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MASOPHRD



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# Mutual Learning Workshop

# Intellectual Capital Reporting – International Practice

# Universities, regions, nations

October 24-26, 2012

Bucharest, Romania

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# OUTLINE:

## 1- WHAT DO WE WANT?

## 2- WHERE DO WE STAND?

## 3- WHO DOES IC REPORTING?

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# WHAT DO WE WANT?

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## WP OBJECTIVES:

- Better understanding of IC Reporting meant to improve the quality of the Romanian Higher Education
- Setting up a tailored methodology (Guidelines, Blueprints) able to help the elaboration of IC Report at the university, regional or national levels
- Drafting public policy proposals for the policymakers interested in IC Management in the Knowledge Society

## MLWI OBJECTIVE:

- Sharing the international experiences on IC Reporting and setting up task forces to draft the Blueprints for IC Reporting for universities, regions and nations

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# WHERE ROMANIA STANDS ON COMPETIVENESS, KNOWLEDGE ECONOMY AND IC?

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## Where Romania Ranks in Competitiveness

	Rank
World Economic Forum's The Global Competitiveness Report 2011-2012 ( <a href="http://www.weforum.org">www.weforum.org</a> )	77
IMD World Competitiveness Scoreboard ( <a href="http://www.imd.ch/wcc">www.imd.ch/wcc</a> )	50
Doing Business, 2011, World Bank ( <a href="http://www.worldbank.org">www.worldbank.org</a> )	72
Legatum Prosperity Index, 2011 ( <a href="http://www.prosperity.com">www.prosperity.com</a> )	58

**Average Score 33**

Source: Romania Competitiveness Report, 2011, AmCham Romania

“Indexed against the EU average, the policy of Romania helped the country to perform above average in general indicators and public administration but below average in physical infrastructure, human resources and fiscal & monetary” (2011 Competitiveness Report).

Knowledge Assessment Methodology (KAM) 2012, World Bank – Knowledge Economy Index and Knowledge Index

**44**  
**(146)**

Source: [http://info.worldbank.org/etools/kam2/KAM\\_page5.asp?](http://info.worldbank.org/etools/kam2/KAM_page5.asp?)

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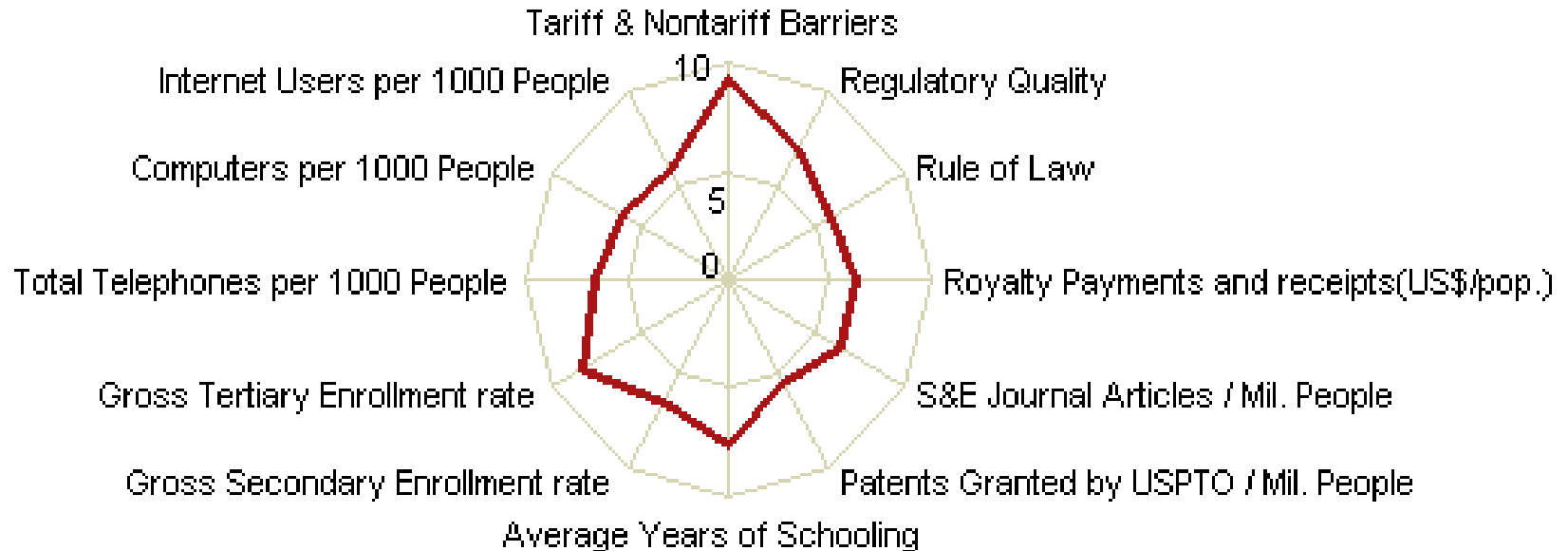


