

MANAGEMENT – THE MOST VALUABLE INTANGIBLE ASSET

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Abstract

The importance of the intangible assets for the whole economic system is nowadays unanimously accepted and acknowledged. Between them, various authors consider that the management becomes the most important of the intangibles, and the framing of an measurement system (indexes and methodology) of the effects determined by the way in which the organizations are administered is a real challenge. This study proposes a mathematic model of quantification of the surplus value brought by the management into a company, thus becoming the main cause of the organizational success or failure. The method was applied to a company quoted on the Bucharest Stock Market, and the authors believe that it has real chances to be applied for any type of business.

Keywords: intangible assets; management of the company's value; optimization; evaluation.

JEL classifications: M21