

THE PROBLEM OF MEASURING INTELLECTUAL CAPITAL AT THE LEVEL OF STRATEGIC KNOWLEDGE MANAGEMENT

Summary

In a modern economy, intellectual capital is a highly valuable resource and a prime source of a company's competitive advantage. Measuring intellectual capital is a vital part of strategic knowledge management. The aim of the measurement is to study whether investing financial resources in nonmaterial assets will bring the expected results for the organisation.

Taking into account the state of knowledge management within a company and the management level at which decisions are made concerning the system of management by nonmaterial assets, different tools for measuring the efficiency of the use of knowledge are used.

At a strategic knowledge management level, where the management of intellectual capital is linked to company strategy and the ways to implement it, the majority of this capital is measured through growth in the market and competitive value of the unit.

The measurement of intellectual capital and studying the profit margins of investments made within this capital, such as human, relational and innovational capital, is a crucial element in the current knowledge-based economy and also totally pragmatic behaviour, due to the rising costs of employment and know-how.

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