

Department: Mechanical and Industrial Engineering (DEMI)

Title: ICBS – Intellectual Capital Benchmarking System

Research Unit / Team

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Research areas of interest:
intellectual capital; knowledge management; measuring intangibles; linking knowledge management and lean/green supply chain

Objectives

- To develop a methodology and a framework for successful strategy formulation in the knowledge economy that tries to substantially improve SWOT analysis and to fill in the existing gap in strategy formulation models and methodologies.
- To test the ICBS-Intellectual Capital Benchmarking System in SME's.
- To integrate OICBS – Operations Intellectual Capital Benchmarking System and IICBS – Innovation Intellectual Capital Benchmarking System.

Methodology

Based on strategic literature review, traditional SWOT analysis is extended to include benchmarking techniques;

The administration of a questionnaire help to identify core competencies in specific industries;

Workshops with key professional people facilitate the identification of competitors to benchmark.

Expected Results

To generate a kind of strategy check-up that allows enterprises to evaluate their business models and their competitive advantages using as a reference for comparison the world best in class competitors

For that specific purpose, ICBS relies on competitive benchmarking and competitive intelligence techniques. When using ICBS in a systematic and repetitive way we expect to obtain ICBS scorecards and balance sheets that lead enterprises to better decision making, helping to determine future goals, to innovate in their business models and to gain and sustain competitive advantages.

Funding:

