

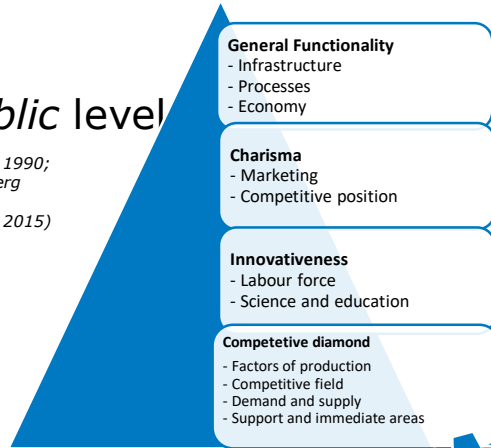
# Information, Organization and Society

- From Post-Industrial to *Networking and Knowledge Society*
- Identifying **knowledge assets** in the organization
- Learning Organization and Business Intelligence
- **Information** and **knowledge** are the essential keys
- Global and social nets, smart technologies and **life long learning**
- Value chains and core processes are changing because of Digitalization, Big Data, Robotics and Artificial Intelligence
- Gathering, creating and sharing information and knowledge
- **Human being** is the real foundation of innovativeness and creativity
- Everyone has something to share – motivation and commitment

# Capital Management

## Public level

(Porter 1990;  
Stenberg  
2000;  
Stähle 2015)



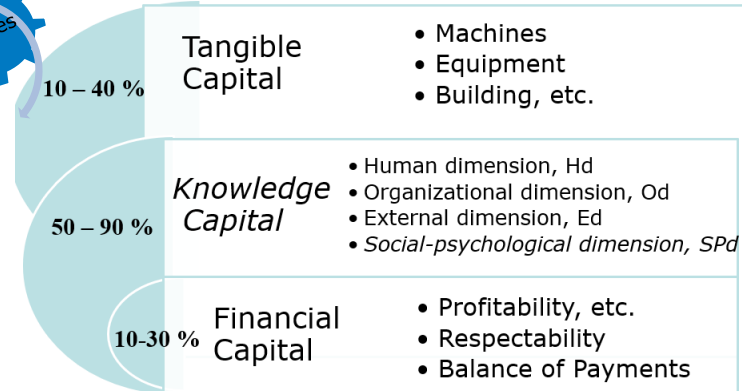
### Some notices of Intangible Capital (Inkinen et al. 2017)

- IC originally established in later 1990 by highly developed countries
- Global superculture sets rules, norms and expectations for the firms
  - + world view, behaviour, social responsibility, etc.
- IC as political, economic and regulatory reflections of the culture
- Culture is a reflection of socially constructed reality
  - + systems, routines, shared meanings and collective understandings, etc.
- IC has predominantly similar underlying elements across the five countries
  - + trust (Finnish) and renewal (Serbia) were different in comparison

