

## **Intellectual Capital and innovation – How do we see the connection in the future?**

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### **Abstract of the presentation**

Although in the last decades, it has stressed the strategic importance of knowledge resources as key value-drivers for companies' innovation dynamics, however there is still a need of models and approaches for the identification, development and deployment of knowledge resources for the improvement of innovation performance and then company's competitiveness. This presentation presents the "Innovation Capability Model" as model aimed to support interpretation and analysis of the company's innovation capability, according to an Intellectual Capital based perspective. The model supports the interpretation and analysis of the dynamics of the organizational innovation processes and provides useful insights for defining managerial actions, programs and projects aimed to improve innovation performance. In particular, the application of the model is adopted to explain the Ducati's turnaround, identifying which are the intellectual capital dimensions involved in a turnaround program and then focusing on the impact IC has on turnaround actions.

### **Short biography**

Professor Giovanni Schiuma, PhD is Scientific Director of the [Centre for Value Management](#) at the Università della Basilicata in Italy, and Visiting Research Fellow at the [Centre for Business Performance](#), Cranfield School of Management. He is also Adjunct Professor at Tampere University of Technology, Finland. Giovanni's research, training and consulting focus on linking knowledge assets and organization behavior to performance management and organization value creation. His primary research interests focus around the following areas: knowledge asset and intellectual capital management, performance management systems, innovation and change management, organizational behavior and learning, industrial district and local development. More recently Giovanni is leading the development of a new management research stream about the use of Arts in Management to support organisational value creation dynamics. Giovanni is strongly involved in Executive Education running seminars for public and private organisations and regularly offers

seminars in Europe and Middle East. He has authored or co-authored more than 100 publications, including books, articles, research reports and white papers on a range of research topics particularly embracing Knowledge Asset and Intellectual Capital Management, Performance Measurement and Management, Knowledge-based dynamics of Firm Clusters and Emotion Management in Organisations. Giovanni is Co-Editor in Chief of the internationally recognised [Measuring Business Excellence](#) (Emeral publisher). For further information please visit [www.gschiuma.com](http://www.gschiuma.com).

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