Suez Canal University
Faculty of Commerce English Section
Business Administration Department

Questionnaire list directed to Top Managers, HR Managers and Marketing Managers

Gentlemen, Top managers, HR Managers and Marketing Manager

Best greetings and Sincere appreciation…..

The researcher / Amira Sayed Mohamed Gad the Teacher Assistant at Business administration department – English Section, Preparing Master thesis entitled :-

"The role of intellectual capital in achieving organization competitive advantage"
Introduction:

Nowadays, Organizations face many challenges in this changeable world through the knowledge-based economy through globalization. This hyper competition creates a need for new tools that help organizations have competitive advantage for the products they provide in the market.

One of the new tools now is information; a new weapon that the organization uses in this knowledge economy, Its remains that there is an awareness age of the other kind of assets called intangible assets which include knowledge, innovations, researches, trademarks, copy rights and customer relation, which are significant now as a new source of wealth, more important than tangible assets.

These intangible assets are considered as the intellectual capital that organizations own. The real competition now is trying to develop and build intellectual capital through effective use of the assets to achieve and sustain competitive advantage.

Intellectual capital is considered one of the new managerial concepts which have appeared throughout the last decade. This concept refers to producing success through using human abilities,
organizational capabilities and customer relations. (H. Sullivan, 2000).

So, intellectual capital has a critical importance for the organization, although its remains that managerial awareness of the importance of this hidden gold is still low, at least in application. (Stewart, 1997) and according to some problems that face organizations, this buries them from using such concept as: the unawareness of the concept itself and how to apply it to build intellectual capital. Another problem may be the humans in organizations; how the organization can change the culture to deal with them and make them believe that they are the most important asset in the organization and how it can motivate them to innovate and produce more because employees in the organization represent an opportunity for the company and also for competitors, if organizations let them leave competitors to take chance.

So, Intellectual capital represents a critical source for success in organizations, especially in the Egyptian environment that faces a higher competition from Chinese, Indian and other multinational companies which represent a threat for Egyptian companies that need to compete.
So, the researcher chooses this topic to be studied due to the fact that every company—through the knowledge based economy wanting to compete must look for other resources than traditional ones because these were available for every company in every market such as: Materials, technology, tools and other traditional resources. These resources are the humans in the organization and the knowledge owned by those human resources and how the organization can use these resources with this knowledge to achieve the best stand and to obtain customer satisfaction, to compete in the market and therefore to achieve competitive advantage.

As Stewart said that the knowledge content of practically every thing "look at the knowledge content", of every goods and services. (Stewart, 1997) and from this perspective there is a need to use the intellectual capital application to achieve these goals successfully—So, the researcher chooses to test how intellectual capital application can make the company achieve competitive advantage and this is the goal of the research.
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