

# EXPLOITATION OF IP VALUE GROWTH POTENTIAL IN TERMS OF SME'S INTERNAL ENVIRONMENT

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## Key words

SME'S, Tacit Knowledge, Economic Niveau, Net Income Capitalization, Internal Environment

## Resume

An effective management of knowledge is necessary for the right investment decisions at the age of knowledge economy nowadays. A considerable distinction of shares of objectified intellectual property in a property portfolio of enterprises has happened during the last few decades. Primarily, the aim of this paper is to analyze knowledge management within an internal environment of small and medium sized enterprise. Further we consider assumption suitable for qualifying and quantifying value of intellectual property which is capable for yield potential capitalization. Intellectual property is distinctive mover of competitive advantage on the present. The last stage of our research work is a draft of a new analytical tool suitable for intellectual property valuation and analysis of long term time series. This equation is suitable for analysis of historical and present data. Accordingly it can be applied for predict future time period and this type of coefficient is feasible for volatility analysis of intellectual property value changes.

Firstly we carried out an extensive literature searching focused on subject of knowledge management definition. There are exists many ways for recognition. In other words we deal with materialising of knowledge into formal structure. Knowledge should be apprehended as a part of transformation knowledge chain from general data to knowledge (see f.i. Truneček, Vágner). Knowledge management is dynamic modern branch of management with several discrepancies in technology and heterogeneous conception. Fundamental dichotomy is based on divergent interpretation of knowledge concept. Results of our observations are progress

concept grounded on rudimental application approaches. These approaches are differentiated above all particular methods and according to the detailed event and also techniques.

### **Knowledge Management Niveau**

We extract author's concept of knowledge management in accordance with particular niveau. The top niveau called philosophic niveau shows us the first purpose, intention. This is the ideological cornerstone of knowledge management. On account of the first mover there is pushed the choice of rudimental possible approaches toward application procedure determining. This is the part of theories and gnoseological thoughts. The second niveau, called methodical or systematic niveau, already we are able to select sortable methodical device. Hereinafter all along the finished of this part of progress we are able to approach into the last part, technique niveau. In this level, partial techniques, computations and management activities are applied on the specific entities and subjects of management.

### **Broadly IP Conception**

Knowledge management is known on several names. According to particular paradigm of various schools of economics and management are used unstructured titles for this subject. We can meet with subject of knowledge management named in accordance with accounting regulations and guidelines, tax laws, industrial property laws and valuation rules and guidelines. Other view providing economics and valuation theory. The broad concept of intellectual property is accepted ourselves. Indications are not semantic equal, but are based on exploitation and expression of some sort of knowledge. Kisslingerova, Novy (2005) pointed out commonly used terms for intellectual property such as for instance intangible assets, intangibles, intellectual property, intellectual capital, intellectual ownership, and industrial property, copyright et sequentia.

### **New Analytical Tools**

Our topical concept for long run horizontal and vertical technical analysis is in preference determined for effective management of underlying properties. Our draft appears from German point of views on particular matters – Net Income Capitalization rather than Discounted Cash Flow methods and techniques.

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