



## Becas colaboración curso 2015/2016

Fecha: 18 Junio 2015

### Vicerrectorado de Investigación, Innovación y Transferencia

Subcomisión de I+D+i

Propuesta del departamento *ORGANIZACIÓN DE EMPRESAS*

**Núm Proyecto: 2015/28/00006**

#### **Responsable**

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#### **Título proyecto**

Medición y evaluación del capital intelectual en redes sociales

#### **Valoración proyecto**

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#### **Descripción proyecto**

To analyze the processes of knowledge codification, exploration and exploitation within the Social Networks. Additionally, it will be necessary to define and establish the connection between these intangible parts and the tangible part of organisational performance as represented by performance measurement systems, and to analyze the impact of knowledge loss on organisational performance

#### **Actividades a realizar por el alumno**

- Development of models/methodologies and application of tools in order to measure intangible assets and to evaluate the components of intellectual capital within Social Networks
- Application of different statistical techniques such as Principal Component Analysis or Factor Analysis, Multi-Criteria Decision Aid techniques such as Analytic Network Process, as well as quantitative techniques such as the Data Envelopment Analysis and Benchmarking

#### **Horario**

A determinar