



ECIC
2011



UNIVERSITY OF NICOSIA

3rd European Conference on Intellectual Capital University of Nicosia, Cyprus 18-19 April 2011

Conference Chair: **Geoff Turner**, European Centre of Knowledge Management Research, University of Nicosia, Nicosia, Cyprus

Programme Chair: **Clemente Minonne**, School of Management and Law, Zurich University of Applied Sciences, Winterthur, Switzerland

Mini Track Call for Papers: Human Capital Transform and Transfer by Social Media
Track Chair: Dr Jussi Okkonen, Tampere University of Technology, Finland

Human capital is a valuable, yet most complex part of any organization's intellectual capital. This person-bound intellectual capital residing in the minds of the individuals working in an organization often play a significant role in performing the key tasks of the organization. The individuals and their working habits, their knowledge and know-how needed to perform the business processes efficiently and successfully sets the basis for making profitable business. Simultaneously this causes a well known risk: what happens to the organization's success if the individual leaves the organization taking their human capital with them? The research has offered several methods for getting the person-bound human capital shared and transformed into organization's structural capital in order to get it in to wider use in the organization. Technology may play significant role in process of transforming personal knowledge to organizational knowledge. Web 2.0 technologies and social media would seem to be beneficial in this context, since they empower individuals to author, publish, share, use, discuss and comment issues. Probusage as organizational action helps along the intractable path to organizational knowledge. Social media applications are widely used in leisure setting, yet the benefits of using them in work setting are implicit. The mini-track calls for conceptual as well as practical papers aiming to describe *how can the human capital of an individual in an organization be transformed and transferred into organization's structural capital by using social media*.

Topics include, but are not limited to:

- Social media or WEB 2.0
- Intellectual capital transform tools
- Intellectual capital transfer tools
- Probusage
- Social media in work context
- Social knowledge/intelligence

Publication Opportunity

Papers accepted for the conference will, subject to author registration and payment, be published in the conference proceedings. The proceedings have an ISBN and are accredited in various academic lists, details of which are on the conference website. In addition to the conference proceedings, selected papers will be eligible for publication in a special issue of the Electronic Journal of Knowledge Management. The journal has an ISSN and is also cited in various lists.

Product Demonstrations and Exhibitor Opportunities

If you are contributing to the conference in this mini track, you can also request the opportunity to give a product demonstration.

Submission details:

Abstract details: All submission types require an abstract in the first instance. The Abstract should be a minimum of 300 and no more than 500 words including up to five keywords and keyphrases to be

received by **27 September 2010**. Please read the abstract guidelines section of the website before submitting.

Submission: Online only at <http://academic-conferences.org/ecic/ecic2011/ecic11-abstract-submission.htm>
Please ensure that you complete all relevant sections of the form, including the conference track the abstract is intended for, the proposed title for the paper, the full names (first name and surname, not initials) and email addresses of all authors and a postal address and telephone number for at least one contact author. Please indicate clearly if the contact author is not the lead author.

Full paper: Only required when the abstract has been selected and not to be more than 5,000 words including abstract, keywords and references (the Harvard referencing rules need to be followed). Submission date will be not later than **15 November 2010**. Papers should be submitted as .doc or .rtf file attachments by email to the Conference Manager, Charlotte Hall at charlotte@academic-conferences.org

Important information:

The selection panel of the conference committee will consider all abstracts received by the submission deadline to ensure that the proposed paper is relevant to the Conference. The authors of abstracts, which describe a relevant paper, will receive a notification of abstract acceptance. All full papers will be blind reviewed by members of the conference committee to ensure an adequate standard, that the proposed subject of their abstract has been followed, that the paper is of a suitable length, that the standard of English is adequate and that the paper is appropriately referenced. Papers that are accepted will be published in the conference proceedings providing at least one author registers and presents the work at the Conference (see the registration section of the conference website for more information about registration). Due to the large number of papers expected for this conference, the committee only allows an author to present one paper. Therefore if multiple papers are accepted for presentation different co-authors need to present each paper.

Important dates:

Abstract submission deadline:	27 September 2010
Notification of abstract acceptance:	4 October 2010
Full paper due for review: (see note)	15 November 2010
Notification of paper acceptance:	24 January 2011
Earlybird registration closes:	7 February 2011
Final paper due (with any changes):	21 February 2011
Final author payment date:	14 March 2011

Conference Committee.

Details of the committee for 2011 are on the conference website at <http://academic-conferences.org/ecic/ecic2011/ecic11-committee.htm>

If you would like join this committee, please visit <http://academic-conferences.org/application-committee.htm> and complete the application form.

This call for papers can be accessed online at <http://www.academic-conferences.org/ecic/ecic2011/ecic11-home.htm>