracts of the new assimilated knowledge.

For a long time, the idea that “knowledge mean power” was frequently disseminated, but practice has proved that it is much more right to say that knowledge generate power only if they are efficiently applied. Hence, the requirement as any organization to find the modality by which the knowledge which is useful to its existence and development to be identified, stored into a knowledge base and distributed to all those who are interested in, stimulating, at the same time, the co-participation.

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