



IC - based Innovation Gap Assessment for the Future Knowledge and Innovation- driven Economy in Serbia

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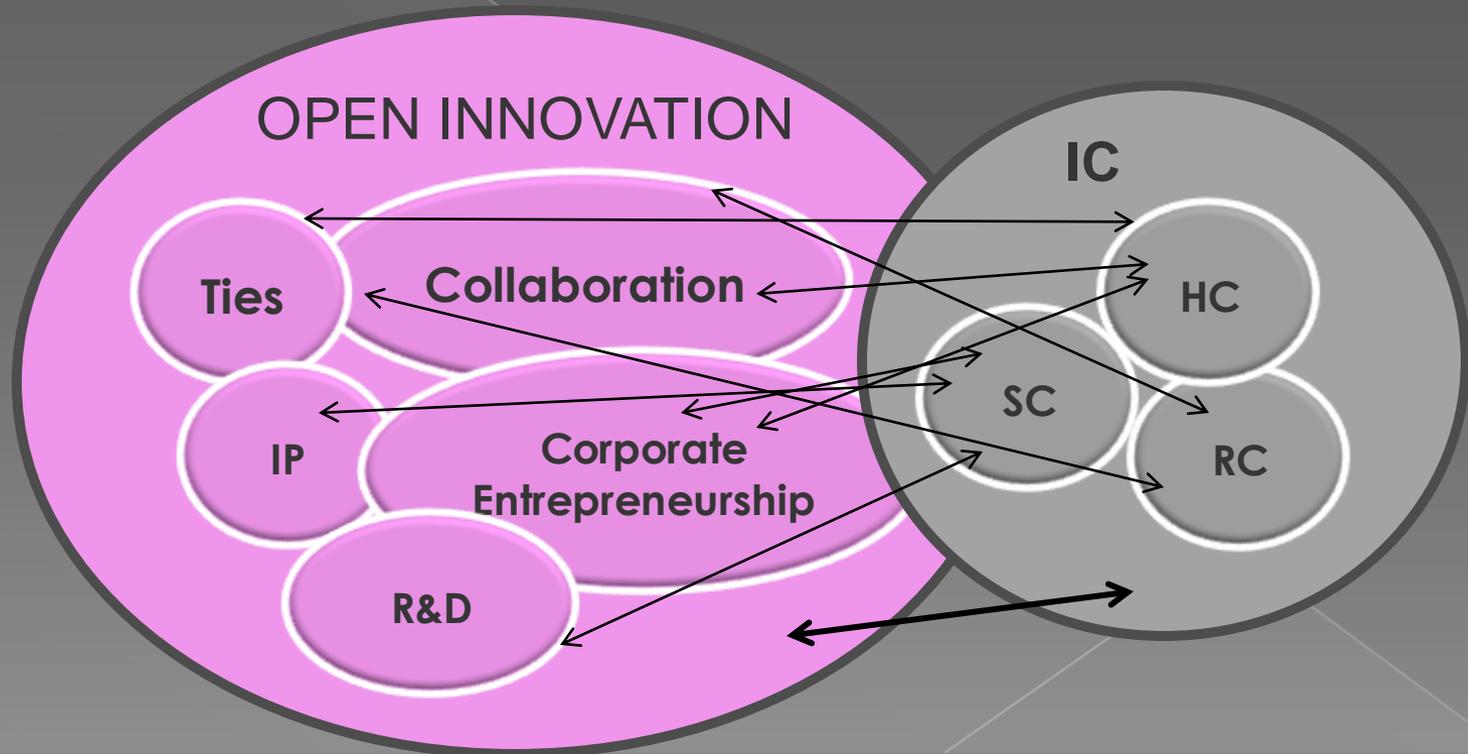
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Open innovation & Intellectual capital (IC)

