



Intellectual capital for business innovation

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Abstract

The objective of this article was to: Establish the importance of Intellectual Capital in business innovation. For this, a bibliographic review was carried out, analyzing the state of the art of the same in this way being able to identify as the intellectual capital and its three components; structural capital, organizational capital and relational capital; influence business innovation. Thus, the importance of this article lies in the fact of showing that it is the intangible factors and components that can lead a company to a better financial situation, thus respecting its members and how they feel satisfied to carry out their activities. activities for the company in which they work, leading the company to be able to innovate and improve itself, being able to achieve better goals that may be set in the future. This article takes into account referents of the last 5 years for the bibliographic review, as well as its antecedents, in this way it is that a "fresh" state of the art is maintained, concluding in this way that the intellectual capital managed in the correct way allows that various innovations take place based on the satisfaction of its employees.

Keywords: intellectual capital, business innovation, structural capital, organizational capital, relational capital.

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Introduction

Market changes, such as globalization, fierce competition, technological advances and many others, have created a difficult environment for companies, it is more than clear that when talking about business innovation today one refers to technology, or complex economic systems. (Villa, Hernández, & Avalos, 2019) The raw material for business activity is discarded, cancelled and not renewed, when we say this, we speak of capital, but not of any capital; This includes the concept of intellectual capital, which is based on the fact that it is an important resource and contributes significantly to the economic success and value creation of companies (Nahuat, 2020).

Intellectual capital acts as an engine of intangible value in the company that creates benefits in the future, coming from the process of organization and knowledge transfer of the organization, and needs a structure that responds to internal and external conditions by organizations to strengthen the process so that innovation happens smoothly. The survival of many organizations depends on their willingness and ability to adapt to such changes. (Gil, Vargas, & Gutierrez, 2020) Through intellectual capital, companies can adapt to rapid changes and remain competitive in the marketplace. Intellectual capital is an increasingly important source of profit for inventors, as the demand for



innovations is happening all over the world. An important factor in the development of innovation is intellectual capital, which some researchers define as a process of transformation to commercial value of companies to intangible value. Therefore, these benefits are important for businesses in developing markets today. In the new era of companies that rely on research and development, if you don't use intellectual capital, competitors will still do so, because they will do better in business competition. It is important for companies to constantly improve their management strategies while gaining a competitive advantage. (Belmonte da Silva, Fernandez, & Jardón, 2021)(Ibarra & Hernández, 2019) The influence of intellectual capital on the performance of small and medium-sized manufacturing companies in Mexico: the case of Baja California, 2019)(Pardo & Higuerey, 2018) As mentioned above, and because the availability of resources does not necessarily mean a competitive advantage, these resources that the company can make through its cooperation process, make market competition one in which knowledge is more important than the physical assets it has (Briñez, 2021).

Defining business innovation, in the words of Cuenca and González, is a term that describes the process (2019)that occurs when a company introduces a new process, service or product to achieve positive changes in its business and support the final result, since the author relates innovation with the existence of an environment conducive to learning and innovation, noting in the above quote that it is beyond its impact on business results. For his part, Erazo argues that innovation is about improving existing processes or practices to reduce costs and save time; launch new products or services (which may generate additional revenue); or start from scratch the concept of the company. Ultimately, the goal is to revitalize the business, create new value, and increase growth or productivity. Another important element of innovation is that it drives the company's revenue. In the definition of intellectual capital, (2021) in the words of Al-Jinini et al., when talking about intellectual capital, it is common to speak of intangible materials that have a strategic character, which contribute to the creation of value inside and outside the company. In its financial statement, it

