

Call for Papers

Management Consulting Practice on Intellectual Capital

Background

Today, Intellectual Capital plays a principal role in the delivery of corporate performance. This importance is reflected in the fact that companies, without the force of any regulations, start to produce intellectual capital statements to communicate their performance; accounting guidelines are being developed and standards are being questioned and reviewed; software companies such as SAP, Hyperion, Oracle, or Peoplesoft are developing applications to address this, and even governments are beginning to measure the intellectual capital of cities, regions, and countries.

Accenture writes that today's economy depends on the ability of companies to create, capture, and leverage intellectual capital faster than the competition. *Cap Gemini Ernst & Young* believes that intangibles are the key drivers for competitive advantage. *KPMG* states that most general business risks derive from intangibles and organizations therefore need to manage their intangibles very carefully. *PricewaterhouseCoopers* writes that in a globalized world, the intellectual capital in any organization becomes essential and its correct distribution at all organizational levels requires the best strategy integrated solutions, processes and technology.

Even though the leading management consulting firms recognize the importance of intellectual capital – they seem to suffer from the same predicament as the field as a whole. Intellectual capital is defined differently and the concept is often fuzzy. In this special issue of the leading journal in the field we would like to bring together the definitions, approaches, and tools offered by the leading management consulting firms. It will be a unique opportunity to disseminate your understanding of this critical area of management and allow you to illustrate your approaches and tools.

Operations, submission, and selection

The Journal of Intellectual Capital will publish a special issue of selected papers submitted independently for consideration for this special issue. The special issue will be edited by Bernard Marr and Göran Roos and will appear under the title of "Management Consulting Practice on Intellectual Capital" and is scheduled for Volume 5, No. 2, 2005.

All submissions will undergo a blind refereed selection process. In order to be selected papers need to demonstrate a thorough understanding of the subject and include the following:

- A historic description of how the concept of intellectual capital evolved in your firm, how it entered the agenda, and how its importance evolved.

- A definition of intellectual capital as a concept and its components (if applicable a firm-specific definition).
- If applicable, a description of how the definition of the concept of intellectual capital evolved (e.g. did the definition become more specific or broader?).
- The evolution of tools and approaches developed to understand and manage intellectual capital (e.g. identify, measure, value, report).
- An overview of the current approach(es) towards managing intellectual capital with a special emphasis on actual case studies.
- If possible, provide justifications for the tools and approaches used and evidence of its impacts.
- A look into the future – where do you see the field heading to? Will the importance of intellectual capital increase further? What will be the implications?

Papers

Submission of the full paper is required by **1st December 2004** for consideration for the special issue. All submission will be considered for possible publication in the special issue unless otherwise stated by the author. Please feel free to send draft versions of papers in for early comments. Please e-mail or post your papers to:

Bernard Marr
Centre for Business Performance
Cranfield School of Management
Cranfield
Bedfordshire
MK43 0AL
UK

Tel: +44 (0)1234 751122 ext 2434
Fax: +44 (0)1234 757409
Email: bernard.marr@cranfield.ac.uk

And

Goran Roos
Centre for Business Performance
Cranfield School of Management
Cranfield
Bedfordshire
MK43 0AL
UK

Tel: +44 (0)7785 274340
Email: goran@roos.org.uk

Paper requirements:

Papers need to meet the requirements for publication in the Journal for Intellectual Capital, as described below:

Three copies of the manuscript should be submitted in double line spacing with wide

margins. All authors should be shown and **author's details** must be printed on a separate sheet and the author should not be identified anywhere else in the article.

As a guide, articles should be between 4,000 and 6,000 words in length. A title of not more than eight words should be provided. A brief **autobiographical** note should be supplied including full name, affiliation, and e-mail address and full international contact details. Authors must supply an **abstract** of 100-150 words. Up to six **keywords** should be included which encapsulate the principal subjects covered by the article.

Where there is a **methodology**, it should be clearly described under a separate heading. **Headings** must be short, clearly defined and not numbered. **Endnotes** should be used only if absolutely necessary and must be identified in the text by consecutive numbers, enclosed in square brackets and listed at the end of the article.

Figures, charts and diagrams should be kept to a minimum. They should be provided both electronically and as good quality originals. They must be black and white with minimum shading and numbered consecutively using arabic numerals.

