

Model in Measurement the Impact of Implementation of Knowledge Management towards Organizational Market Value

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Abstract- Knowledge represents one of the intangible assets that have a significant role in competitive advantage. The organizations sometimes forgot to manage their own knowledge. Knowledge Management (KM) defines as a process in organization to collect knowledge and using it to get competitive advantage. However, when organization spends a big investment to collect the knowledge, hence organization has to know regarding the impact of knowledge management towards organization. The impact should be into organizational market value which is one of the important things for every company, especially public company. Additionally organization need to make sure that their efforts in order to collect knowledge in line with organizational mission vision.

Balance Scorecard which is developed by Kaplan can be used by organization as a tool to develop measurement model of knowledge management implementation in organization. This model can be developed from Customer KM, Internal Process KM and Human Capital KM. Model measurement will make organization as well to have confidence that the development of knowledge management can support organizational mission vision and resulting outcomes tangible in term of market value of organization.

Keywords- knowledge management, impact, measurement, market value, mission vision.

Remarks: The full paper may be found in www.charm72.com