## Regional level



## Organizational level

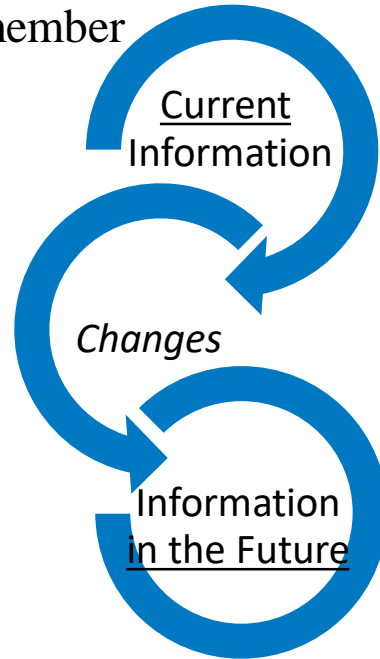


# Information and Knowing in the Organization

Company does  
know, feel, learn, remember  
and forget  
through its *members*

*Human being*  
as a real foundation  
of Information and  
Intelligence

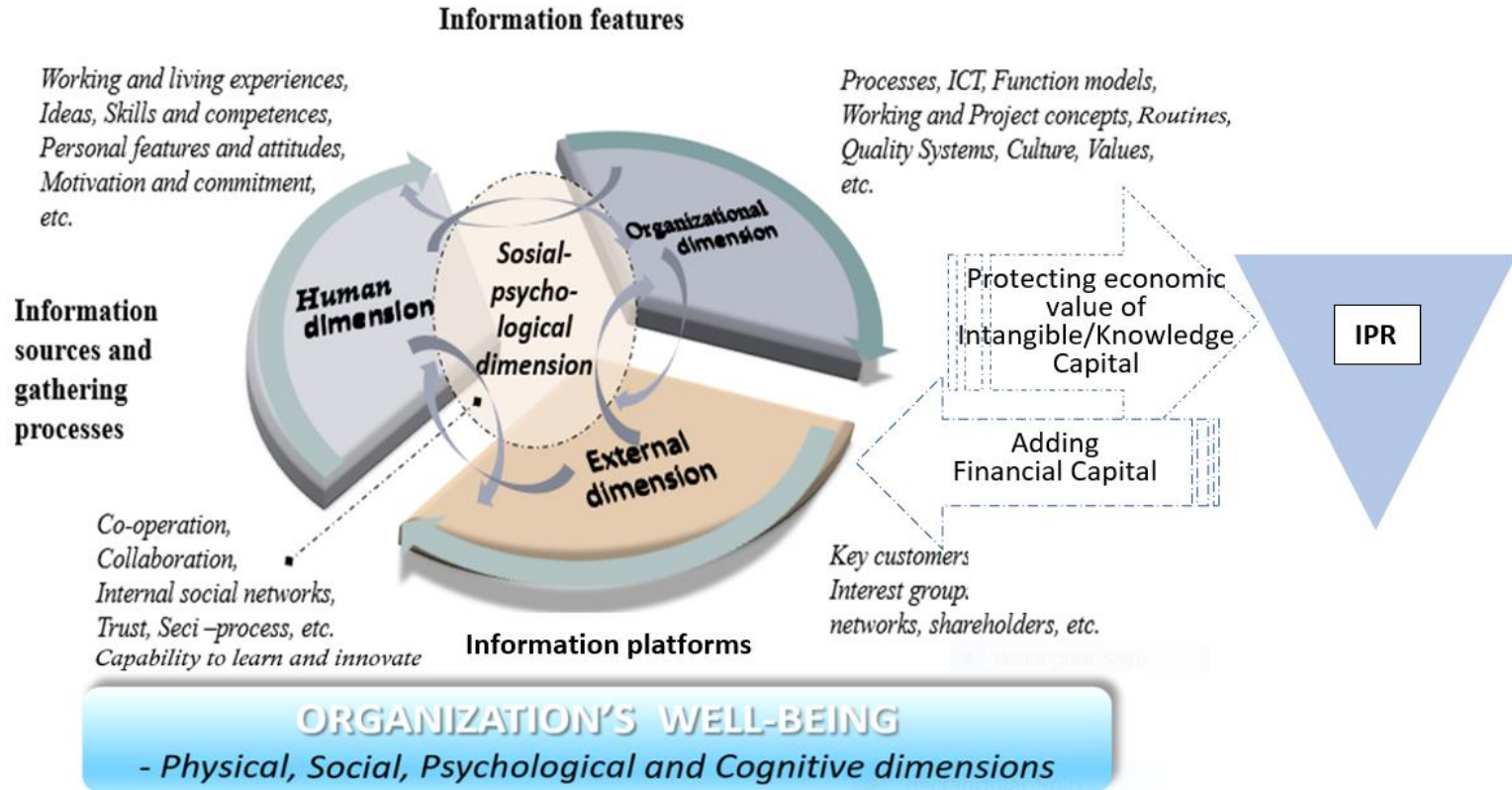
So,  
what and where is  
*information* and  
who has it..?



**Knowing** needs  
Information, skills and  
knowledge but also  
attitude, motivation and  
commitment

*Intangible Capital* as  
the dimensions of  
Knowledge Assets

# Model of Knowledge Capital



Actor and Primus motor:

