



ECKM 2012



Universidad
Politécnica
de Cartagena

13th European Conference on Knowledge Management **Universidad Politécnica de Cartagena, Cartagena, Spain** **6-7 September 2012**

Conference Co-Chairs: **Dr Juan Gabriel Cegarra, Dr Eva Martínez Caro, Dr Inocencia Martínez and Dr María Eugenia Sánchez,**
Universidad Politécnica de Cartagena, Cartagena, Spain.

CALL FOR PAPERS, Case Studies, Work in Progress/Posters, PhD Research, Round Table Proposals, non-academic Contributions and Product Demonstrations

Mini Track: Knowledge Strategies

Track Chair: [Prof.dr. Constantin BRATIANU](#), Academy of Economic Studies, Bucharest, Romania

Strategies aiming at enhancing the level of organizational knowledge through knowledge generation, knowledge transfer and sharing, and reducing the knowledge loss are generally known as knowledge strategies. That means a new mind set is required for top management to be able to integrate KM into the organizational culture and to link it with innovation management. *“For the most mature knowledge managing organizations today, the challenge that lies ahead is forging this link between knowledge management and fundamental business strategy”* (Davenport & Prusak, 2000, p.IX). This means organizations need to develop strategies not only to generate internally new knowledge, but also to be able to acquire knowledge from the external environment in order to increase its level of total knowledge. This will increase the chances of success in generating a competitive advantage, which in turn will improve the interaction between KM and the business strategy. Knowledge strategies are directly linked to the powerful concepts of organizational intelligence, learning organization and wisdom management.

Topics can include, but are not limited to:

- Strategies for increasing knowledge creation and knowledge acquisition.
- Strategies for increasing knowledge retention and reducing knowledge loss.
- Strategies for increasing knowledge sharing and intergenerational knowledge transfer.
- Strategies for increasing emotional knowledge transfer and transformation.
- Strategies for stimulating organizational learning and organizational wisdom.
- Strategies for increasing knowledge dynamics in intercultural business contexts.
- New perspectives and paradigms on knowledge strategies.
- Other related topics

Publication opportunity

Papers accepted for the conference will be published in the conference proceedings, subject to author registration and payment. The proceedings have an ISBN and details of the proceedings accreditations are listed on the [conference website](#).

Selected papers presented at the conference will be considered for publication in the **Electronic Journal of Knowledge Management** - EJKM, view the current issue at <http://www.ejkm.com>

As well as full academic papers, the following submissions are also welcomed:

This call for papers and full details about the conference can be found online at:

<http://academic-conferences.org/eckm/eckm2012/eckm12-call-papers.htm>

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Work in Progress/Posters: Researchers are invited to submit current projects which are either at the proposals stage or are work in progress. **Participants will be asked to vote for the best poster and a prize will be given for the poster receiving the highest number of votes.**

PhD Research: Doctoral Candidates are invited to submit papers describing their research. **A prize will be awarded to the best PhD paper presented at the conference.**

Case Study Submissions: Submissions should be written to publishable standards.

Round Table Proposals: Topical subjects proposed for discussion.

Non-Academic Contributions: Contributions from individuals and organisations working in the field. These contributions can take the form of a presentation or a demonstration.

Product Demonstrations and Exhibitor Opportunities: If you are contributing to the conference in any of the above categories you can also request the opportunity to give a product demonstration. If you would like to exhibit and/or demonstrate a product at the conference we suggest that you apply for one of our exhibitor packages. Proposals should be sent as an email attachment to [Sue Nugus](mailto:Sue.Nugus@academic-conferences.org) not later than **5 April 2012**. Demonstrations themselves are expected to be approximately 15 minutes in length. At least one person must register for the conference to give the presentation. For product demonstrations, please submit a proposal of 200-300 words describing the product you would like to demonstrate and the audience it serves.

Submission details

Abstract details: All submission types require an abstract in the first instance. The Abstract should be a minimum of 300 and no more than 500 words including keywords to be received by **16 February 2012**. Please read the [Abstract Guidelines](#) section of the website before submitting.


Submission: Online via the [submission form](#). Please ensure that you complete all relevant sections of the form, including the conference track the abstract is intended for, the proposed title for the paper, the full names (first name and surname, not initials) and email addresses of all authors and a postal address and telephone number for at least one contact author. Please indicate clearly if the contact author is not the lead author.

Full paper: Only required after acceptance of abstract and not to be more than 5,000 words including abstract, keywords and references. Submission date will be no later than **5 April 2012**. Papers should be submitted as .doc or .rtf file attachments by email to the Conference Manager, [Julia Hawkins](mailto:Julia.Hawkins@academic-conferences.org). (Julia.hawkins@academic-conferences.org)

Important information

- The selection panel of the conference committee will consider all abstracts received by the submission deadline to ensure that the proposed paper is relevant to the Conference.
- The authors of abstracts that describe a relevant paper will receive a notification of abstract selection.
- All full papers will be double-blind reviewed by members of the conference committee to ensure an adequate standard, that the proposed subject of their abstract has been followed, that the paper is of a suitable length, the standard of English is adequate and the paper is appropriately referenced.
- For authors whose first language is not English we request that you have your work proof read prior to submission by a native English speaker (or at least a fluent English speaker). Papers can be rejected due to a poor standard of English.
- Papers that are accepted will be published in the conference proceedings providing at least one author registers and presents the work at the Conference (see the registration section of the conference website for more information about registration). Author registration must be completed by 12 June 2012.
- Due to the large number of papers expected for this conference, the committee prefers that an author only present one paper. However, if multiple papers are accepted for publication and presentation, each paper requires a separate registration fee. Author registration must be completed by **2 August 2012**

Important dates

Abstract submission deadline:	16 February 2012	 <i>For best Poster and best PhD paper</i>
Notification of abstract acceptance:	23 February 2012	
Full paper due for review:	5 April 2012	
Notification of paper (acceptance with any requested changes)	14 June 2012	
Earlybird registration closes	28 June 2012	
Final paper due (with any changes):	12 July 2012	
Author registration final date:	2 August 2012	

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