

Chapter 2

Intangible Capital Management Method as Dynamic Knowledge Wisdom

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ABSTRACT

We are now in the age of various capitals like money, facility, real estate, movable property, structure, system, information, relations, human resource, intellectual property, knowledge, intelligence, and dynamic knowledge wisdom, which will have much influence in production, sales, management, economy, society, country, and the world. Some of them are tangible and the others are intangible. According to the tangible capitals, we have been developing the management methods here and there in real usages, but according to the intangible capitals, it is very hard to say that we are able to treat and manage the intangible capitals in an appropriate method by a proper intention. It is just because they are themselves quite ambiguous to understand and treat. Therefore, the present situations of the capitals, a treating method in principle, and a future direction of the capitals are studied by introducing the basic idea of “Intangible Capital Management Method as Dynamic Knowledge Wisdom.”

PRESENT SITUATION

Here, it mentions about the present situation of Tangible Property and Intellectual Property for treat and usage with company, university, and institutions, in general.

Compared with 20 years ago in Japan, we have now more Intellectual Property (Patents) from Universities, and have now more Intellectual Property transfers from Universities to companies for real

usages. In addition, there are now more collaboration among three sectors (Academy: University, Private: Company, and Public: Government) in terms of Intellectual Property for creations and usages as innovations than decades ago.

If we look at the world in terms of an innovation and a technology transfer, there are now so many innovations and technology transfers in all over the world. However, it is also true to say that some of them are not on this stage about twenty years ago of Japan yet, and that others do not even have so distinguished movements on this matter in industrial and economic situations. However,

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because of Information Technology Advancement (ITA) and Transfer Technology Advancement (TTA), anybody and any country will be able to come up to a center of an innovation and of a technology transfer, and they will be able to act as a leading edge in the world.

If we look at the world in terms of Capital, we have many more Capitals compared with 20 years ago. They will be money, facility (innovation and information technology), real estate, movable property, natural resource, structure, system, information, relations, human resource, intellectual property, principle, importance, technological skill, knowledge, intelligence, and collaboration. They have the history and the future in terms of management (Sugiyama, “Dynamics in Knowledge”) and those advancements (Ordoñez de Pablos, “Knowledge in Universities and Research Centres: Proposed Indicators for Measuring Relational Capital”).

If we look at the world in terms of culture, we have a possibility to have multiple cultures by human movement of youngsters for education, of workers, of innovations, and of another reasons. So it will be a usual matter to import and mix multiple cultures into a region or even into a country, which may be able to make a value of life expand more as before rapidly year by year (month by month). In addition, the people there will have much intention to promote an innovation and a manufacturing needs.

If we look at the world in terms of globalization, it is now possible to communicate with another at almost anywhere in the world with a laptop computer or with a cellular phone by side. This means that people in the world have a communication tool and method in order interact with anybody in the world with intention. That is to say, a globalization is undergoing on and on into the future too. However, we do not know yet the direction of the world intension whether there is or not, whether it will come up or will not, whether it is able to be known by us or not, and whether it will be even controllable or not. Ambiguous!

THE CASES IN STUDY

In the case of Japan, we have had the following development flow about the tangible and the intangible capitals in a case of innovation/manufacturing related matters nationally and locally.

1. Production Spot with High Skilled Artisans and Engineers (about sixty years ago).
2. Production Space with High Skilled Artisans, Engineers with Expensive Machines.
3. Manufacturing/Production Organization with High Skilled Engineers with High Quality Machines locally.
4. Institutions for Manufacturing and Engineering Skills in all over Japan.
5. Technology/Manufacturing Center for High Technology in all over Japan.
6. Industrial Center for High Technology in Various Fields in all over Japan.
7. Science Park with University and Institution in all over Japan.
8. Science Park with Knowledge Management in all over Japan.
9. Science Park with University and Company Research Center with Intellectual Property at the national universities.
10. Centre of Excellence.
11. Augmented Knowledge with Intellectual Property Management and Innovation Centre.
12. Augmented Knowledge by Global Collaboration.
13. Service for Individual by Global Networking (in the future).

We understand that this flow is transformation from “a stream of tangible fulfillment,”

- To “a stream of tangible human resource,”
- To “a stream of intangible skilled human resource with high technology,”
- To “a stream of intangible capital of management of human resource with skill and innovation knowledge,”

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