

Ing. **Libor Friedel**, MBA
*1964



I live near Ostrava, married (wife Hana), daughter
Monika (5years), dog Indy

Current position:

- Managing Partner, NOVATIO Consulting s.r.o.
- Manager for External Cooperation, Centre of Applied Economic Research (CAER), Tomas Bata University in Zlin, FaME

Working from 1994 as lecturer, management trainer, advisor and consultant I had an opportunity to meet and consult many different organisations, both from commercial (incl. SMEs) and public sector (incl. universities). I am involved e.g. as cluster facilitator and registered by CzechInvest at National register of advisors. My rich experiences as employee and employer/manager, my previous MBA research on knowledge management (finished in 2000), involvement in continuous personal development and my interest to get more closely with academic research, lead me to decision concerning part-time PhD study at Tomas Bata University in Zlin.

As more generalist my research interest concerns on intellectual capital, knowledge management, clusters and networks, regional development, benchmarking and innovation.

Concerning the research it is a pleasure for me to be involved in the start of CAER (established 4/2007) and have an opportunity to suggest potential research projects and cooperation from different funding sources. Hopefully the CAER will be active with real results and will have other successors at the faculty.

It is my honour to have prof. Milan Zeleny as a supervisor. His thoughts, articles and books are very provoking and inspiring, definitely aren't scientific clichés.

My thesis working title:

„Region as a Knowledge Cluster: Intellectual Capital (IC) Management and Measurement within Clusters and Regions“

The purpose of my doctoral research is:

- To (help) motivate and mobilize toward the real and contextual work with „intangibles“ on the level of companies, clusters and regions (= knowledge-to-effects collaboration, „knowledge/IC symbiosis“) in the sense of so called “I-stuff” (= not only considering intellectual property (IP)).
- To contribute to the debate within the IC community and bring the case and insight from the Czech Republic. The case covers Zlin region and Moravia-Silesian region in the Czech Republic.

Goals of my research are as follows:

- To identify/describe drivers, obstacles and impact of IC development on clusters and regions
- To look over the role of strategies/policies (on different level) for the measurement, management and reporting of intellectual capital (or broadly intangibles)
- To choose /design a model for the IC management and reporting on the link “company – cluster(s) – region”
- To design a model and measures for the case regions to act as a „knowledge cluster“

I prefer management relevance than scientific rigor and rather multidisciplinary view in my work. Therefore I try to do real consulting and project work with stakeholders in both mentioned regions and also to stay in touch with thought leaders worldwide in the field of IC and other disciplines. For the near future (end of 2007) I prepare to open my personal interlinked web pages www.intellectualcapital.cz (shorter English version) and www.intelektualnikapital.cz (Czech version) as a “promotional” forum of intangibles/intellectual capital field in the Czech Republic.

My CV in EU format (incl. publishing records in Czech and English) is available on request. You can reach me by e-mail on friedel@fame.utb.cz or libor_friedel@volny.cz. Please don't hesitate to contact me.

Zbyslavice
1.10.2007