*Human Being*

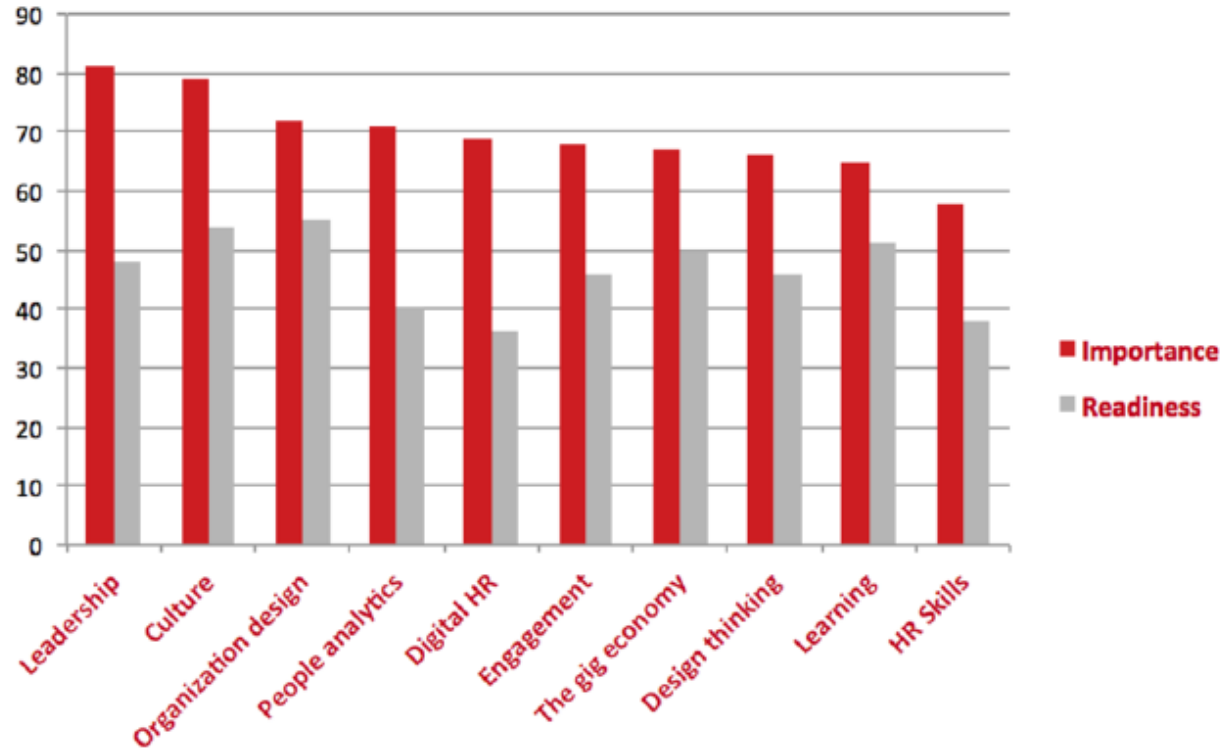
Key Process:

*Information and knowledge sharing*

Foundation for sustainable development: *Welfare of the organization*

# Global Human Capital Trends 2016

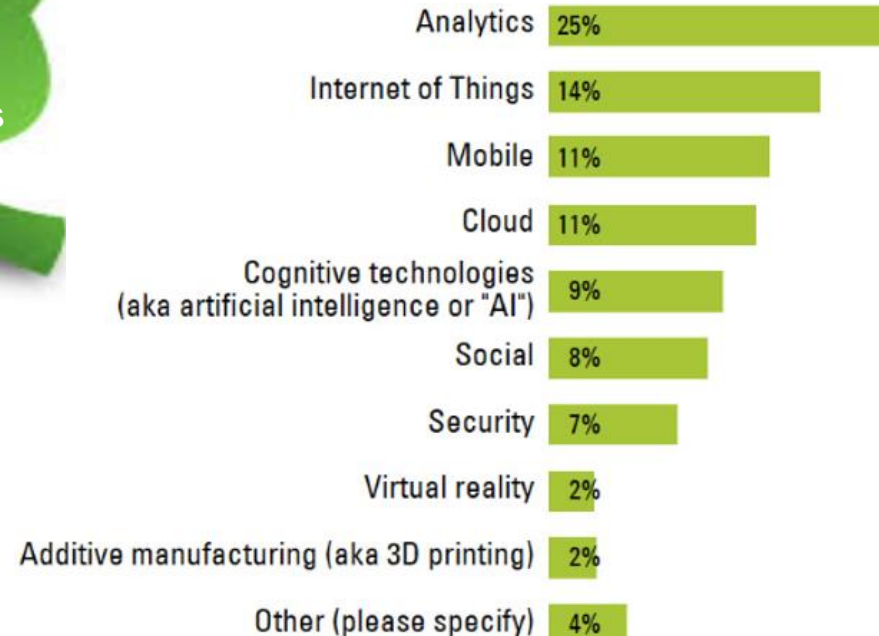
Finland (n. 86)



