

Taking NIC research and analysis to the next level:

<http://www.bimac.fi>

National intangible capital NIC / Trending Summer 2016

The main framework is put together and forthcoming the focus is on content, shaping and sharpening the login area / NIC 2016 database and making all (main) analysis / visualization options work properly and user friendly.

“NIC on the week” Interims and BREAKING wil continue as a public update linking NIC to actual developments and trends in the world.

Summer: Weeks 22 - 32:

- *NIC on the week will mostly show recaps from previous entries*
- *However: During summer we restructure NIC on the week Archive to make it easier for visitors to find content/ entries by*
 - *Country or region*
 - *NIC topics / key words*
 - *General topics / key words*

1. Building an online NIC platform

The need for an online platform binding together national intangible capital (intellectual capital) , NIC, data, findings and research results and making them available for the broader public, researchers and decision makers’ is obvious.

The challenge is to present mind widening and eye opening analysis results, vizualisations and viewpoints highlighting value and impact of NIC as a driver of sosio-economic development, globally and domestically. The challenge is to build a platform and a tool: easy to grasp, easy to use, but enabling drilling down to details and make new findings that matters possible.

NIC 2016 online database faces the challenge by presenting data, results and analysis/visualizations in depth/detail in three dimensions, not forgetting time as the fourth dimension:

Basic model, used measures, indexes, and underlying raw data

Background and research results

Impacts in GDP formation, growth and welfare

Socio economic impacts, i.e. impacts in welfare development, employment, export, domestic debt formation, domestic spending etc

Efficiency from point of view of impacts and investment costs

Annual investments and/or annual expenses linked to driver is compared to impacts

Indexes, impacts and efficiencies in *time*

Past development 2001-2014/15

Present status 2015/16

Trends for tomorrow 2017/18 (and beyond)

NIC 2016 features:

2. Unified scoringf for NIC indexes, impacts and efficiency
3. NIC investment and cost efficiency ratios
4. Country specific Analysis
 1. NIC heat maps for various general socio-economic indicators, SWOT and RCNA
 2. NIC Tipping points (trend SWOT), developmental trends and impact forecast
 3. Saturating and emerging NIC drivers
5. Countries NIC buildup maps

Details

2. Unification of NIC indexes, NIC impacts in GDP (formation and growth) and cost efficiency of NIC indicators

Are 7 or 8 (index values) better or worse than 64% and 45% (impact percentages in GDP as % of GDP) or worse/better than 4 and 5 efficiency ratios (as output/input ratios for indicators cost efficiency)?

We feel this is dizzy, complex and disturbing and to solve the problem NIC 2016 results will make use of **unified scoring** for indexes, impacts and efficiency.

Principal base for the unified scoring is **NIC percentage (%) impact in GDP formation**, e.g. score = 72 imply related impacts in GDP as 72% of GDP.

However, original values are kept visible and accessible, but **unified scoring** makes comparisons of different focuses, e.g. NIC indexes, economic impacts and investment / cost efficiencies, easier.

3. Investment and cost efficiency for NIC indicators

Intangibles may have high percentage impact in GDP formation and GDP annual growth, but what are the real expences and costs payed for that impact? Is it worth the effort and new investments?

Investment and cost efficiency for all (48+4+1) NIC* indicators shows where positive impact gains can be made at low (or lower) costs (investment costs or annual expences for upholding indicators / drivers present level and economic impact).

For sure, *albeit*: Cost efficiency is all the time **country specific** and this is well acknowledged and noticed in our analysis.

4.1. NIC indicator heat map(s), RCNA and SWOT analysis results for each country

Impacts in GDP and GDP growth, but what are impacts on i.e. employment or export growth? Does NIC matter? Look also for time lags: Does the impact come **today, tomorrow** or in the **far future**?

NIC Heat maps expose how each indicator impacts positive development for general economic drivers of the economy (**not to be forgotten!!**), such as employment, GDP spending/capita, country debt (ratio to GDP) or country export growth etc. **RCNA** on the other hand discloses Revealed (Recognized) Comparative NIC Advantages in the global competition (in global markets and trade) and **SWOT** analysis national NIC Strengths/Weaknesses and Opportunities/Threats.

4.2. NIC 2017-2018 development and impact forecasts for each country

The knowledge based economy, NIC based economy, is emerging all over the globe, but where is your country and neighbour heading? What is the position of your trading partner? Does it matter?

“Position, speed and direction”: Today, tomorrow, near future and beyond:

To grasp **NIC trends**, development of NIC impact(s), societal change and performance as a driver of GDP formation, growth and wellbeing in the society, is of the essence.

To push nations in the “right” direction we justly need to know the facts about NIC and how intangible capital sustains and shape societal and economic development.