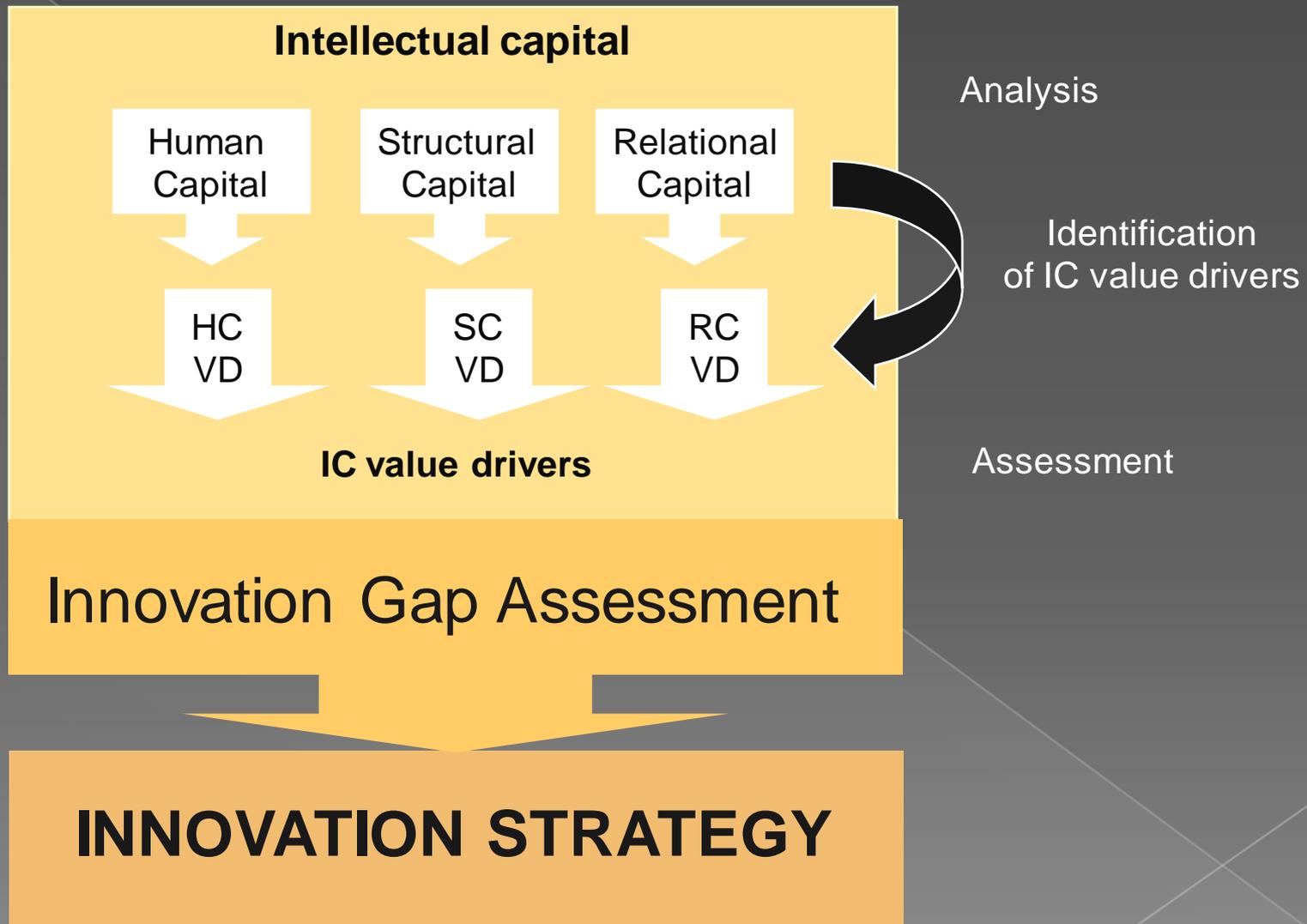
- Open innovation and IC – reinforce each other, strongly related, inseparable, both future oriented.
- Connections between OPEN INNOVATION and IC concepts might be useful for a future innovation driven economy and IC based society.



HOW to drive innovation potential towards a better future ?

- What exactly constitutes innovation and how to include all innovation's constituents (tangible and intangible) in innovation measurement methodology?
- How to capitalize IC making it to be the stimulus of innovation and future economic and social development?
- An analysis of IC could contribute to a more comprehensive assessment of innovation performance.
- IC reporting could be the basis of innovation gap assessment.
- IC based innovation gap assessment might be used as a step towards the creation of an effective innovation strategy on an organizational / regional / national / EU level.

A conceptual framework for IC-based innovation gap assessment: From IC reporting to innovation strategy