refers to these as non-consumable resources, through their combination, the company develops its activities and operations. Given their nature, these resources are often criticized by groups for their difficulty in defining them clearly and precisely. Intellectual capital can be defined as knowledge assets, including knowledge itself, information, intellectual property, and expertise, with the aim of creating wealth, and by organizations that establish and maintain a competitive advantage. (2019) (Allameh, 2018) According to Ordoñez et al., intellectual capital is the (2019)combination of intangible assets that allows the company to operate, where intellectual capital helps us to be more competitive, which makes the company not only technologically intelligent, but also innovates intelligently in the market, in this way it is impossible to replicate this hidden value for the competition, Well, you can only maximize the value of knowing by the company itself. For Suliman et al., are (2019) generally considered a fundamental determinant of a company's value and survivability, assets related to competitive advantage, as well as a unique set of inherent skills that are intangible and can create and maintain a competitive advantage while possessing this characteristic. Creative companies, regardless of their nature, focus on intellectual capital management as a means to business success. According to Asiaei and Jusoh, (2017) intellectual capital is defined as the accumulation of intangible assets in any organization based on knowledge and experience, and all these relationships, both internal and external, that help improve business processes, increase efficiency in the products and/or services provided.

At the international level, there are references such as: Quiceno (2021) his article is designed to explain organizational learning flows, intellectual capital and innovation as organizational strategies used in knowledge management in the XXI century. To achieve this objective, specific objectives are proposed to analyze the most outstanding current practices for organizational learning, relate them to structures and models of measurement of intellectual capital and establish key elements for business innovation. According to the positions of different authors, it can be argued that organizational learning processes are

similar to the search for job profiles of commitment to the culture and objectives of the company, where innovation and the generation of new ideas are encouraged. Trends in intellectual capital management include the implementation of new technologies in human and structural capital management and organizational communication, the creation of new profiles according to organizational needs, and the strengthening of communication and cooperation networks. And finally, organizational innovation trends include exploring shorter and faster innovation speeds, sharing technology to aid innovation, plus innovation in methods, processes, products, and services provided by different dynamics. market and customer. Pérez in (2018) his article aimed to determine how human capital works as a generator of financial value in SMEs, for this he resorts to a quantitative approach, application, transactional, non-experimental and field design. As a study population, the author takes the SMEs of the Carirubana Municipality of Falcón state, Venezuela; The author selects 488 of these companies for his sample. He used descriptive statistics to analyze and interpret the results, showing the need to improve the determination of intellectual capital from a strong perspective, especially in terms of education, psychological assessment and attitude. Companies think about human resources, they need the correct integration of strategy, structure and business systems to have all the skills and capabilities and this gives the organization the benefits and skills necessary to face or anticipate possible problems.

Franco et al. Knowledge management as the core of the (2019) innovation process in intelligent companies allows research centers in higher education, based on intellectual capital (IC), to be used as a fundamental axis in the creation of intangible assets using the Intellectus model. It focuses on human capital (HC), structural (EC) and relational capital (CR) as components of IC. Given the importance of HF in particular, the author focuses on two components of HF, namely CH and EC. Algorithms for smart device discovery were produced using 2 fuzzy logic strategies and the Matlab® toolbox. For validation, the model was applied to the Research Group in Administrative Sciences of the Tecnológico Metropolitano de Medellín. Through the Delphi

technique, six experts determined that the critical variables to be evaluated were the HC: values and abilities, attitudes and knowledge. in Organizational EC: Organizational Learning and in Technology EC: Research and Development. The application program data were obtained from 16 researchers in the form of 54 questions on a Likert scale. Consequently, by fuzzy logic 2, a guiding rule was obtained that, together with a kind of Karnick-Mendel deduction, provided the possibility of making decisions about variables through hierarchies of control. Finally, the authors conclude that a combination of talent and effort gives maximum value to R+D. The relationship between attitudes and organizational learning is important, although it is not a priority in value production, and value production, between the variables value and capacity, is not important with organizational learning. This reference is very important because it not only confirms the structure of intellectual capital discussed in this article, but also illustrates one of these structures from the perspective of innovation.