Artwork should be either copied or pasted from the origination software into a blank Microsoft Word document, or saved and imported into a blank Microsoft Word document. Artwork created in MS Powerpoint is also acceptable. Artwork may be submitted in the following standard image formats: .eps - Postscript, .pdf - Adobe Acrobat portable document, .ai - Adobe Acrobat portable document, .wmf - Windows Metafile. If it is not possible to supply graphics in the formats listed above, authors should ensure that figures supplied as .tif, .gif, .jpeg, .bmp, .pcx, .pic, .pct are supplied as files of at least 300 dpi and at least 10cm wide.

In the text the position of a figure should be shown by typing on a separate line the words "take in Figure 2". Authors should supply succinct captions.

For photographic images good quality original **photographs** should be submitted. If submitted electronically they should be saved as tif files of at least 300dpi and at least 10cm wide. Their position in the text should be shown by typing on a separate line the words "take in Plate 2".

Tables should be kept to a minimum. They must be numbered consecutively with roman numerals and a brief title. In the text, the position of the table should be shown by typing on a separate line the words "take in Table IV".

Photos and illustrations must be supplied as good quality black and white original half tones with captions. Their position should be shown in the text by typing on a separate line the words "take in Plate 2".

References to other publications should be complete and in Harvard style. They should contain full bibliographical details and journal titles should not be abbreviated. For multiple citations in the same year use a, b, c immediately following the year of publication. References should be shown within the text by giving the author's last name

Published in: Andriessen, D. (2005), "Implementing the KPMG Value Explorer; Critical success factors for applying IC measurement tools", Journal of Intellectual Capital, Special issue: 'Management Consulting' Vol 6 No 5, Guest Ed., Bernard Marr.

followed by a comma and year of publication all in round brackets, e.g. (Fox, 1994). At the end of the article should be a reference list in alphabetical order as follows

(a) for books

surname, initials and year of publication, title, publisher, place of publication, e.g. Casson, M. (1979), Alternatives to the Multinational Enterprise, Macmillan, London.

(b) for chapter in edited book

surname, initials and year, "title", editor's surname, initials, title, publisher, place, pages, e.g. Bessley, M. and Wilson, P. (1984), "Public policy and small firms in Britain", in Levicki, C. (Ed.), Small Business Theory and Policy, Croom Helm, London, pp.111-26. Please note that the chapter title must be underlined.

(c) for articles

surname, initials, year "title", journal, volume, number, pages, e.g. Fox, S. (1994) "Empowerment as a catalyst for change: an example from the food industry", Supply Chain Management, Vol 2 No 3, pp. 29-33

If there is more than one author list surnames followed by initials. All authors should be shown.

Electronic sources should include the URL of the electronic site at which they may be found, as follows:

Neuman, B.C.(1995), "Security, payment, and privacy for network commerce", IEEE Journal on Selected Areas in Communications, Vol. 13 No.8, October, pp.1523-31. Available (IEEE SEPTEMBER) <http://www.research.att.com/jsac/>

Notes/Endnotes should be used only if absolutely necessary. They should, however, always be used for citing Web sites. They should be identified in the text by consecutive numbers enclosed in square brackets and listed at the end of the article. Please then provide full Web site addresses in the end list.

Final submission of the article:

Once accepted for publication, the final version of the manuscript must be provided, accompanied by a 3.5" disk of the same version labelled with: disk format; author name(s); title of article; journal title; file name.

Each article must be accompanied by a completed and signed Journal Article Record Form available from the Editor or on <http://www.emeraldinsight.com/literaticlub> Authors should note that proofs are not supplied prior to publication.

The manuscript will be considered to be the definitive version of the article. The author must ensure that it is complete, grammatically correct and without spelling or typographical errors.

In preparing the disk, please use one of the following preferred formats: Word, Word Perfect, Rich text format or TeX/LaTeX.

Published in: Andriessen, D. (2005), "Implementing the KPMG Value Explorer; Critical success factors for applying IC measurement tools", Journal of Intellectual Capital, Special issue: 'Management Consulting' Vol 6 No 5, Guest Ed., Bernard Marr.

Technical assistance is available from Emerald's Literati Club on <http://www.emeraldinsight.com/literaticlub> or by contacting Mike Massey at Emerald, e-mail mmassey@emeraldinsight.com.

- A summary of submission requirements:
- Good quality hard copy manuscript
- A labelled disk
- A brief professional biography of each author
- An abstract and keywords
- Figures, photos and graphics electronically and as good quality originals
- Harvard style references where appropriate
- A completed Journal Article Record form

We are looking forward to receiving your papers.

Bernard Marr & Göran Roos
Editors of the Special Issue