Chapter 11

Enterprise Intelligence:
A New Concept of Management
For The New Economy

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In the present article, we introduce the idea that the economical models, based upon the three traditional production factors, should be revised regarding the incorporation of the Knowledge as an essential instrument of the economical production itself. Through the necessary recognition of this point-of-view, we propose a new concept for the business administration in the Knowledge Society, the Enterprise Intelligence, and we introduce, as well, a model for the management of the Knowledge capital. We also suggest and would like to discuss a few ideas of how developing countries like Brazil should position itself on this new Economics.

INTRODUCTION

The Knowledge economy moves the axis of the wealth and the development of the traditional industrial sectors — abundant in labor, raw material and capital — to areas whose products, processes and services abound in technology and Knowledge. Even on agriculture and on the consumer goods and capital industry, the competition is daily increasing its capacity to transform information on Knowledge, and Knowledge on decisions and business attitudes. Therefore, the value of

Previously Published in Managing Information Technology in a Global Economy, edited by Mehdi Khosrow-Pour, Copyright © 2001, Idea Group Publishing.
This chapter appears in the book, Information Technology Management in Developing Countries by Mohammad Dadashzadeh.
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the products depends, day-by-day, on the percentage of the innovation, technology and the intelligence attributed incorporated by them.

If capital, land and job were once considered the main generators of wealth and power, today, according to the World Bank, 64% of the world’s wealth comes from Knowledge (Neef, 98).

Such changes cause a deep impact on the country’s economy and on the life of millions of people. They may configure as a threat to the developing countries, if they rest on the present role of consumers of Knowledge products, or as an opportunity to explore unstable today’s balance which allow new actors to explore the spaces created to appear on the world’s scenery.

In the present article, we introduce the idea that the economical models, based upon the three traditional production factors, should be revised regarding the incorporation of the Knowledge as an essential instrument of the economical production itself. Through the necessary recognition of this point-of-view, we propose a new concept of administration in the Knowledge Society: the Enterprise Intelligence, as well as introduce a model for the management of the Knowledge capital.

In the next section, we introduce a short characterization of the Knowledge and of the evolution of its significance through History and, in the following section, we demonstrate how Knowledge is the new engine of the new Economy. But, if in one hand Knowledge is that much important, in the other hand we shall know how to manage it efficiently. In the next section, we present a model that teaches us how to do so; the last section describes a way on which developing countries may become inserted in this society, and we conclude by presenting the central philosophy that lies underneath this article.

LAND, CAPITAL, JOB AND KNOWLEDGE

Peter Drucker (1993), on his book Post-capitalism Society, assures that “the modern executive’s neuralgic point is to be able to make use of the Knowledge to create new products and services.” But, which Knowledge is he talking about? And what is the relation between Knowledge and technology?

Since the Ancient Greece, there are different points-of-view concerning significance and function of the Knowledge, not only in the West but also in the East side of the World. Socrates and the Taoists and Zen Buddhists monks believed that the only function of the Knowledge it was the self-knowledge, and that it should be used for the personal growth, enlarging our self-esteem and wisdom. Confucius, in the East, and Protagora (Socrates opponent), in the West, believed that the purpose of the Knowledge was to make the individual take note of what to say and how to say it. For Protagora, this signifies to deal with logic, grammar and speech, foundation of all the Western Education.
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