



Investigate the relationship between value creation activities in intellectual capital with different business models in Isfahan carpet manufacturing companies

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ABSTRACT

The purpose of this research is to investigate the relationship between value creating activities and different models of business. This research from the prospect typology is an applied research and from the prospect of data collection and data analysis is descriptive. Information, and from the view point of hypothesis analysis is correlational and from the view point time span the current study is cross sectional. Statistical population in this research had done between about 200 top and general managers in carpet productive companies in Esfahan province. This research used Kokran formula for estimating sample size and at last chooses 120 managers with method of sampling random. This research had done by Bontis (1998) intellectual capital questionnaire for collecting data and variables of research. In fact in this research used Bontis (1998) intellectual capital questionnaire for measuring intellectual capital considering subject and content of research. The credibility factor of this questionnaire estimated based on Cronbach's alpha 84 percent that shows much credibility of measurable tools. This research included two primary hypothesis and seven secondary hypothesis that explain results of affection of type of business on activities of value creation. Also this research shows the positive and significantly relation between society and intellectual capital.

Keyword:

Intellectual capital,
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