

**Mutual Learning Workshop**  
***Intellectual Capital Reporting –***  
***International Practice***  
***Universities, regions, nations***

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**October 24-26, 2012**  
**Bucharest, Romania**

# Workshop agenda:

1. About the research project
2. Some findings
3. Reporting IC of Universities – a tamplate
4. IC Report, Poznan University of Economics 2007:

<http://fazlagic.pl/kapital-intelektualny/raport-o-kapitale-intelektualnym-ae-w-poznaniu-2007-2/>

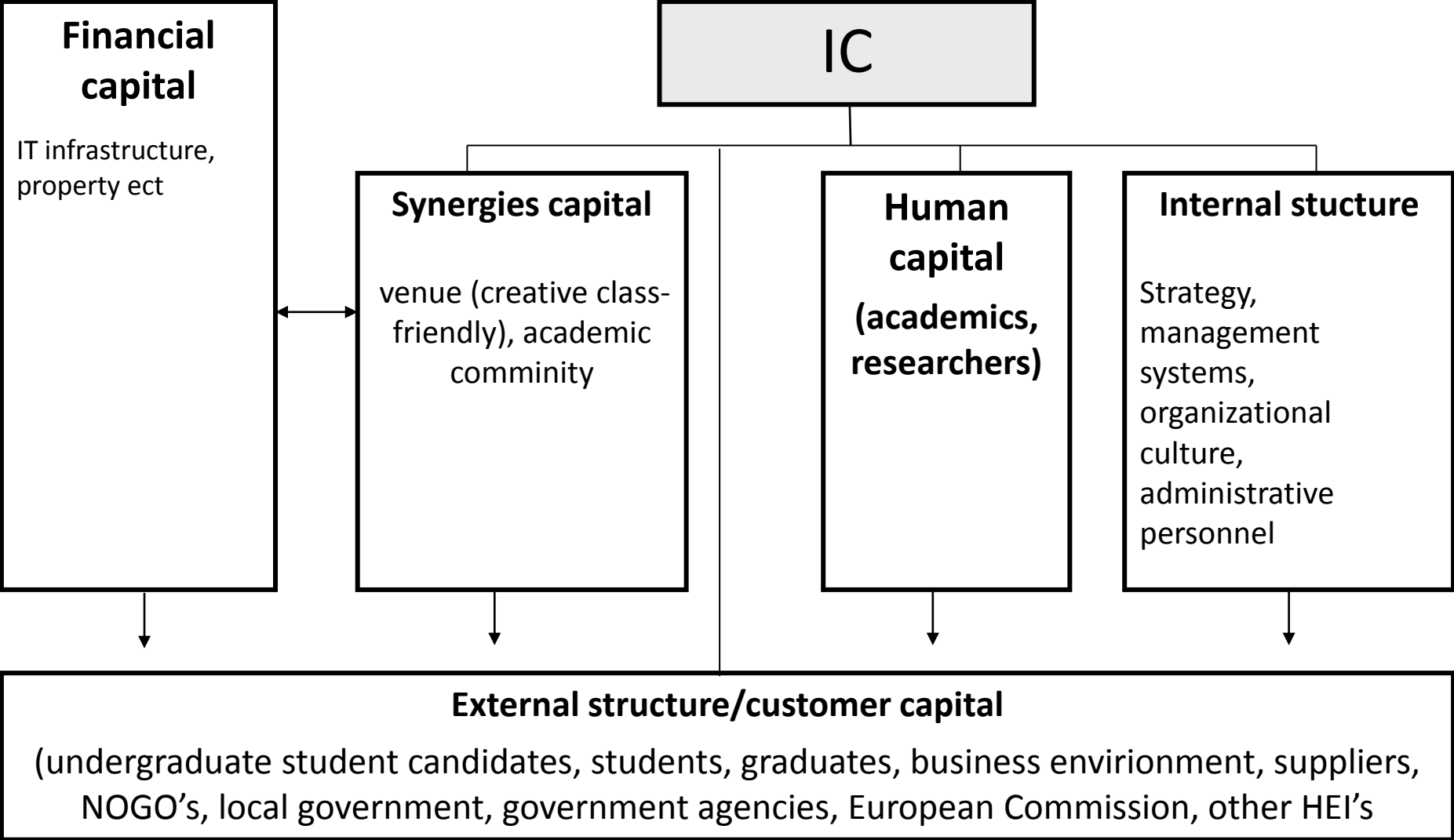
# About the research project

- **Project manager:** dr hab. Jan Fazlagić, prof. UEP & VU
- **Sponsored by**” Polish Ministry of Science and Higher Education
- **Duration:** 18 months (Nov 2010 – July 2012)
- **Research methods:** literature studies plus ...
  - ... **four empirical studies:**
- In-depth interviews with university professors
- On-line survey among managers of HEI's (n=60)
- On-line survey among professors of HEI's (n=130)
- Survey among university graduates (n=45)

