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Value network analysis and value conversion of tangible and intangible assets

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Abstract

Purpose

The purpose of this paper is to provide examples and technical details for conducting a value network analysis that addresses the conversion and utilisation of intangible assets.

Design/methodology/approach

Value network analysis was first developed in 1993 and was adapted in 1997 for intangible asset management. It has been tested in applications from shop floor work groups to business webs and economic regions. It draws from a theory based in living systems, knowledge management, complexity theory, system dynamics, and intangible asset management.

Findings

The paper provides a high level of detail on the analysis method and insights from its practical application across a range of business issues. Tips are provided for how to integrate the methodology with other business analysis approaches.

Research limitations/implications

The paper does not provide a comparative analysis with other methods because most other value network models are process views, social network analysis or clustering techniques.

Practical implications

Originality/value

This paper is the first detailed publication of the value network analysis method, which has been acclaimed by experts in intangibles, network analysis, knowledge management, and process analysis. It fills a gap between theory and practice for managers, executives, analysts, and researchers.

Keywords

- Value analysis
- Intangible assets
- Adaptive system theory
- Complexity theory

Citation

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