Arrieta and Valdés(2020) in their article show the results of the design and validation of the intellectual capital (IQ) management model of higher education institutions, Colombia 2014-2016. The method used is that of applied research of a mixed nature. The qualitative approach starts from a theoretical exercise with an object of the observed context (its character and interests), which makes the proposed model possible. The quantitative part was given by a sampling, collection and analysis of data in a statistical way. Seven surveys were developed and validated by experts. It is called the System-Dynamic Model of Quality Management of Intellectual Capital in Higher Education Institutions (SIDIGCIES), and its design is based on three theories: the theory of intelligent organizations of Senge, the theory of dynamic capabilities in the business world of Teece, Pisano and Shuen, the theory of knowledge creation of Nonaka and Takeuchi. Colombia's National Accreditation Council (CNA) also considered the standards of both programs and institutions. It is built on four dynamic resources: human resources, research and innovation, academic and social knowledge. The validation of the model in the SIDIGCIES medical program demonstrated its importance with



national and international standards established for the accreditation of programs and institutions. A design of 92 measurement indicators distributed in each subsystem and seven systematically validated instruments for each type of learning process was obtained, that is, for specific instruments for measuring intellectual capital management. Gómez et al. (2020) In his article he aimed to measure intellectual capital solutions, roles, value creation and financial aspects. The methodology used is based on a literature review, which shows the results of key stakeholders for the implementation of intellectual capital models and their applicability in business. The conclusion emphasizes the importance of recognizing intellectual capital as the primary means of value creation in companies.

At the national level, Flores et al. Their study on intellectual capital and scientific productivity in Peruvian universities aims to: show that the level of scientific productivity in the (2020) 25 universities of Peru have a direct and significant relationship with intellectual capital in intellectual capital and scientific productivity; the number of theses and research articles collected by universities. The methodology is basic, not empirical and aggregated, the data are taken from the portals of universities and the National Superintendence of University Higher Education, the data of scientific results are taken from the Alicia portal of the National Council of Science, Technology and Innovation. Questionnaires were used for 145 professors of the Faculty of Law, Business and Education of the José Carlos Mariátegui University. Intellectual capital is valued in three dimensions: human, structural and relational capital. Quantitative data from 25 studies showed that if the correct correlation between variables is assumed to be 704%; and in a 2019 university study by Professor José Carlos Mariátegui, the correlation was 71.8%. The study of the authors concludes that there is a direct and important relationship between capital and scientific intellectual capital, with the human condition the level of scientific productivity in capital is high, and scientific production in medium or low intellectual capital becomes the same. Geraldo et al. (2020) In his article he analyzes the impact of organizational values on the dimensions of intellectual capital: human

capital, structural capital and relational capital. The importance of studying the construction and production of knowledge, which has become a fundamental tool for companies, concerns them with the organization of intangibles. Organizational values, as the foundation of the organization, provide support to the company, so these institutions must give due importance to them. The research methodology was carried out with the method of delivery of structural equations (SEM), conducted an exploratory and confirmatory analysis, on a sample of 207 executives from 15 financial institutions, based on the inventory profile of organizational securities instruments, in which intellectual capital was also used as a tool, this was done with the aim of determining the effect of endogenous variables on exogenous variables. The results indicate that organizational values have a significant causal relationship with intellectual capital and structures; Human capital ($r=0.90$), relational ($r=0.63$) and structural ($r=0.89$) with mean approximation error (RMSEA) between 0.08 and minimum variation in degrees of freedom (CMIN/df) 2,398, which means that this model must be related to the root.

Finally, the authors reach a consensus: There is a clear and positive causality between eight organizational values, those values that positively influence human, structural and relational capital. Ortega and Delzo (2018) had the purpose of their study to characterize intellectual capital (IQ) in science and technology in Peruvian public universities, through the analysis of indicators of human, structural and relational capital in science, technology and engineering careers. The research design is exploratory-descriptive and transversal. The authors design and optimize the evaluation matrix based on the Intellect's Intellectual Capital (IQ) model. The selected indicators are subjected to the following statistical tests: (1) observation of the variability of the indicators considered of variables, (2) certainty that there is no correlation close to the units to avoid duplication of information, (3) verification that their distribution is close to normal. Information collection techniques from the 2012-2016 documentary collection were applied and key actors in the university's research management were interviewed. Data are processed with

descriptive and predictive statistical tools (Factor Analysis, Kendall, Shapiro-Wilk). As a result, the authors manage to characterize IQ and obtain evidence of the heterogeneity and influence of human capital in the development of IQ; and the relevance of the application of scientific policy instruments according to the strengths and weaknesses of each career analyzed, whose knowledge will allow a real diagnosis of the capacities of R + D + I, and clarify its management activities transversally and integrally within the same institution.

