

THE BEST THINGS IN LIFE ARE CHEAP AND SIMPLE: HOW ORGANIZATIONS ARE MANAGING THEIR KNOWLEDGE!

New technologies or methodologies are often looked upon, initially, with cynicism or dismissed as useless inventions or aberrations. Only a few years ago online social networking was regarded as a diversion for young adults and is now key in retail companies' strategies and a critical component of organizations' larger marketing efforts. A similar situation applied to bloggers who were once derided as inconsequential and marginal but now command the respect once reserved for editors.

What is interesting is that online social networking is now emerging as a useful tool for assisting organizations' KM efforts and for addressing the traditional problems that often dogged such attempts in the past. Previous efforts of organizations in addressing issues relating to KM were often hampered by technological, organizational, financial and behavioural obstacles. Traditional in-house content management and database access products were often too difficult and complicated to deploy and administer and too inflexible to meet the fluctuating needs of corporate end-users and executives.

Most importantly, many organizations found that their employees were not prepared or willing to share information that they considered essential for protecting their jobs or too time-consuming to funnel into a corporate database. By borrowing ideas from Facebook and other online social networking tools, organizations have been able to help employees connect across disparate regions. Furthermore, the increasing popularity of online social networking and its emergent reputation as a valuable knowledge-sharing tool has further increased the affordable options to many organizations, particularly SMEs, for their KM needs.

This track will be a rewarding and exciting venue for academics and practitioners interested in exploring and sharing their experiences and research findings on the impact of employing online social networking, other technologies, novel approaches or methodologies on organizations with relation to KM, improvement, learning, education and talent development and the "cultural" implications of such interventions.

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