

# 個案 - 愛愛豬

## A Case - LuvLuvPig

神秘創作人  
Stig Designer

# 第一步：企業知識來源

## Step One: Sources of Enterprise Knowledge

愛愛豬 LuvLuvPig  
企業知識  
Enterprise Knowledge

採購知識  
Purchasing  
Knowledge

研究知識  
Research  
Knowledge

市場推廣知識



生產知識  
Manufacturing  
Knowledge

分銷知識



# 愛愛豬 擁有哪些知識資本？

## What IC Does LuvLuvPig Possess?

### 人力資本 Human Capital


- 從學校和生活得來的專業知識 Expertise arising from academic and life experience
- 僱員人數較少，但團隊精神強勁 Effective teamwork with experience
- 瘋狂有趣的創新能力 crazy, funny, & innovative idea in life
- 喜歡交朋友和分享 like to make friends and to share
- 溝通技巧 Communication skills



# 愛愛豬 擁有哪些知識資本？

## What IC Does LuvLuvPig Possess?

### 結構資本 Structural Capital

- 詳細的工作手冊 A detailed work manual
- 訂有明確準則的賞罰制度 Rule-based incentive scheme system
- 有效的資料保安政策 An effective data security policy
- 已註冊的商標及外觀設計 Registered trademarks and designs 
- 行之有效的軟件管理制度 Well-implemented software management system

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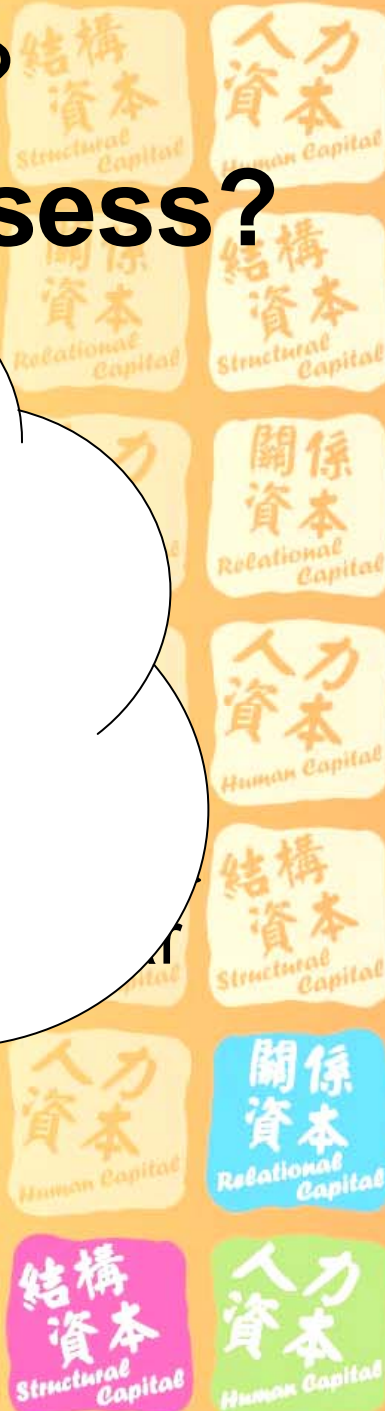

愛愛豬 擁有哪些知識資本？

What IC Does LuvLuvPig Possess?

關係資本 Relational Capital

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easy to  
work with



# 愛愛豬 如何釐定知識資本比重？

## How Does LuvLuvPig Weight its IC?

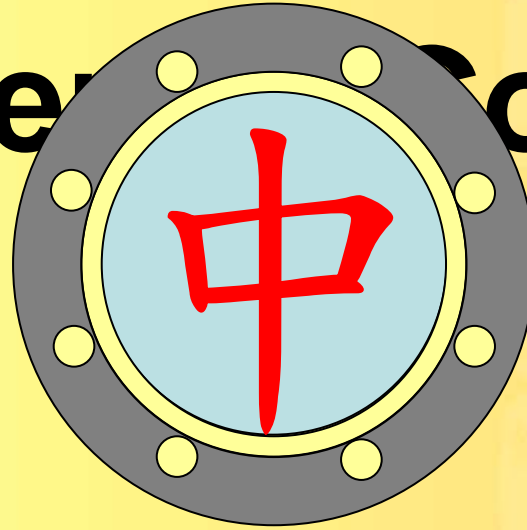
### Luv Intellectual Capital (IC) Value Tree

Luv Inc IC Value Tree diagram as of May 2009:

Human Capital (52%)		Structural Capital (20%)		Relational Capital (28%)	
Creative & Design Expertise	25	Work process	1	Media	4
Teamwork	7	Incentive	5	Supplier & manufacturer	7
Communication skill	8	Data security	4	Relationship with client	5
Leadership	9	Intellectual Property	8	Relationship with staff	3
Training & Professional Development	3	Client base	2	Social responsibility	7
				Government /Regulatory	1
				Trade association	1

\* Luv Inc's weighted intellectual capital tree, showing the approximate weighting assessed for each element which was fine-tuned by Luv Inc after the ICM Consultancy Programme on 4 May 2009.

# 個案 - 中立工程公司 A Case – Chung Lap Engineer Company



狂熱發明家  
Fanatic Inventor



# 第一步：企業知識來源

## Step One: Sources of Enterprise Knowledge

中立工程公司 Chung Lap Engineering Company  
企業知識  
Enterprise Knowledge

採購知識  
Purchasing  
Knowledge

研究知識  
Research  
Knowledge

市場推廣知識  
Marketing  
Knowledge

生產知識  
Manufacturing  
Knowledge

分銷知識  
Distribution  
Knowledge



結構資本  
Structural  
Capital

人力資本  
Human  
Capital

關係資本  
Relational  
Capital

結構資本  
Structural  
Capital

人力資本  
Human  
Capital

關係資本  
Relational  
Capital

結構資本  
Structural  
Capital

人力資本  
Human  
Capital



# 中立工程公司 擁有哪些知識資本？ What IC Does Chung Lap Possess?

## 人力資本 Human Capital

- 從工作得來的專業知識 Expertise arising from work experience
- 僱員人數較少，但有一定質素的員工班底 Small team with a quality workforce
- 香港發明協會專業會員 D00184 H Association Ltd.

發明專利人  
inventor

建國60周年100名優秀發明家稱號

# 中立 What

## 結構資本

- ~~詳細的~~
- 訂有明確 system
- 有效的資
- 已註冊的
- ~~行之有效~~ manage



bb學行快  
帶住bb去行街  
媽媽雙手舒服晒  
未學行,先學走,都得!

# 本? Business?



the scheme

policy

software

# 中立工程公司 擁有哪些知識資本？ What IC Does Chung Lap Possess?

## 關係資本 Relational Capital

- 與大學的良好工作關係 Effective working relationships with universities
- 與政府的良好關係 Good government relations
- 藉定期舉行聚焦小組會議，制訂發明方案 Social gathering to come up with ideas
- 與其他出資機構的合作關係 Co-operative relations with funding institutes
- 與供應商的工作關係 Relations with suppliers

# 中立工程公司 如何釐定知識資本比重?

## How Does Chung Lap Weight its IC?

