

# IMPORTANCE OF HR AS AN INTANGIBLE ASSET IN ORGANIZATIONS

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## ABSTRACT

This research paper deals with the importance of HR as an Intangible asset. It states that benefits of the HR as intangible asset may not be always visible but it plays an important role to manage tangible assets. It is also worthy to know that some companies which relies heavily on intellectual capital to have a competitive edge over its rivals have invented completely new business models based largely on Intangible assets. In this research paper trait of companies using HR as intangible asset has also been discussed. According to a study published in the Harvard Business Review, companies possess eleven identifiable traits when they place high value in their intangible assets like talent, speed, shared mind-set & coherent brand identity, accountability, collaboration, learning, leadership, customer connectivity, efficiency, strategic unity, innovation. This paper also throws light on how Intangible assets have become the key drivers in the new economy, according to American accounting and finance professor Baruch Lev, author of *Intangibles: Management, Measurement and Reporting* (2001). At the end of this research paper remedies for underreporting of intangible assets have been also discussed.