Different trends are analysed using **tipping point estimates**, **NIC forecast maps** and **combined heat map and trend** analysis.

4.3. Saturating and emerging NIC drivers for each country

NIC drivers, indicators, are not static or immune to changes in the economy. As countries develop some indicators change from being forceful drivers of economic growth and social change and turn into necessary pillars of the economy and its present status, level of development. Pillars are also essential preconditions and constituents for the rising of new drivers of further growth and change. Globally social media and networking are new drivers emerging and built on the advancements of mobile and networked ICT.

For highly developed countries education (in general) is an *exempli gratia* of a saturating driver and innovation (activities) is an *exempli gratia* of an emerging driver. In poor and developing countries the situation is very much the opposite as education is the primary driver and innovation activities play a minor role. However: Social media, as a driver on the rise, impacting growth and change penetrate developed and developing countries alike as soon as the required technological infrastructure is at hand.

5. Countries NIC buildup maps

National intangible capital is built on many blocks, bricks and stones. But how do all those pieces add together?

Not a mystery.

NIC buildup maps show how NIC is built up from a combined “level-impact-efficiency” perspective and discloses country wise strengths and weaknesses within all main NIC categories, e.g. strengths and weaknesses within human, market, process and renewal (innovation) capital from a new viewpoint.

This finding, this point of view, is a real tool for politicians and a floor for good foreseeing policy making.

This opens the possibility to also combine this with the heat map view, i.e. Impact focus on employment etc.

Get all this:

Subscribe for (monthly) NIC Newsletter

We send you our **Newsletter** (Approx. 1-2 per month) with latest findings and trending development in our research and new features on our official NIC 2016 web site (Login required for developments reflected only on NIC 2016 web site).

Subscribe for NIC Newsletter (active web registration for Newsletter on site)

Become customer

1. **Order** “*National intangible capital NIC 2016 Report and access to online database*”

Get a full 1 year (2016) access to advanced online analysing, visualisations and data (selected data, including **production function background data**, downloadable for Excel and/or as csv (see database content on site)).

Pricing is set to 500 EUR and is valid 12 months from ordering.

When ordering NIC 2016 Report and access to database you receive a personal password to email address you specified granting access to NIC 2016 database.

Your username is the email address you specified and your password is provided to email address you specified.

Order is valid 12 months from ordering and includes full NIC 2016 Report.

Online report (downloadable PDF if you make order) covers **61 countries*** with NIC and general **NIC related economic data*** for 2001 - 2015/16.

Data, however, is updated on a regular basis and e.g. 2016 forecasts will be replaced with actual data as soon as data for 2016 is available (This also dynamically affects all forecasts and trends for 2017/18 and so on).

Report sections:

- a. Introduction
 - a. Credentials
- b. Future of NIC: Emerging conceptual changes impacting modeling and measuring NIC
- c. Summary and highlights for global NIC development 2015 and trends for 2016/17
- d. Highlights and developmental trends for G8*, EU28*, EURO zone*, Eastern Europe*, PIIGS*, BRICS* and ASEAN* regions and countries
- e. Featured remarks and findings
- f. Country fact sheets (61 countries / outlining country highlights and specific data from 2-5 in Trending)
- g. *) Methodology, *production function and background data* (data available online / require Login) and research documentation

Read more and/or order NIC 2016 report and online access (active web registration and payment on site)

2. Order NIC 2016 Country report

We invite you to participate in prototyping a new service of NIC Country Reports. You have opportunity to order your country's NIC analyses that is based on the scientifically solid methods developed by an international research group. We will now prototype how this comprehensive analysis can be packaged in a simple and easily understandable way to be used for political and other practical purposes. For 10 000 € you can participate in this project and get a detailed NIC report of your country. Furthermore, as our partner you will get 30% discount of all your orders in the future.

NIC 2016 Country Report Package includes

- NIC 2016 Country report (PDF)
- Summary and highlights (PPT presentation and HTML presentation plain code for websites)
- NIC data and country specifics (XLS/CSV file)
- First round press release (WORD)
- OPTIONAL: Summary and highlights presented on NIC web page in NIC on the week www.bimac.fi

Contact for ordering and additional information: nic.research@bimac.fi

3. Order client "customized NIC based analysis and reports"

Set your research focus and describe, how you want (NIC related) data to be analysed and/or what questions the analysis results should answer.

We come back to you with a proposal, plan, timeline and estimates for expenses.

We also do minor analysis *“pro bono”* (no expences) as the suggested research benefit general NIC development. So, in short:

Feel free to contact us with *any research question you like*. We very much welcome your initiative helping us reaching the next level of NIC research. Thank you.

Read more and/or order analysis (active web contact form on site)