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# Basic Snapshot of the Knowledge Economy Readiness (KAM 2012)

## Romania



Comparison Group: **All** Type: **weighted** Year: **most recent** (KAM 2012)

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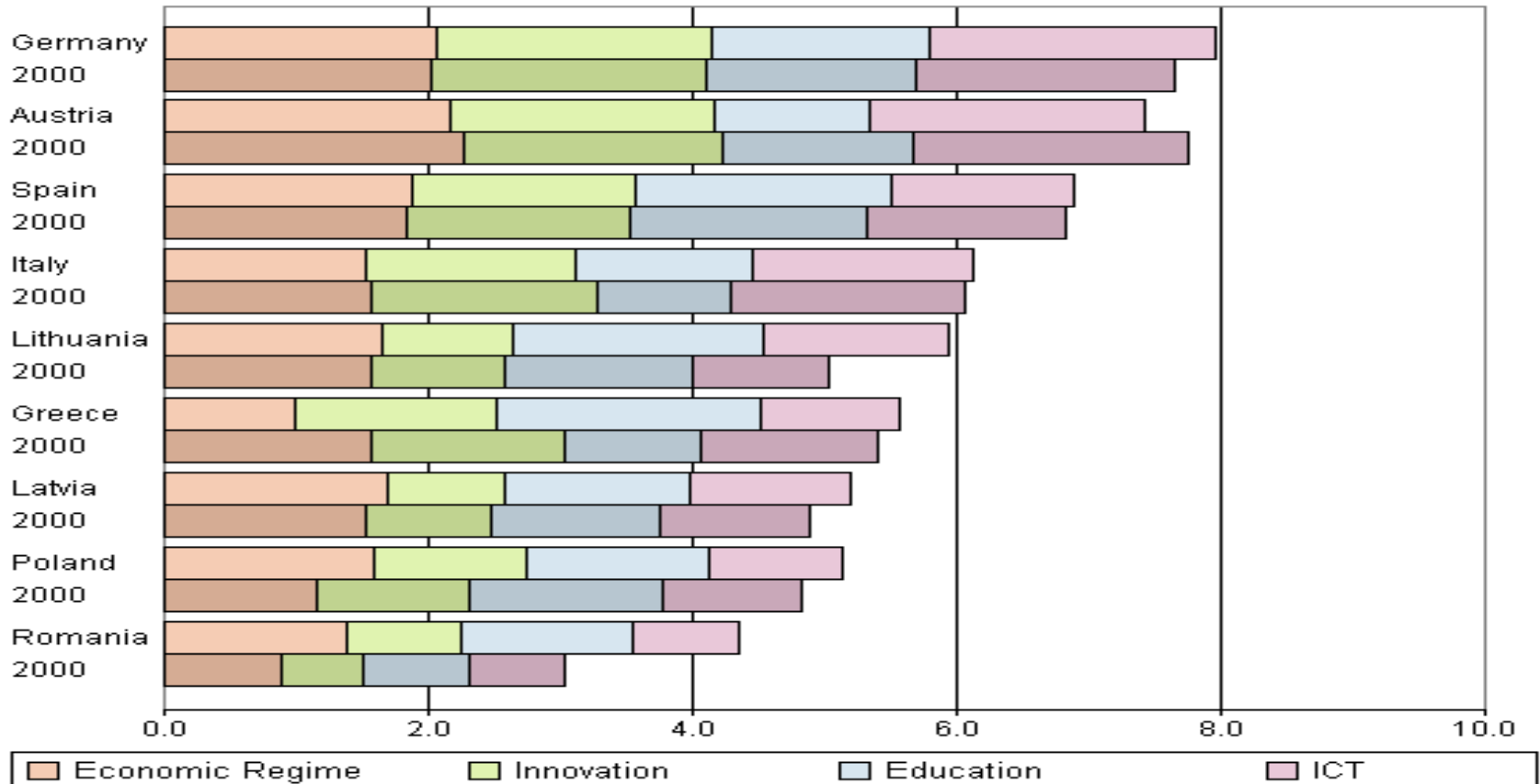
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# Cross-country Comparison (KAM 2012) (1)