Thus, for this article we have the general problem: What is the importance of intellectual capital in business innovation? Specific problems also arise: How does structural capital as a process of intellectual capital influence business innovation? What is the importance of organizational capital as a process of Intellectual Capital in business innovation? How important is relational capital as a process of Intellectual Capital in business innovation?

This article is theoretically justified in the following theories: the "Theory of Resources and Capabilities", explaining the importance of intangible resources. Such resources can represent a sustainable source of competitive advantage, these resources must be valuable, scarce, difficult to imitate and irreplaceable. Another theory that justifies this article is the "Theory of the firm based on Intellectual Capital", which is described as an intermediate theory because it manifests in a specific way the more general theory of resources and skills. It is managed specifically with the knowledge created and accumulated in the three components of the "intellectual" capital of the company: in its people (human capital), social relations (social capital) and systems and processes (organizational capital). There is also a "knowledge-based theory", it is an emerging theory of survival, management and competitive advantage, based on the role of companies in the creation, provision and application of knowledge. It considers that the company is a social community, representative of the accumulation of knowledge, expert in the creation, internal transmission and application of knowledge. Similarly, there is the "dynamic capacity theory", a theory that integrates and labels research in areas such as R+D management, product and process development, technology transfer,

intellectual property, manufacturing, human resources and organizational learning. In turn, stakeholder theory defines stakeholders as individuals or groups who have (or may claim) property rights or interests in the company and its past, present or future activities. Such claims of rights or interests are the result of transactions or actions taken by the company, which may be legal or moral, individual or collective. These theories are mentioned, described and cited in the work of Ochoa et al. (2012) those who carry out a literary review of the main theories applicable to intellectual capital. Based on the theories already mentioned is that the theoretical justification is given. In turn, this article has methodological justification by making use of a review research methodology in which updating the state of the art of the subject to be treated is what will allow the bibliographic review to guide us to draw the conclusions correctly and objectively. Finally, it has practical justification since the conclusions and the state of the art reviewed will allow future researchers to use this work as a reference for various contexts in which it can be used as a theoretical framework.

Taking into account all the above, the general objective arises: To establish the importance of intellectual capital in business innovation. Likewise, the specific objectives are proposed: Identify structural capital as a process of intellectual capital in business innovation. Interpret organizational capital as a process of intellectual capital in business innovation. Identify relational capital as a process of intellectual capital in business innovation.

Literature review

Intellectual capital today

Peña et al. mentioned in (2019) their article that the discussion on the subject of CI began in the nineties with the need to appreciate assets such as software and knowledge related to the development of products and services. Over time, the concept of CI has been limited to a set of intangible assets of the company. Intangible assets are assets that do not have a physical dimension, but are found in people and organizational processes, systems and cultures. Therefore, the study of this concept basically involves the analysis of intangible assets. The success of many organizations is based on the

correct management of the intangible assets of the company, since it allows to determine the construction strategy and carry out tasks. IC makes it possible to identify and evaluate intangible assets more clearly. Therefore, CI has been considered a source of competitive advantage in the market, which prevails in small, medium and large companies. Organizations analyze the value this asset management creates, creating their company's future capabilities.

Pasco and (2021) Valderrama in their article mention that CI creates value, although it is an invisible asset in the ledger. Knowing the skills and knowledge of the company's employees also allows you to know where the market is before it changes and react quickly. Therefore, it is clear that organizations need to manage knowledge and disseminate it among partners. CI facilitates an in-depth analysis of the resources available in the organization. It also shows the relationship between social capital and human capital and are equally important in producing innovation. There is a positive relationship between knowledge and innovation. At the same time, they increase the importance of a well-understood communication process in the company that allows effective and efficient access and use of information.

