
Preface

Knowledge management is promoted as an important factor for organizational survival and the maintenance of competitive strength. It has become a necessary condition for enterprises in allowing them to survive in a competitive environment. Enterprises that invest in knowledge, innovation, and systems of work are more likely to achieve a competitive advantage because of the readiness of their workers to learn and achieve and also thanks to effective information and communication transfers.

In intellectual capital management theory and in economic practice, there is a continuous search for methods of measuring intellectual capital (IC). However, there is still no universally accepted method for solving the fundamental problems related to IC value assessment in an enterprise and providing a reliable system for evaluating intangible assets.

Managing knowledge workers is not an easy task. This study focuses on understanding the strategic role of knowledge workers in companies, especially innovative companies. I propose a method and a decision-making model for assessing the value of strategic knowledge resources in companies – the Sknowinnov method.

Decision making is the process of preparing alternative options and selecting one of them for further implementation. The Sknowinnov method provides a feasible solution for new knowledge worker selection because of the way it deals with decision making.

The decision about selecting a new knowledge worker is usually based on forecasts of the potential benefits arising from his or her employment in an enterprise. There is at present a lack of tools for the employee selection process for an innovative company. The primary task is to find knowledge workers that will allow a company to achieve a desired level of innovation.

The problem is therefore clear. A tool that supports the knowledge worker selection process for an innovative company must be found. Building a decision-making model for assessing the value of strategic knowledge resources using the Sknowinnov method allows the right knowledge worker to be found for a company.

The Sknowinnov method introduced in this book offers additional possibilities in the area of knowledge profitability. Apart from calculating investment

profitability, this approach appears to be an excellent tool for economic knowledge analysis. The suggested IT tool for supporting decision making at a strategic level with regard to the profitability of any investment in employee qualifications and skills (based on collected data) can identify particular determinants required by an innovative company. It thus allows the rationality and effectiveness of knowledge to be assessed. As a consequence, this method allows knowledge to be evaluated.

I hope that this work will contribute to existing knowledge about the strategic management of intellectual capital in companies and the importance of innovation in gaining a competitive advantage. I trust that this work will prove both practically and theoretically useful with regard to the organization and management of an enterprise.

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