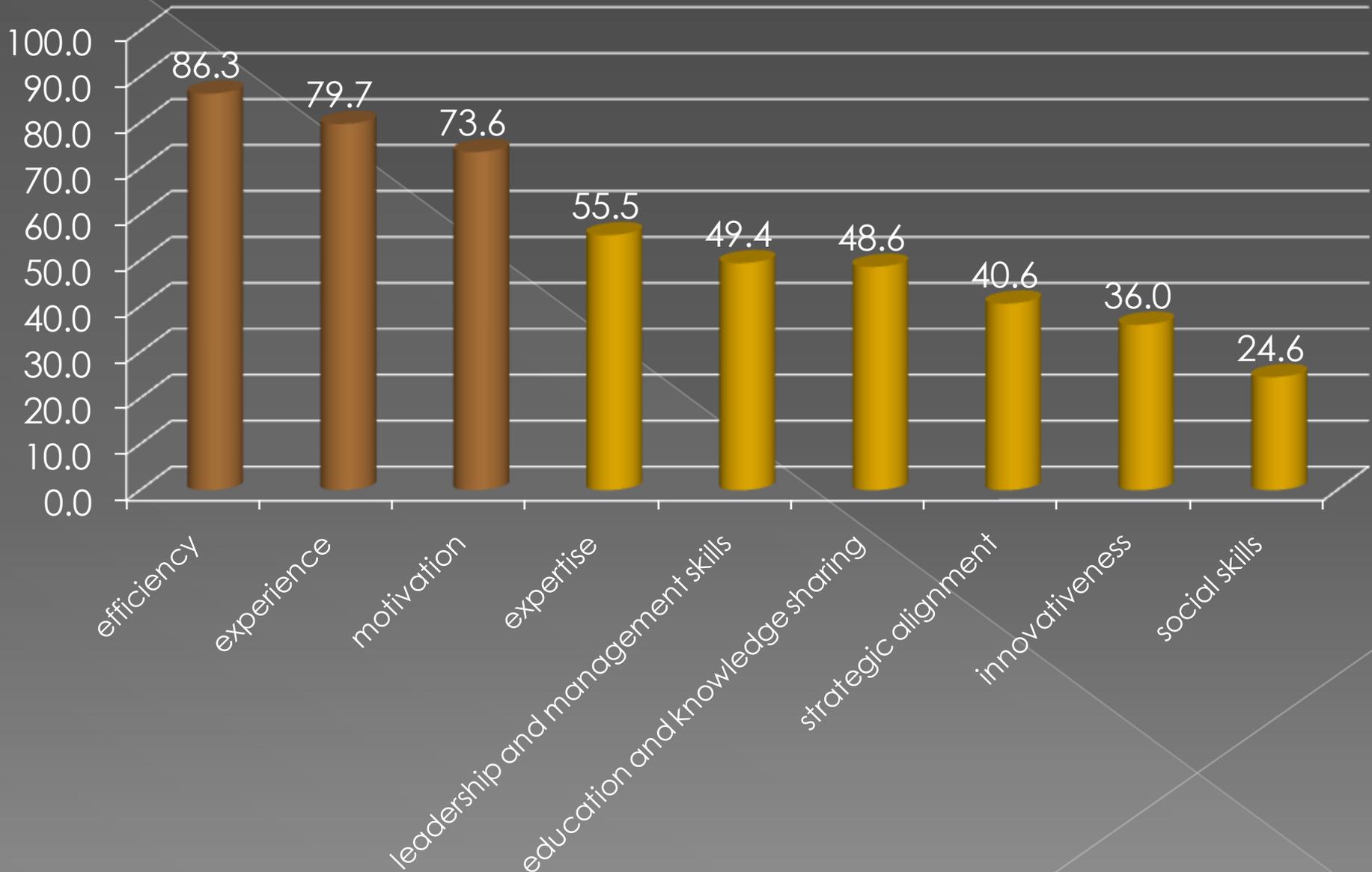
From IC reporting to innovation strategy