# Deliveries:

- Six research papers
- A monograph (in Polish)
- A conference organized in May 2012 at Vistula University ([kapital-intelektualny.vistula.edu.pl](http://kapital-intelektualny.vistula.edu.pl))
- A new IC reporting methodology

# The Value of a HEI



**Source:** Jan Fazlagić (c) 2012; the concept inspired by Prof.. Karl-Erik's Sveiby IAM.

## KL01 (an indicator of HC, survey by students)

### Nine opinions about academic staff:

- „Deamanding teachers, caring about my progress in learning”
- „Experts in their fields”
- Freindly apporach”
- **No such teachers (0%).**
- **Few (1-33%).**
- **Many (34-90%).**
- **Almost every one (91-100%)**
- ***THE VALUE OF KL01 (derived from ‘percentage of ‘91-100%%answers’)= mean of ‘best answers’***

## SW01 (an indicator of Internal structure ), survey by students)

### Nine opinions about internal structure:

- „Library services meet my demands”
- „I am satisfied with leisure experience offered by the University”
- **Y/N – answers**
- ***THE VALUE OF SW01= % of positive answers***

## SZ07 BIZUKA (an inducator of external stucture ), survey answered by the management staff of the university)

Eight opinions about relations with the university's environment in the  
'dream ticekt format':

Diagnostic questions	Measures	
	Y/No in the last 12 months?  <i>(Dream ticket)</i>	Intensity
Short-term employment In business organizations?	TAK/NIE	More than 5%?
Any researchers on boards In business organizations?	Y/N	More than 5%?
Spin-out companies?	Y/N	More than 3

• ***THE VALUE OF SZ07= A / B***

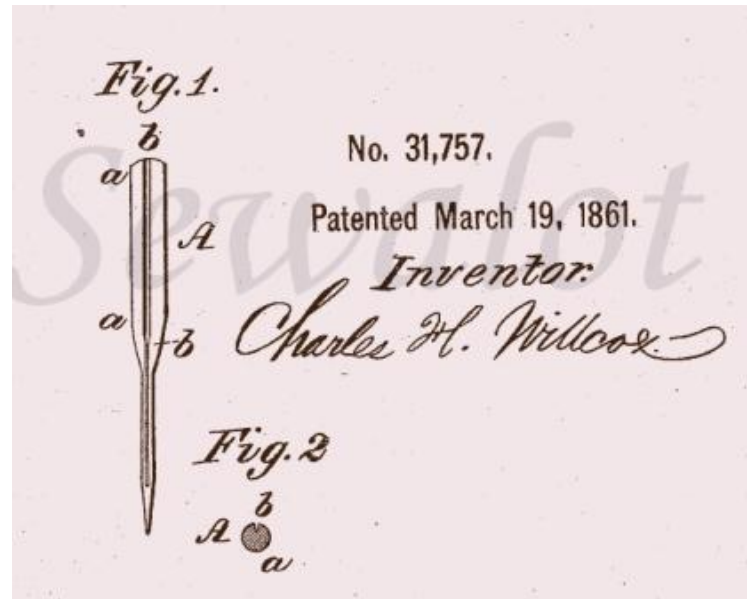
**Where: A: No. Of 'yes answers' / 9**

**B: no of yes answers / 9**



# Lessons learned (1)

- Try to grasp as much information in one indicator as possible



# Lessons learned (2)

- **Synergy** is an important, yet neglected element in IC measure
- **Creativity (potential)** is very important yet not effectively measured (despite a vast amount on research)
- Remember the span of management; **25 indices max.**
- Beware of **free-riding** and **Polish-furniture industry syndrome**
- Beware of **who you ask** for what **information**

# Thank you for your attention!

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