For their part, Borrás and Campos(2018) in their article mention that, in today's knowledge economy, intangible assets are among the most powerful productive forces and occupy a central position in the sustainable development of companies. Presumably, there is growing international interest in designing models and procedures to improve the efficiency of capital management for intellectual innovation in firms. There have been a growing number of scientific studies in recent years attempting to identify intangible assets that significantly influence business success, as well as their impact on organizational performance and profitability. At the same time, they mention that business leaders of all types of financial institutions understand the importance of intangible assets for the success of their companies. However, intellectual capital management focuses on its aspects and human relationships. Organizational capital is the smallest part of its management. Key resources for value creation, such as employee motivation and the development of

creativity and innovation, have not yet reached a satisfactory level for management. Many economic actors still talk about the social and environmental impact that determines social responsibility.

Bueno and Murcia in(2018) their research mention that based on the Intellectus Model of 2003 Intellectual Capital (IQ) is composed of three components: Human Capital, Structural Capital (EC) and Relational Capital (CR), proposing that the EC, in turn, is composed of Organizational Capital (CO) and Technological Capital; in the same way, the CR is subdivided into Business Capital and Social Capital. Specifically, and as mentioned in our objectives, this article will focus on IC and its components: EC, CO and CR.

Structural capital as an intellectual capital process

Structural capital (SC) is a dimension that is based on systems, processes, databases and is the most obvious form of intellectual capital. That is, it is the knowledge acquired by the company and which is responsible for analysis, organization and internalization, which generates by itself isolating competitive advantages in companies whose capital is located and permeated in the organization.(Ramón & Hinojosa, 2020). Likewise, for Morales et al. The CE e is(2019)a clear understanding of the company, which is maintained, even if the employee is not in the organization. It contains information such as strategies, technical maps, process manuals, etc., and is divided into two parts: organizational capital, characterized by culture, decisions and mechanisms; and the technological capital responsible for science and industry, as well as the creation of a new process.

According to Gazzera and Lizi(2020) , EC is an organization's ability to incorporate materials and elements that contain no content. It represents knowledge consisting of systems, instructions, and procedures as a result of an organization's routine activities; These are the organizational mechanisms and structures that help achieve better intellectual performance and therefore overall business performance. It is a

structured knowledge related to the performance of the company and internal effectiveness. According to Higuerey et al. (2020) the EC recognizes the company's expertise. It includes strategies, process manuals, organizational procedures, and databases. For the same reason, CE is divided into two categories. First, there is organizational capital, which classifies everything related to organizational culture, planning and control; And secondly, there is technological capital, which, as the name suggests, describes all knowledge of technological origin as a result of research and development.

Par Atehortúa and Agudelo, (2019) it is a set of intangible assets that arise from organization, production and operations and belong to the organization, even when people "leave" the economic process of the company. The CE has knowledge embedded in organizational structure and processes, and includes patents, trademarks, databases, research and development, technology, strategy, organizational charts, and other organizational capabilities that employee products are supporting resources that are important for creating technological advantages. They are intangible assets with dominant knowledge and many have a structure that is used, which is difficult to duplicate, which makes it complicated, difficult to transfer to the market and difficult to determine the factors that influence, therefore, the conditions to create a competitive advantage and supply of goods. An important resource for companies to navigate the international path of the economy. Therefore, in an effort to minimize the negative effects of the brain drain caused by the departure of talented employees, effective CE management should focus on establishing formal rules as general and specific guidelines on how organizational work is done and, ultimately, the intellectual property of those employees. In other words, look for better ways to increase knowledge by implementing better mechanisms for codifying the experience of human capital.(Serrano & López, 2019).

Flores et al. (2021) mentions that the medullary characteristics that describe CE are:

1) their intangible nature, 2) that they are the organization's own resources, 3) that they

formalize acquired and codified knowledge and 4) that they represent the organizational infrastructure of a given entity. (2021, p. 3). Consequently, the continuous improvement of all organizational functions is due to the maintenance, improvement and intelligent use of knowledge stores through continuous innovation of existing technological infrastructure.