Conceptual framework for IC-based innovation gap assessment

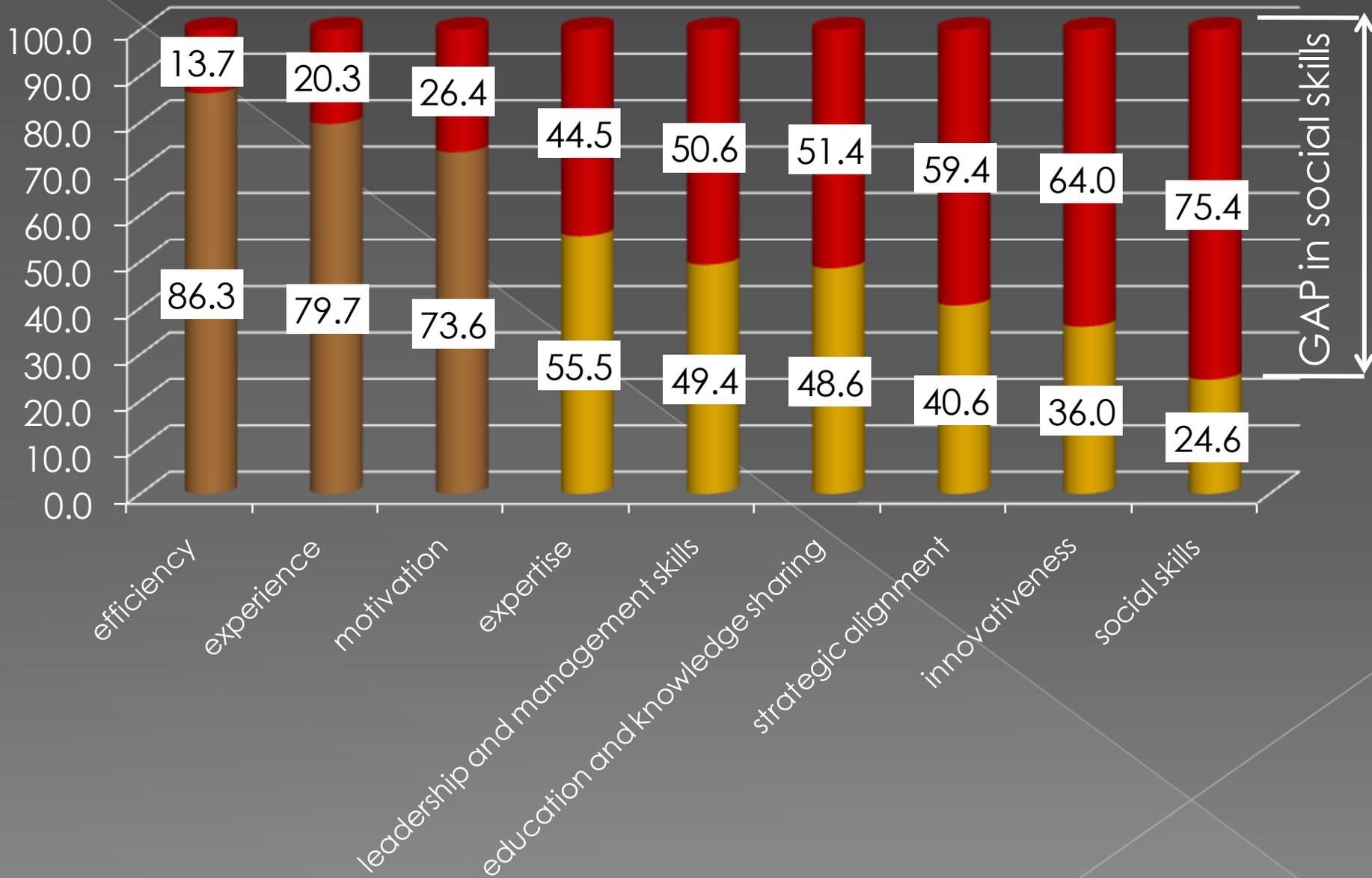
- 1. to analyze IC**
- 2. to assess value drivers of IC (IC value drivers)**
 - value drivers of Human Capital (HC value drivers)
 - value drivers of Structural Capital (SC value drivers)
 - value drivers of Relational Capital (RC value drivers)
- 3. to assess innovation gaps related to IC value drivers**
- 4. to define effective innovation strategies based on identified innovation gaps**

