

## عنوان مقاله:

Effective predictors of Intellectual Capital & Knowledge Management strategy & innovation performance in business

## محل انتشار:

دومین کنفرانس ملی اندیشه های نوین در مدیریت کسب و کار (سال: 1398)

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## خلاصه مقاله:

In recent years, the idea of managing intellectual capital in organization has gained popularity among both in academia and in business environment. Knowledge management when implemented strategically can also influence how well the firm is able to innovate – this also has an influence on the ability of the various types of intellectual capital to affect the innovative capacity of the organization. The importance of knowledge management and intellectual capital as intangible assets is essential to firm performance which eventually affects the whole economy. So the purpose of this paper is to explain the Effective predictors of intellectual capital (IC) and knowledge management strategy (KMS) & innovation performance. The authors argue that specific combinations of IC components and KMS activities can lead to higher innovation performance.

## کلمات کلیدی:

intellectual capital, knowledge management strategy, innovation performance

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