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**Data:** Mercoledì, 3 settembre 2003 12:04

**Oggetto:** Fw: [MentalChange] ICRI Letter of Intent + some ideas

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----- Original Message -----

From: David O'Donnell

To: MentalChange@yahoogroups.com

Sent: Wednesday, September 03, 2003 1:52 AM

Subject: Re: [MentalChange] ICRI Letter of Intent + some ideas

Hi Paulo, colleagues:

Irish Contribution to MENTAL CHANGE v-01 Sept 4, 2003

For discussion and scrutiny with stakeholders, potential partnerships within MENTAL CHANGE, and across emerging Work Packages, but with a particular focus on [1] the ICT sector, mainly SMEs; and [2] Owner managed micro/small firms in more traditional sectors. Comments welcome to david.odonnell@ireland.com

[1] Overview: This document represents a Letter of Intent to participate in the FP6 proposal - MENTAL HEALTH - by an Irish consortium named below, and coordinated by The Intellectual Capital Research Institute of Ireland.

There are two distinct strands to our proposed contribution, S1- Mainly analytical academic on the Irish ICT sector, mainly SMEs; and S2- interpretive industrial case studies in micro/small enterprises based on co-creation with their owner-managers, with elements of overlap between them due to the nature of the research agenda. Both strands are firmly within the SME and Micro/Small firm sectors at broad MESO level of analysis in both high-tech (ICT) and traditional industrial sectors.

[S1] SMEs (11-250 employees) are in the Irish ICT (information and communications technology) sector; software, hardware and services - this is S1 and is mainly MESO level academic research on a high growth, high IC and high intangibles sector. We have baseline survey data from over 90 ICT firms collected via the perceptions of their CFOs (chief financial officers) and Irish Companies Office in mid 2001. Most have agreed to further research with us. We re-survey the entire sector, this time including firms in Northern Ireland (900+ SME firms; plus a small number of large ICT firms),

in mid 2004, generating longitudinal and comparable data which will allow us to address knowledge/intangibles dynamics, as well as make a range of other contributions on MENTAL HEALTH related WPs (work-packages) by month 18. The broad focus includes knowledge/IC/intangibles dynamics (K-creation, sharing, integration, structural capital, human capital & HR, intellectual property (IP), management accounting systems, e-business implementation, corporate governance, KM systems in use, venture capital, and so on: MESO level findings. Based on initial findings, one or two in-depth co-creation cases will be identified.

Deliverables: Meso-level report on ICT sector dynamics Month 18; 2 cases by month 36; a range of academic and practitioner publications.

[S2] Micro (1-10) and Small (11-50) firms in traditional industry will be drawn from a network of mainly owner-managed traditional firms with no previous experience of intangibles, IC (intellectual capital), or knowledge-production-function thinking. Following existing Plato principles and structures the purpose in S2 is to introduce or "test-bed" such thinking, via their owner-managers, to one group of 12 Micro/Small firms, to learn from this process of introduction, identify suitable INDICATORS in cooperation with these [12] owner-managers, and to disseminate the findings. We do not wish to re-invent the wheel here (but micros in particular are a much neglected area) and we will draw on lessons learned from Scandinavian, MERITUM, NORDIKA, PRISM, and particularly the Danish Guidelines, and so on re micro/small firms. What we do not wish to alter substantially is the existing PLATO process of owner-manager development which has proved to be highly successful. Deliverable: Six month user-requirements study; facilitator training; initiate co-facilitated [IC/intangibles experienced; practitioner] group month-6; end month-18 evaluate and deliver interim progress report on these 12 firms; end month-30 process complete and final report by month-36; month 36 active phase ends; final report.

?260,000 represents an initial budget estimate over the 36 months for both strands of this initial proposal

Academic/Industrial constituency

[1] The Intellectual Capital Research Institute of Ireland

David O'Donnell, Director.

[2] University of Limerick Dr Philip O'Regan & Professor Tom Kennedy

[3] PLATO-Cork J.J. O'Connell, Director

[4] University College Cork Peter Cleary, Dept of Accounting, Finance & IS

[5] University of Ulster Professor Tony Wall

We look forward to collaboration with MENTAL HEALTH partners in Europe and progressing this proposal to a successful submission, evaluation, and eventual implementation.

Very best regards,

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September 4, 2003  
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