

proposed framework. The value is generated by innovation (discovery) and enhanced by the unique organizational designs or human resources practices. Prusak 2001 identified three major nexuses of knowledge assets: discovery, organizational practices, and human resources. These assets are performing in

are often created by a unique combination of the innovation and organizational structure. Finally, human resources practices are generally identified as a communicator to guarantee continuity of value creation and survive of knowledge assets (Holsapple, 2003). Considerable research projects have

Table I: Accounting against knowledge vs. Accounting for operations

| | Accounting Against Knowledge | Accounting for Operations |
|------------------------|---|---|
| Dynamic Nature | <ul style="list-style-type: none"> ✓ Knowledge System. ✓ Horizontal. ✓ Financial and non-financial. ✓ Relationships ✓ Inter. ✓ Integrated, cross-disciplinary, ad hoc, fluid, and collaborative. ✓ Success in expanding relationships. | <ul style="list-style-type: none"> ✓ Information System ✓ Vertical ✓ Financial ✓ Visible and physical activities. ✓ Intra. ✓ None integrated, closed, restricted, and has boundaries of single businesses. ✓ Success in control. |
| Recognition Rules | <ul style="list-style-type: none"> ✓ Invisible flow of knowledge. ✓ Value Creation. ✓ Flexible, collaborative, and dynamic. ✓ Strategic. ✓ Comprehensive. ✓ Technical. ✓ Centered on knowledge. | <ul style="list-style-type: none"> ✓ Physical flow of resources ✓ Value Realization. ✓ Rigid, isolated, and static. ✓ Operational. ✓ Financial. ✓ Procedural. ✓ Centered on data |
| Reporting Power | <ul style="list-style-type: none"> ✓ Focused on technology process. ✓ Supporting collaboration with business partners. ✓ Networking. ✓ Extracted from e-business model. ✓ Reporting value. | <ul style="list-style-type: none"> ✓ Focused on accounting process. ✓ Supporting performance of recording and reporting process. ✓ Blocking ✓ Extracted from t-business model. ✓ Reporting cost. |
| Theoretical Objectives | <ul style="list-style-type: none"> ✓ Creating and sharing knowledge ✓ Value proposition matrix: balancing performance, behavior, and technology. ✓ Reporting Dynamic: Instant and online. | <ul style="list-style-type: none"> ✓ Measuring profitability. ✓ Value proposition matrix: cost, time, and quality. ✓ Reporting Dynamic: Periodical. |

an integrated triangle for the value creation, updating, and commercialization. The unique discovery is acting as an engine of innovation process and updated by investment in research and development (Amidon, 2003). Moreover, brands as a major form of knowledge assets

been managed (individually and by bodies) to develop alternative accounting models that overcome the lacks of accounting against knowledge management. The key feature of those models is that none of these developed models in the accounting literature has