Case study: Serbia

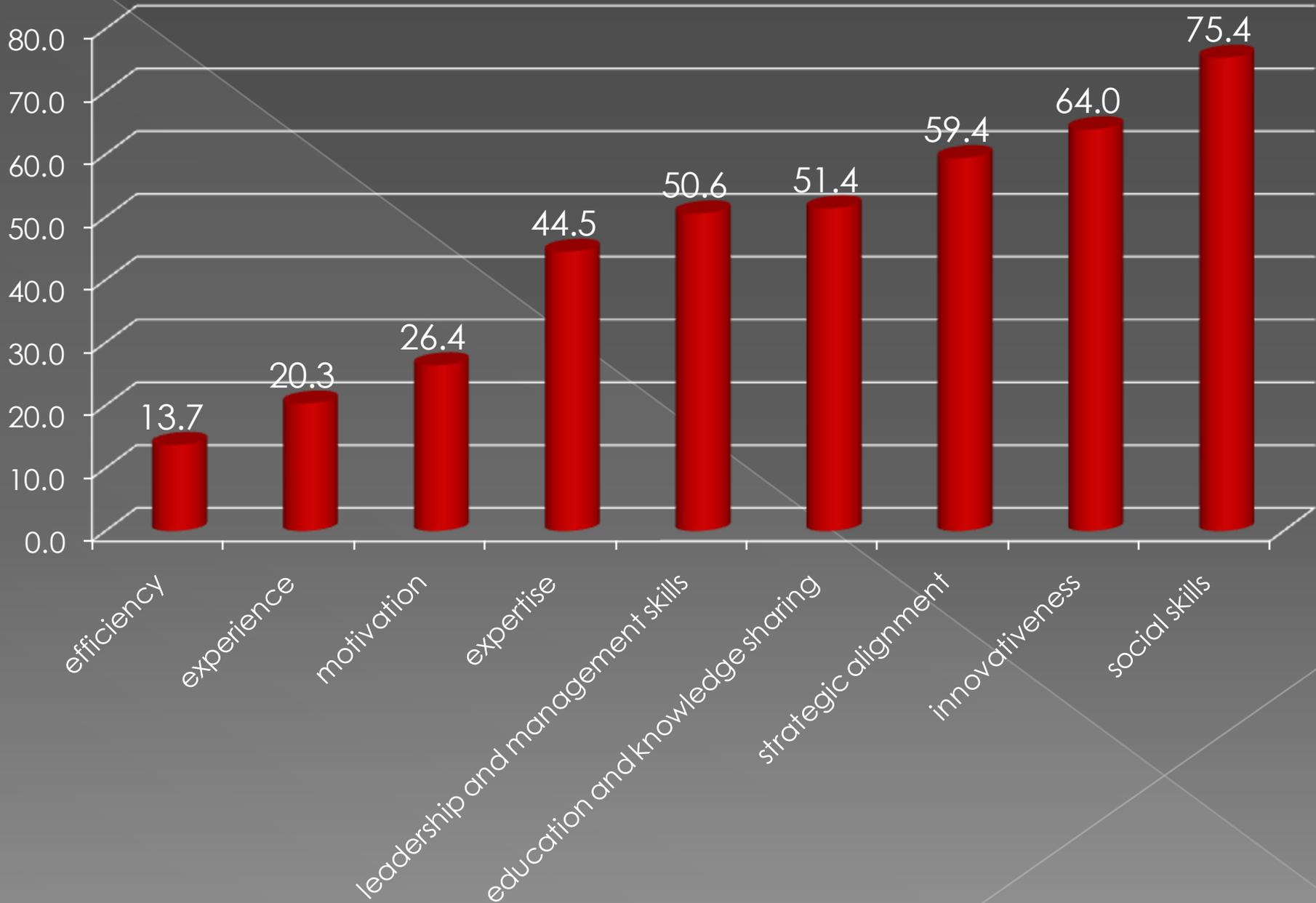
Assessment of HC value drivers



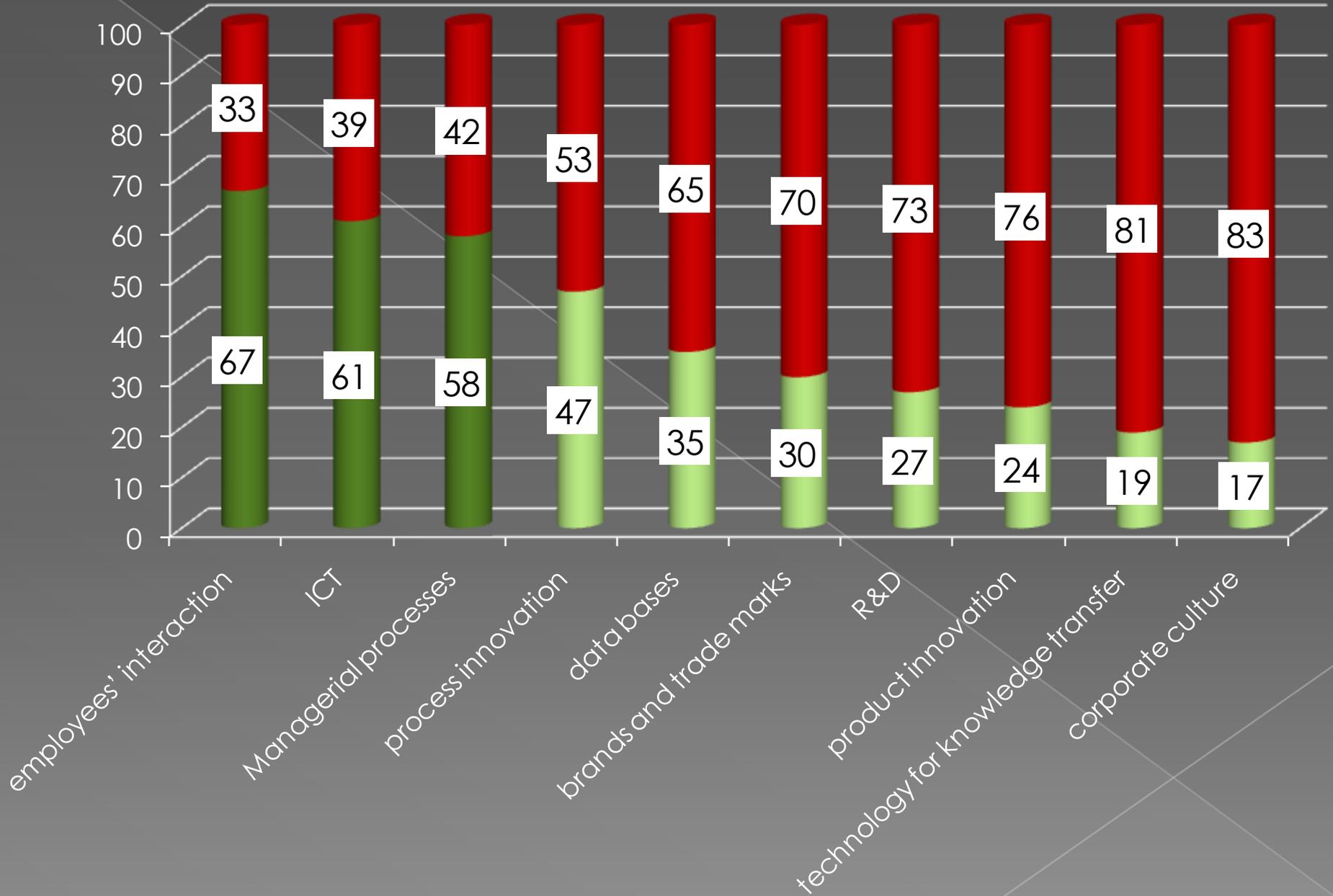