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## Cross-country Comparison (KAM 2012) (2)

Country	KEI		Economic Incentive and Institutional Regime		Innovation		Education		ICT	
	recent	2000	recent	2000	recent	2000	recent	2000	recent	2000
Germany	7.97	7.65	8.26	8.09	8.37	8.30	6.57	6.38	8.70	7.85
Austria	7.42	7.74	8.70	9.05	8.00	7.78	4.66	5.82	8.33	8.31
Spain	6.91	6.84	7.46	7.35	6.82	6.81	7.78	7.17	5.58	6.03
Italy	6.12	6.05	6.09	6.26	6.35	6.85	5.30	4.01	6.74	7.07
Lithuania	5.95	5.02	6.59	6.29	3.97	4.01	7.57	5.67	5.65	4.12
Greece	5.56	5.38	3.91	6.26	6.08	5.85	8.06	4.12	4.20	5.30
Latvia	5.22	4.88	6.81	6.07	3.55	3.82	5.66	5.09	4.86	4.53
Poland	5.14	4.83	6.38	4.62	4.60	4.61	5.51	5.89	4.06	4.19
Romania	4.34	3.02	5.58	3.53	3.42	2.42	5.16	3.25	3.19	2.87





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# WHO DOES IC REPORTING? AN OVERVIEW

