

# ECKM 2019 - Pre Conference Workshop

## 20th European Conference on Knowledge Management

Lisbon, Portugal

**Wednesday 4<sup>th</sup> September 2019**

**10:00 – 12:00**

### **A MULTIDISCIPLINARY APPROACH TO INTANGIBLES – Theory and Practice**

Led by **Eduardo Tomé**, **Francisco Cesário**, **Luis Pimentel**, Universidade Europeia Lisboa, Portugal, **Constantin Bratianu**, Academic of Economics Bucarest, Roumania, **Madeleine Block**, University of Bielefeld, Germany, **Anthony Wensley**, University of Toronto Canada

Intangibles are known to be an important source of power and wealth in the 21st century. Furthermore, many of the benefits that are derived from the efforts of individuals and groups are intangible in nature. Intangibles have been subject to different forms of analysis associated with different types of models. Interestingly it is not possible epistemologically claim that any one approach is more important than another, but rather we can understand that the sum of knowledge and understanding that can be derived from putting different points of view together is stronger than that obtained from using multiple perspectives in isolation.

In this workshop we will consider six perspectives on intangibles, namely Knowledge Management, Intellectual Capital, Human Resource Development, Economics, Traditional Management and Social Policy. Each one of these six perspectives will be presented by one of the six main participants in a short speech (5 minutes). With this we hope to generate an interesting debate with the rest of the participants (in the remaining 90 minutes).

### **Learning Outcomes:**

- What are the main scientific perspectives of analysing intangibles?
- What are the main models of each one of those perspectives?
- What are the main scientific results in each one of those perspectives?
- How do those perspectives interact and come together to for an unified explanation of intangibles?
- What ideas, if any, may be derived from this workshop in order to foster further research ?

### **Workshop Application details**

The cost of attending each workshop is **£35** for participants registered for the 20th European Conference on Knowledge Management (ECKM) and **£70** for anyone wishing to participate who is not attending the conference. To reserve a place on this workshop please use the online form

<http://www.academic-conferences.org/conferences/eckm/eckm-registration/>

For further information email: [elaine@academic-conferences.org](mailto:elaine@academic-conferences.org)



**Anthony Wensley** The key areas of my research involve the planning and implementation of enterprise management systems. In parallel with this work I am actively engaged in research focused on Intellectual Property with particular emphasis on digital industries and the biotechnology industry. I am executive editor of the international Wiley journal Knowledge and Process Management and I serve on the Editorial Boards of 10 academic journals covering Information Systems, eBusiness, and Research and Innovation.



**Constantin Bratianu** is professor of Strategic Management and Knowledge Management at the UNESCO Department for Business Administration, Bucharest University of Economic Studies, Romania. He is an active member and chair session of the ECKM, ECIC and ICICKM conferences. Constantin Bratianu proposed a change from the Newtonian paradigm of understanding knowledge based on the dyad of tacit and explicit knowledge to a new paradigm based on thermodynamics, and the concept of knowledge as a field.



**Eduardo Tomé** obtained his PhD in Economics in 2001 and then as been working in Universities, His interest is intangiibles. He has authored 40 peer reviewed papers and 80 conference papers. He is the



**Francisco Cesário** holds degrees in Economics at ISEG / University of Lisbon, MPhil in Business & Management - Specialization Human Resources Management at Middlesex University Business School (UK) and PhD in Labor Sciences at the University of Cadiz (Spain). Has 10 publications in Scientific Journals and Conference Proceedings, 4 chapters of books and 2 books published. He regularly presents communications at national and international scientific events in the field of Human Resource Management and Organizational Behavior.



**Luis Pimentel** PhD in Management with interest in corporate culture and policy.



**Madeleine Block** is a postdoctoral research fellow at the Centre for German and European Studies (CGES) at Bielefeld University, Germany. She is a social scientist working in the field of knowledge management, higher education studies, and business and social sciences-related research.