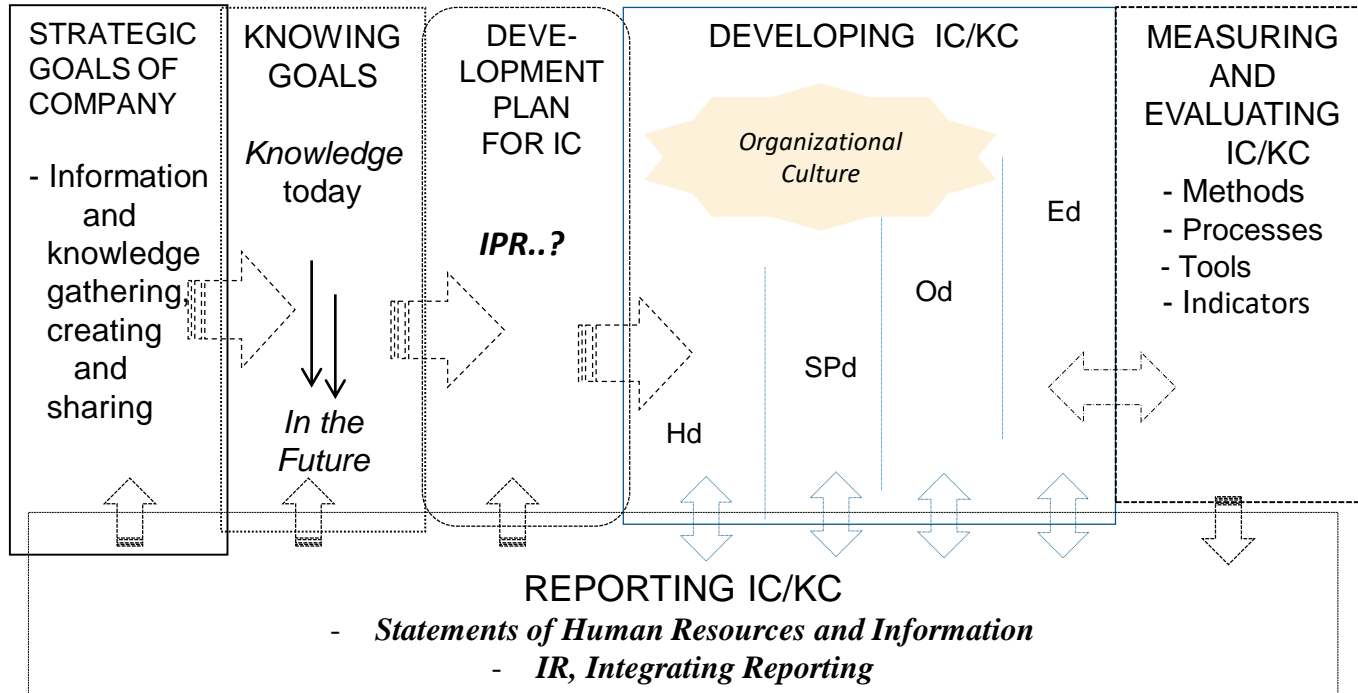
# KM development



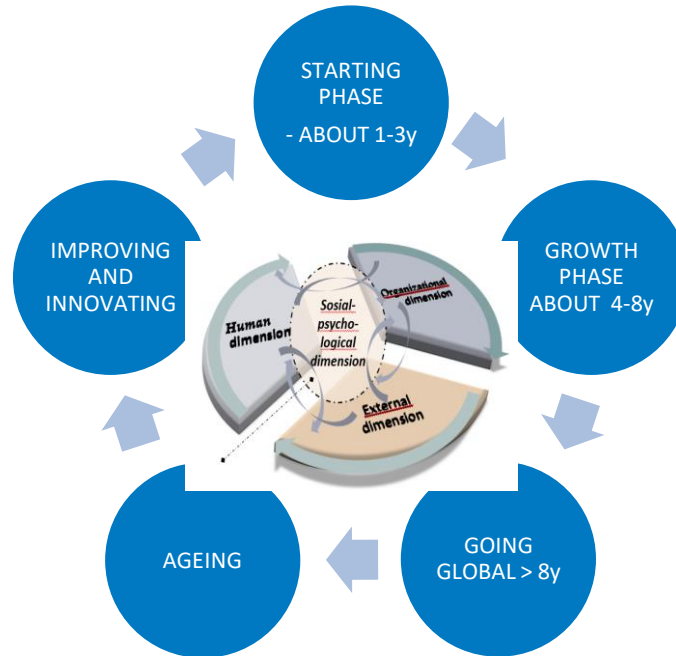
## *Most important technology in the next 3-5 years*



# Developing Intangible/Knowledge Capital (IC/KC)



# KM Development Cycles





# Discussion, comments, questions..?

***SO, LET'S DISCUSS ABOUT...***

- ***Why*** to share information and knowledge, ***benefits, profits and additional values..!?***
- ***The role, meaning and timing*** of IPR in the development process of Intangible/Knowledge Capital
- ***..?!***

