The most known and widely used methods use cash flows and tangible assets to measure the impact of investments in the organization's outputs. But in the last decade many newer organizations whose outputs are heavily dependent on information technology utilize knowledge as their main asset. These organizations' market values lie on the knowledge of its employees and their technological capabilities. In the current technology-based business landscape the value added by assets utilized for generation of outputs cannot be appropriately measured and managed without considering the role that intangible assets and knowledge play in executing processes. The analysis of processes for comparison and decision making based on intangible value added can be accomplished using the knowledge required to execute processes. The measurement of value added by knowledge can provide a more realistic framework for analysis of processes where traditional cost methods are not appropriate, enabling managers to better allocate and control knowledge-based processes. Further consideration of interactions and complexity between proposed process alternatives can yield answers about where and when investments can improve value-added while dynamically providing higher returns on investment.

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The public is welcome to attend.