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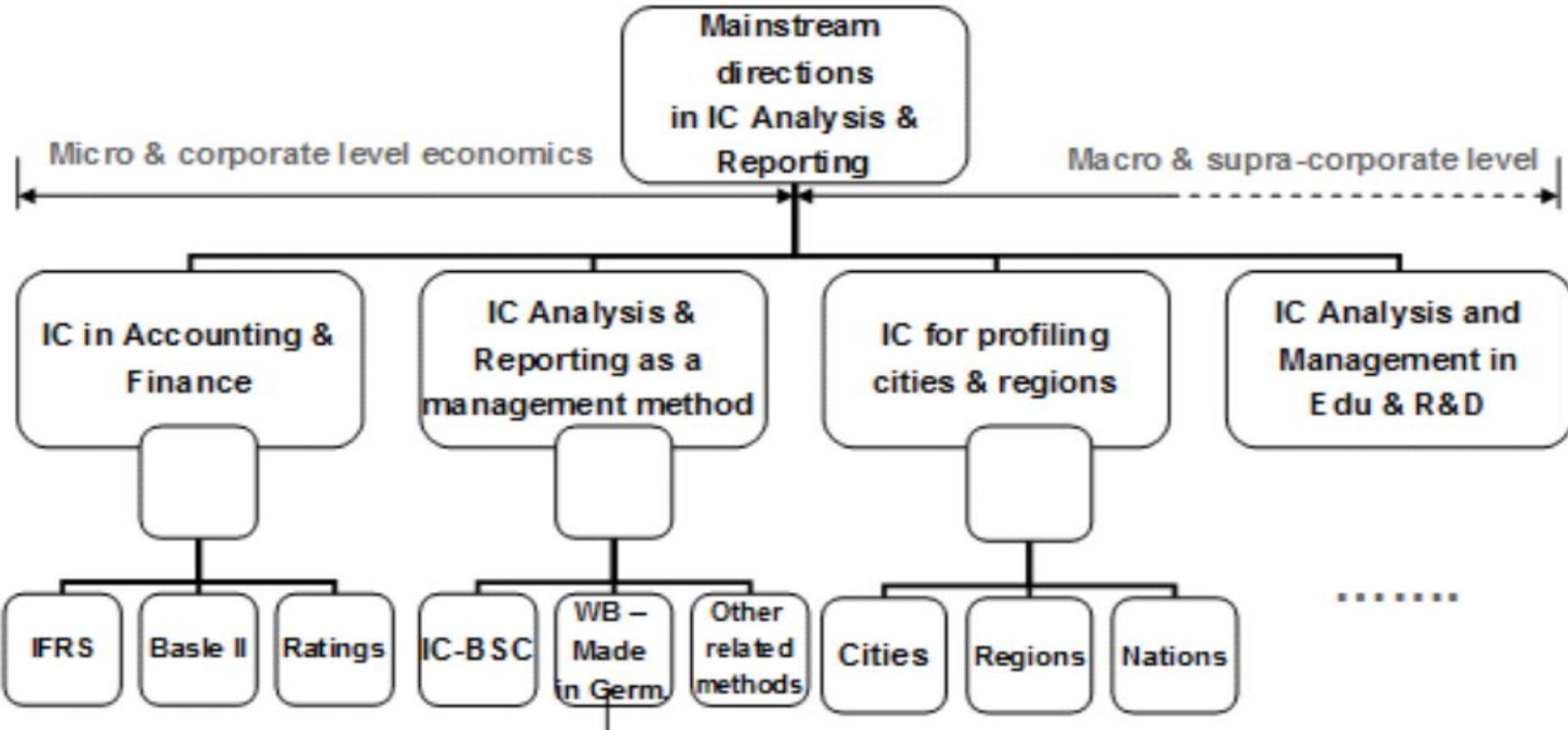


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# IC REPORTING ... the need is universally acknowledged but methodologies are very diverse



„Wissensbilanz – Made in Germany“  
 um fasst diverse Methoden(vorschläge),  
 dto. das österreichische Pendant „ASSESS“



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# At macro and supra-corporate levels

## International organizations:

- **World Bank's** Knowledge for Development Program (K4D): Knowledge Economy Index (KEI) and World Conference on Intellectual Capital for Communities
- **United Nations** Economic Commission for Europe and UNESCO;
- **OECD's** projects such as: „Intellectual Capital, Measuring and Reporting Intellectual Capital (1999 ) and “New Sources of Growth: Intangible Assets” (2011);
- **European Union:** MERITUM Project (Measuring Intangibles to Understand and Improve Innovation Management), RICARDIS, Danish Agency for Trade and Industry (DATI), Nordic Project for measuring Intellectual Capital (NORDIKA), e\*know or INNODRIVE Intangibles Database;

**National Governments** (Sweden, Finland, Denmark, Austria, Germany and Japan and alt);

**Regions, cities, communities**

**New Club of Paris**

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# At corporate level:

## Professional Associations:

- International Accounting Standards Board (IASB)
- American Institute of Certified Public Accountants (AICPA)
- WICI - World Intellectual Capital Initiative <http://www.worldici.com>
- European Financial Analyst Association <http://www.effas.com>

**More than 150 companies**, mainly from Scandinavia, Central Europe, Japan and Australia

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# The Intellectual Capital Reports for Universities

- RICARDIS -Reporting Intellectual Capital to augment research, development and innovation in SMEs (2006);
- Austrian Research Centers (ARC) and Wissensbilanz
- Observatory of European Universities (OEU) Guidelines for the management of research activities based on OEU Strategic Matrix and Autonomous University of Madrid experience
- The Poznan University of Economics Intellectual Capital Report 2005
- Intellectual Capital in Higher Education and Research Organisations (HEROs)

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