

Bibliography for KMPro, New England Chapter, *METRICS & ROI in KM*, May 16, 2003

prepared by LWM Technology Services

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Sullivan, Patrick H. **Value-driven Intellectual Capital: How to Convert Intangible Corporate Assets into Market Value.** 276p. John Wiley & Sons 01/01/2000 ISBN: 0471351040 New York

A framework for intellectual capital management: the relationship between intellectual capital and corporate value, valuing knowledge companies, managing intellectual capital.

Bontis, Nick. **The ultimate administrative activity.** 16p.05/01/2001

How organizations place a value on knowledge and intellectual capital; defines concepts "structural capital," "intellectual capital," "relational capital." Notes that while GAAP (Generally accepted accounting practices) have struggled with applying metrics to these concepts when valuing companies, senior managers should begin strategically managing these assets. Give ten key activities to consider.

Executive Guides; Knowledge Management 10p.CIO, Darwin 07/19/2002

<http://guide.darwinmag.com/technology/enterprise/knowledge/index.html> - roi

This is an overview and guide that includes: Overview, Case study, Buzz words, Hot questions, Metrics, Hot links, Tech Talk, Checklist, ROI, and Bibliography

Days, Frank. **Making the Cut: Simple Ways to Measure ROI, by Frank Days and Karen Donaghue.** 1p.Mass High Tech 03/24/2003

http://www.masshightech.com/displayarticledetail.asp?art_id=62142&search=roi+

- Know dollars out and dollars in
- Find the payback period
- Compare project performance last year with this year's
- Is the project a solution to a problem or an improvement?
- Is the project suitable for meeting corporate goals?
- How close is the project to revenue stream?
- Is there a regulatory reason for doing the project that if not done could incur major costs?

Kaplan, Simone. **KM the Right Way.** 5p.07/15/2002

<http://www.cio.com/archive/071502/right.html>

"Knowledge management is how organizations extract value from their intellectual assets. Because it's such a broad objective, there's no cookie-cutter approach to adopting knowledge management. Many vendors push turnkey systems, contributing to a one-size-fits-all mentality and a misplaced focus on technology rather than people and process.all detrimental to KM's payoff. But there are a few steps organizations can follow to prepare for a more successful KM implementation. First, executives must evaluate what their strategic need for KM is. Then they should examine the effectiveness of current knowledge processes and whether the culture is ready for procedural changes. Once they have resolved those issues, the CIO can evaluate the existing IT infrastructure to determine whether it's adequate for KM or whether new systems are needed."

Russom, Philip. **An Eye for the Needle.** 6p. Intelligent Enterprise 01/14/2002

http://www.intelligententerprise.com/020114/502feat2_1.shtml

"Knowledge workers want content management applications to impose order on document chaos."

"Accurately representing knowledge workers' domain expertise in a corporate portal's taxonomy is one of the greatest challenges to the development of portal-based content management applications."

"The taxonomy - the structure for categorizing text content by topic - is the piece of the content management application that knowledge workers depend on most and, therefore, the piece they use for measuring its success."

Describes the processes by which the right effect and balance can be developed.

Genusa, Angela. **RX for learning; why Tufts' health sciences database earns honors.**

6p. 02/01/2001

<http://www.cio.com/archive/020101/tufts.html>

Tufts awarded CIO Magazine's Enterprise Value Award for their medical knowledge management system created with substantial creation effort by director of the Tufts' Health Sciences library, Elizabeth Eaton using a UNIX server and MySQL. Developed for \$455,000. Digital image library of lectures and papers by faculty.

Vaas, Lisa. **Knowledge Management: Value is Relative; Portal vendors incorporate technology, though ROI still tough to prove.** 1.04/01/2002

<http://www.eweek.com/article/0,3658,s%253D709%2526a%253D24895,00.asp>