Organizational capital as an intellectual capital process

Organizational capital (OC) is an organization's investment in work processes, tools, and philosophies that accelerate the flow of knowledge within the organization and its production and distribution processes. You have the ability to plan, package and hide opportunities within the organization and process of repeating the effects of this capital.(Alosilla & Castilla, 2019)

It refers to the knowledge that the organization can regulate (such as organizational manuals, management systems, information flows) but needs to adapt to the behavior of employees belonging to the company. That is, it contains rules on what to do and how to develop certain activities, according to the objectives and philosophy of the company.(Flores, Bernal, & Valentine, 2021).

OC encompasses the value created by the internal structure of the company and how it is created by the actions and processes that take place within it. The dimensions that make up the technical capital are the following: culture (cultural homogeneity, development of cultural values, social work environment, entrepreneurial philosophy, organizational identity, gender sensitivity); Structure (organizational planning and organizational development); Organizational learning (learning environment, organizational orientation, knowledge acquisition and communication, knowledge creation and development) and processes (tested for internal customers, external customers and suppliers).(Jimenez & Gamboa, 2018). An OC works in an operating environment consisting of research interactions, extensions, services, organizational management and processes, norms and culture, internal policies, information systems, and more.(Hernández, Ojeda, & Botero,

2020). For Del Castillo the CO originates in the concept of structural capital, has deposits of knowledge in organizations that contain strategies, information software, organizational charts, strategies and other additional whose value to the company is greater than its material value. It also includes the management philosophy and systems to leverage the organization's capabilities. OC and structural capital seem to overlap, as they have been used as interchangeable terms since early studies of intellectual capital due to the comparison of key attributes of organization with structural capital.(2019).

No accounting of intellectual capital can be done without ethical processes and especially when it comes to organizational ethics. So, the OC is responsible for the study of world affairs, norms and moral elements of business and commercial management. Sometimes he is interested in competition in business. Therefore, it should be understood that the company must determine the basis and standards required that its collaborators meet and thus be the main component of development from now on and can be moral and honest partners. Likewise, it cannot be denied that whoever belongs to manage the organizational capital must have communication skills, capacity for analysis and synthesis, business vision, conflict resolution, conflict situations, accept community life, all of the above are the qualities that a leader must possess and it is part of the organizational capital to have a good leader who can improve knowledge management and increase operational efficiency, to which it helps to strengthen the competitiveness of the company through its various contributions. Therefore, this human resource, regardless of its nature, is the essence of the organization and in its actions drives all the activities of the organization.(Ibarra & Hernández, 2019)

Companies depend on their customers and must focus on understanding current and future needs, meeting their needs and exceeding their expectations. Londoño, et al. They explain that the meaning of this principle is very clear, where companies are indebted to their customers since thanks to the permanence of these is that the company is still standing, and (2019) SAS are the first areas in which to trust intangible capital since not using it for development is that the

needs of customers are left aside thus generating that they can choose to move away The company which in turn would generate long-term losses and at the same time lose the prestige of the company. In the context of business culture, organizational skills must be developed understanding that an organization is a system, that is, connected and interconnected elements that work for the same purpose, whose objectives and interests have positive or negative effects. In this sense, Reyes expresses that, when an organization starts from intellectual capital as a system, it is clear that cause-effect relationships in organizations are not open or linear, and are usually distant in time and space. By not using a systematic approach, it creates a complexity that includes understanding organizational behavior, which is complex because it is dominated by social interactions, human relationships and work teams; So the next process to consider is relational capital. (2018)

Relational capital as a process of intellectual capital

Relational capital (CR) represents business capital, relationships between organizations and stakeholders, and social capital, which shows the level of integration, commitment, cooperation, union, communication, and social responsibility. It allows the organization to develop activities with the State and other social agents that act in its environment, to create brand value and new researchers. In the context of business, the regulatory policies governing organizations with diverse representatives and their socioeconomic environments include issues related to quantitative and qualitative economics. It is seen as an intangible resource that requires the creation of value that includes the company's environment in relation to customers, suppliers and society. (Rojas & Espejo, 2020)