HC value drivers & Innovation GAPS



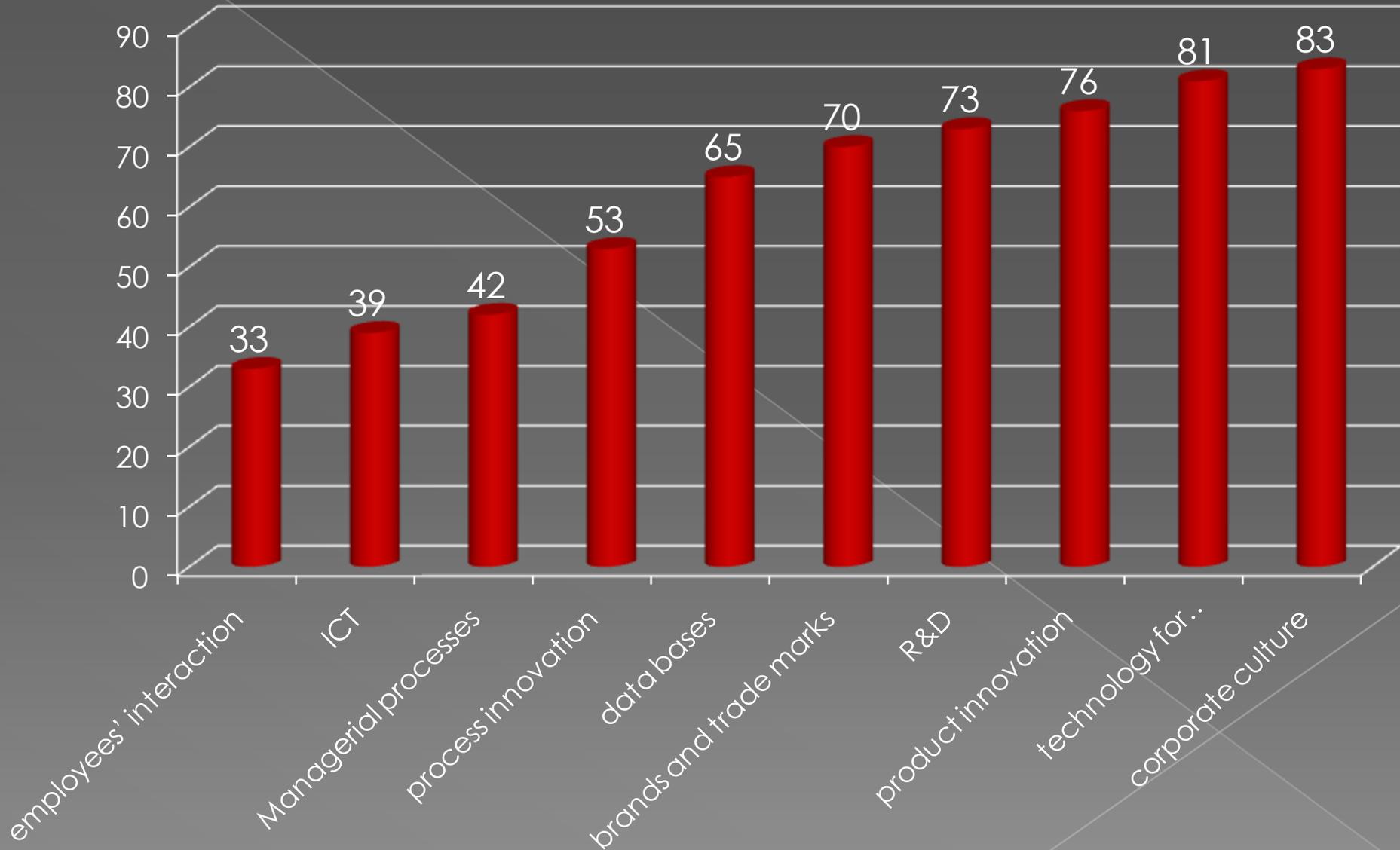
Innovation GAPS related to Human capital



