

Bibliography on "Valuing Knowledge Assets" - Boston KM Forum, June 29, 2006

prepared by LWM Technology Services

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European Companies Value Knowledge Management, Survey Says

1p. EContent Magazine

07/15/2005

<http://www.econtentmag.com/NewsLetters/NewsletterReader.aspx?NewsletterID=281#5>

The findings, published in a new report called "Know How: Managing Knowledge for Competitive Advantage", are based on a survey of 122 executives representing large companies in a cross-section of industries. The survey reveals that, despite huge investments in corporate IT, executives currently feel unable to exploit large amounts of corporate information. Two-thirds of companies in the survey complain that while their IT systems generate huge volumes of data, much of it is not actionable. According to the report, executives are now seeking smarter IT tools that enable them to filter, prioritize and analyze corporate data.

The key findings of the report include:

- * Too much information impedes decision-making
- * Good customer information remains elusive
- * For managers, relevant information is more important than "information anywhere"
- * Corporate culture is as important as IT for effective knowledge management
- * Effective knowledge management pays

Levinson, Meridith

The ABCs of KM

2p. CIO Magazine

05/01/2006

<http://www.cio.com/research/knowledge/edit/kmabcs.html?source=cioenterprise>

Covers topics:

- * What is knowledge management (KM)?
- * What constitutes intellectual or knowledge-based assets?
- * Besides using technology, how else can tacit knowledge be transferred?
- * What benefits can companies expect from KM?
- * How can I sell a KM project in my organization?
- * How can I demonstrate the value of a KM initiative?
- * Is there a best way to approach KM?
- * What are the challenges of KM?
- * How can I gain support for my KM effort and get people to use the systems and processes we're putting in place to facilitate KM?
- * Who should lead KM efforts?
- * What technologies can support KM?
- * What is social network analysis (SNA) and how is it related to KM?

Sviokla, John

Knowledge pays; You need to redefine your notion of knowledge management for the digital age.

3p.

02/15/2001

<http://www.cio.com/archive/021501/new.html>

Use of new models for using knowledge assets to change the way companies do business. Dell and Grainger examples are cited.

Equates knowledge management with "knowing what the customer wants" to improve the "cash collection cycle." Recommends building a "KM system for sales where you can support cross-selling and track common complaints." Author is in upper management in an e-business consultancy.

Tanaszi, Margaret, PhD

***Measuring Knowledge Assets, by Margaret Tanaszi and Jan Duffy of LGS Group, Inc.
(An Emerging Issues paper written for the Society of Management Accountants of
Canada under contract.)***

12p. Reprinted in Aug. 2005 by the AICPA

01/01/2000

<http://fmcenter.aicpa.org/>

"The measurement of knowledge assets is extremely relevant to the role of management accountants as these new techniques have become part of the impetus that is continuing to redefine and enlarge the role of the management accountant..."

"There are a number of compelling reasons for companies to value and measure intellectual capital. By identifying and measuring knowledge assets, organizations are in a better position to:

- determine which assets make a positive (or negative) contribution;
- allocate R&D investments for long-term growth;
- confirm the company's ability to achieve success..."

Vinson, Jack

Reactions from Jack Vinson to "KM as a Framework for Managing Knowledge Assets"

1p. Knowledge Jolt

05/05/2005

http://blog.jackvinson.com/archives/2005/05/05/km_as_a_framework_for_managing_knowledge_assets.html

'How is this for a conclusion to an article on KM? "Organizations need to remember that knowledge creation is first a personal activity. Knowledge is assembled internally by individuals. Knowledge contributes to the building up of the value of the person, the worker, in whom it is embodied. Protecting growing expertise, nurturing it, encouraging it and exposing that expertise to others who will benefit is the ultimate knowledge management activity." This comes from KM as a Framework for Managing Knowledge Assets from Lynda Moulton and The Gilbane Report (which has a blog).'

'I used this article as a way to motivate some discussion around content management in my KM class this evening, and it created a great set of conversations. Some people really liked the reality check nature of the article in that knowledge management starts long before a content management system is put into place. You need to understand culture, processes and the value chain before building a system to support it. Others liked the discussion of the logical steps that one needs to follow to start a knowledge audit and understand how knowledge and "knowledge tokens" are used within an organization.'