It is possible to decide how to connect employees with their CR, which are vital to the company, making the human factor the main source of innovation and continuous improvement, going from a 50/50 mix of infrastructure and information systems to a ratio of 45 / 45 / 10 redistributed, where the first number is compared with human resources, followed by technology to ensure innovation, which is

responsible for establishing economic relationships and agreements that lead to the birth of new knowledge and allow the efficient and effective creation of new infrastructures, new business models and better competitiveness. . Therefore, the CR allows companies to integrate their employees, which reduces the conditions that mitigate a competitiveness between allies. (Peña, Moreno, Améstica, & Serafim, 2019) (Jacobo, Leyva, Daniel, & Mendoza, 2019)

In the words of Rangel et al. (2018):

The RC includes existing relationships between the organization and stakeholders. The power of stakeholders will be substantial to the degree of value an organization has. Being a necessary combination interest and power. The CR allows the organization to produce knowledge through the disclosure, transfer, and negotiation within it, going beyond the relationship given within the organization, since it would be leaving aside the relationship that is generated with suppliers, allies and reputation of the same with the general public (p. 86)

The CR believes that companies are not isolated organizations, but in continuous relationship with other external organizations, the environment, customers and especially with other business organizations. (Laverde et al., 2020)

Innovation and intellectual capital management

The rapid development of information and communication technologies is important for the integration of intellectual property management with other management organizations, knowledge, innovation and its impact are identified by the economic system. (Sánchez et al., 2020)

Therefore, the management of intellectual capital and knowledge has gained importance in recent years, as many organizations without many material resources have proven to perform better than others. Through this phenomenon, research emerges that determines that the acquisition of knowledge contributes significantly to the realization of these benefits. In this sense, companies strive to continuously

improve their ability to innovate, to offer products and services with added value that their competitors cannot improve. In an increasingly competitive market, it is necessary to properly manage knowledge that allows it to expand its intellectual capital. (Erazo & Narváez, 2019)

The intellectual capital of a company is very important because it is understood that the ability to improve knowledge management, solve problems, introduce innovations and improve processes is of great value to achieve the objectives that the company set itself in its foundation, to be strong and profitable in business, more like a manufacturing company, Therefore, having competition in the market, intellectual capital is based on the knowledge of the company, skills are part of that capital, skills, value and experience need to be prepared. Work or study preparation and technologies also help create knowledge by sharing the experiences of others. The accumulation of knowledge creates and strengthens the intellectual wealth that allows companies to compete in the market. (Osorio et al., 2021)

Conclusions

First: From all of the above we can conclude that intellectual capital directly or indirectly affects the efficiency and results of the organization and allows the organization to innovate. Although there are fundamental differences between each dimension of intellectual capital, they are not unique and are not analyzed separately between organizations; this is because the knowledge possessed by the company is related to the human capital factor of intellectual capital, often codified by the CE, which make its allocation through the CO, in turn, distributed and used by EL CR in social networks, thus increasing the available knowledge base, thus showing a competitive advantage to the company that knows how to use intellectual capital correctly.

Therefore, intellectual capital plays an important role in the development and innovation of organizations. This discussion can be appropriately framed within the theory of resources and capabilities, which posits that intellectual capital is fundamental to value creation and competitive advantage. From the perspective of this theory, confidence in



sustainable competitive advantage is closely related to the organization's ability to effectively strengthen and utilize valuable, scarce and intangible human resources. Secondly, with regard to specific objective 1; identify structural capital as a process of intellectual capital in business innovation. As mentioned in the previous conclusion, the CE allows the relevant information to be codified, being able to analyze this information to obtain the greatest possible benefits for the company, being thus that it is an essential process for business innovation because it in conjunction with the CO manages to have available a correct management and use of the information which currently translates into a better flow of ideas to continue the process of innovation. Thirdly, with regard to specific objective 2; interpret organizational capital as a process of intellectual capital in business innovation; it is concluded that it works as a sub dimension of structural capital, therefore it is not completely equal to the EC, the CO is responsible for the organization, ordering, storage and search of the information obtained serving as an enhancer of innovation because it allows a better flow of ideas and management of information adapted to the problems of the organization, either to improve, solve problems, etc. Fourthly, with regard to specific objective 3; identify relational capital as a process of intellectual capital in business innovation.

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