**Proposal**

**Introduction**

Infonomics is all about asserting economic significance to information. The book “Infonomic” by DOUGLAS B. LANEY is divided into three parts: monetizing, managing, and measuring information as assets. It describes how the information is intangible and different from the other traditional assets but at the same time can be used like other assets to generate revenue. Laney has taken as a metaphor of supply chain to visualize how the information goes to lifecycle including production, shipment, delivery, and usage like an item manufactured in a factory. It provides the strong foundations to consider it as an asset in the modern economy and illustrates some remarkable examples of companies using it to their benefits.

**Problem statement**

To understand the underlying concept for monetizing, managing, and measuring the information as an asset relying on the first twelve chapters from the book as a primary source.

**Objectives**

To prepare a report answering the following questions

1. Can information be considered as an asset to an organization?
2. How does information help in generating revenue?
3. What are the methods of monetizing the information?
4. How can information assets be quantified and measured?

**Methodology**

Detailed presentation was carried out by multiple groups of students explaining key terms and examples in each chapter. Important concepts and mechanisms were highlighted in the PowerPoint and were made available to the whole class. After thorough study and discussion on critical topics of Infonomics presented in the book, a report was prepared.

**Conclusion**

In the modern economy information has value and companies are realizing its significance which has increased the revenue, making the business and service processes smooth and efficient. Although the significance is realized in the business world it is still not treated and reflected as an asset in accounting and legislation properly. More effort in monetizing, managing and quantifying information as an asset is needed which will yield proper utilization of these newly discovered shiny assets.