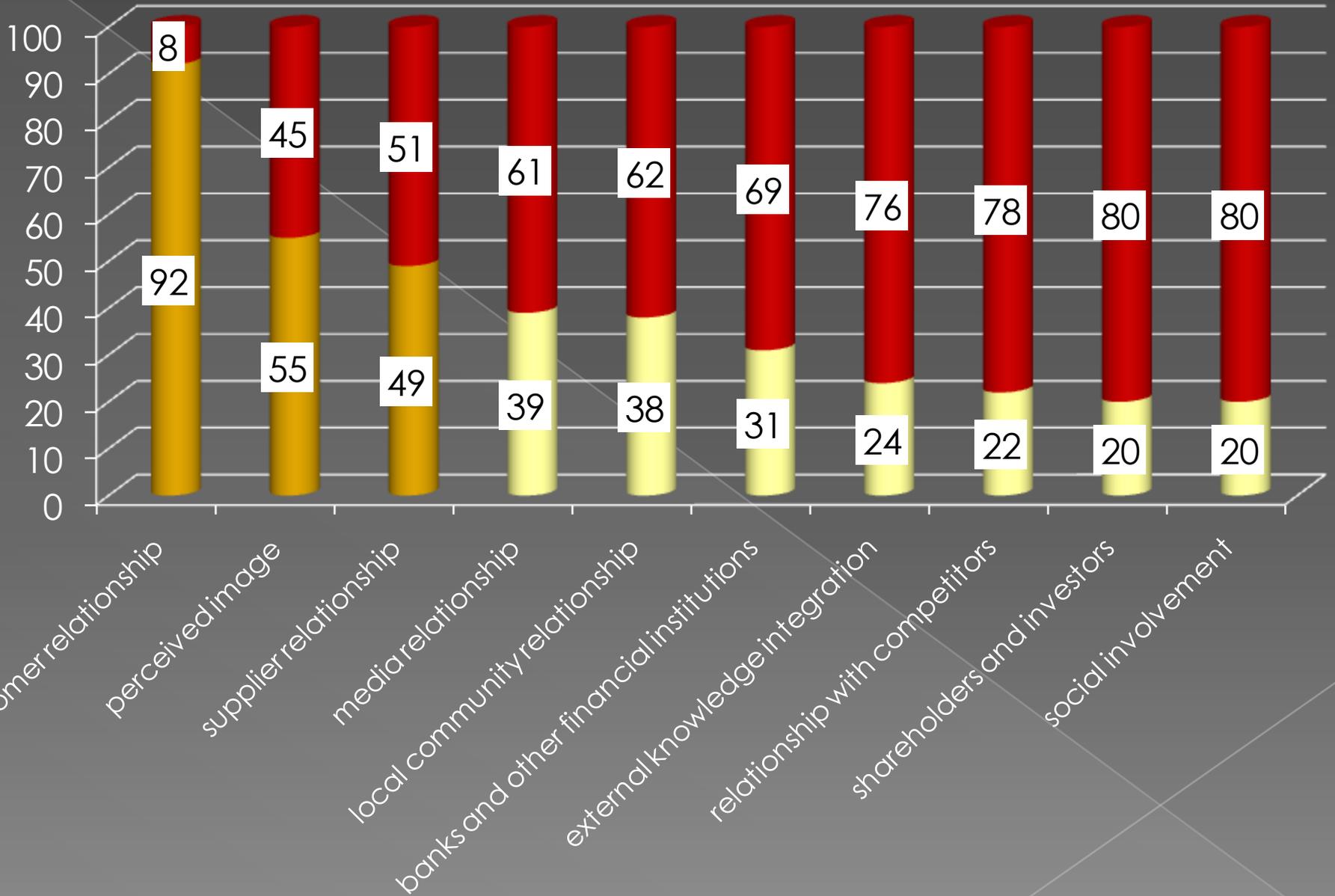
Serbia - SC Value drivers & Innovation GAPS



