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Enterprise value management and expert Systems
Summary

The dynamie economy forces enterprises to introduce new Solutions and methods of operation in order to maintain their position. One of such areas is the value management of an economic unit. Value management consists of both tangible and intangible value management. The subject of tangible value management is well developed in the literaturę and is reflected in IT Solutions that support the area of valuation of this value. However, intangible value, which is rapidly growing in importance in the knowledge economy, is a morę problematic area. There are, admittedly, studies in the literaturę on this type of value and several traditional tools for its valuation have been developed, however, this is not reflected in IT Solutions. At the time of writing this thesis, there were no IT Solutions that would support the valuation of intangible assets, suggest specific management decisions related to tangible and intangible assets, and combining these two areas.

The main aim of this thesis is to investigate the possibility of using IT expert systems in the enterprise value management process. For this purpose, a hypothesis has also been formulated, which States that the use of expert systems in the enterprise value management process improves said process.

This thesis consists of five chapters, introduction, conclusion, bibliography, list of tables, figures and charts, and appendices. The first three chapters are the theoretical part, while the fourth and fifth chapters are the research part. The first chapter will discuss the essence of management, the evolution of classical management theories towards management focused on employees and intellectual Capital, and the issue of enterprise value and its determinants.

The second chapter will describe the areas of the company's activity that affect its value, methods of measuring selected value determinants, and the characteristics of selected models for the valuation of tangible and intangible enterprise value.

In the third chapter, the issues of IT Solutions in the field of valuation and value management

will be discussed. There will also be a discussion of the existing offer of IT tools for the valuation and management of tangible and intangible assets. In the last subsection, a proprietary model of the process of using expert systems to support enterprise value management will be proposed.

The fourth chapter will present the research methodology and design assumptions for the expert system. The research process and companies selected for research will also be described.

In chapter five, the author will make a preliminary evaluation of the tangible and intangible value of the researched economic units, and then repeat this process with the use of an expert system. After that, the results of both approaches will be described in order to verify the correct operation of the system and the validity of the Solutions provided using the system on the basis of the obtained data. Then, the author will verify the correctness of the proprietary model of using expert systems supporting enterprise value management. The last subsection will contain conclusions from the research.

In the conclusion, the author will summarize the subject of enterprise value management and verify the legitimacy of using an expert system in this field. She will also discuss the research goals achieved in the thesis and will refer to the hypotheses. Actions that should be taken in the discussed area will also be indicated in order to further develop the subject of supporting the management of tangible and intangible value with the use of IT systems.