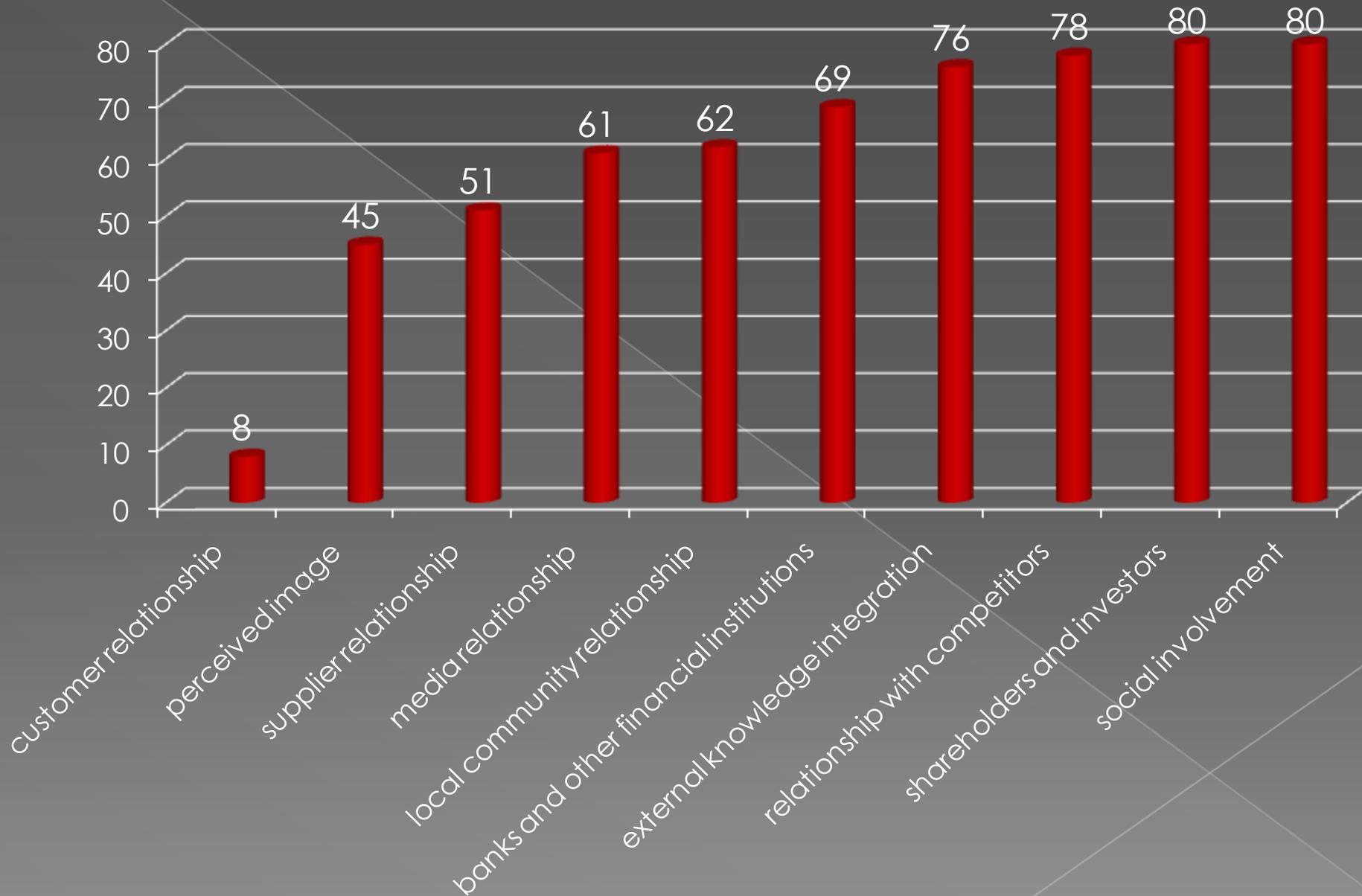
Innovation GAPS related to Structural capital



Serbia - RC value drivers & Innovation GAPS



Innovation GAPS related to Relational capital



FUTURE RESEARCH

Methodology for IC-based innovation gap assessment

How to develop effective innovation strategies/policies in the knowledge era?

1. The main purpose - to develop methodology for innovation gap assessment based on the research and analysis of intellectual capital including IC in innovation measurement methodology.
2. The main objective - to enable more precise assessment of innovative potential taking into account knowledge, intellectual capital and management issues.

FUTURE RESEARCH

Methodology for IC-based innovation gap assessment

Three following phases:

- 1. To develop the methodology by the implementation of the proposed conceptual framework in different (European) countries.*
 - to use IC survey design (implemented in Serbia) in other EU member states, new member states or near-future member states in order to develop universal IC reporting methodology for innovation gap assessment.
 - to make comparison between country-participants from IC and innovation perspectives
 - to see if the proposed method is really a method, or if there are hidden effects.
- 2. To apply the methodology itself in different countries*
- 3. To extend existing EC innovation scorecard methodology with knowledge and management issues.*

Contributions and Perspectives

1. The research might contribute to defining of one universal methodology for IC reporting and measurement not overlooking important specific environmental features.
2. General IC measures would enable comparison of countries from the IC perspective.
3. IC measures in innovation gap analysis would enable insight into IC strengths and weaknesses (relevant for innovation performance) as well as challenges assumed to be important for pilots.
4. This research could enable refinement and improving of the existing innovation measurement methodology taking into account intellectual capital through IC based-innovation gap assessment.

Closing remarks

1. IC-based innovation gap assessment connects open innovation and IC concepts using IC measuring and reporting for a more comprehensive assessment of innovation performance in order to enable countries/regions/cities/organizations to create effective innovation strategies/ policies in the knowledge era and drive innovation potential towards a better future.
2. The proposed research could extend innovation scorecard to tackle also IC, knowledge and management issues.
3. Improvement of innovation measurement methodology could enable the creation of effective innovation strategies/policies assumed to influence economies and drive future global sustainable growth and development.

Innovation

A hand is shown on the right side of the image, holding a white chalk and writing the word "Innovation" on a green chalkboard. The word is written in a large, white, sans-serif font.

Thank you.
Your comments please.

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