ECKM 2021- Pre Conference Workshop
21st European Conference on Knowledge Management
Coventry University, UK

Date: Wednesday 1st September 2021
Time: 10:00 – 12:00

Exploring Customer Knowledge Management: Within a Sustainable Fashion Online Community
Led by: Dr Rebecca Beech, Coventry University and Prof Constantin Bratianu, Bucharest University of Economic Studies

The vast growth of the internet has resulted in the ubiquitous nature of online communities, consequently paving the rise in knowledge sharing amongst users. Considering the COVID pandemic which has encouraged us to keep updated with friends and family, work online, and to seek support and help via online platforms, these online spaces have become prevalent in our day-to-day work and wellbeing. In this example, understanding customer knowledge management online is paramount to social media managers to understand their consumers and how to retain a competitive and thriving online platform. The concept of customer knowledge management is gaining traction from a collective perspective in relation to comprehending consumers drive to share knowledge within Marketing and Management studies. Nevertheless, there is still a paucity of literature which explores why consumers are driven to share knowledge and a lack of literature that conclude specific factors as being important. These factors include the participatory benefits entailing, hedonic, psychological, functional and social – sharing for fun and enjoyment, for belonging, share to collect information and share to help and support.

This workshop will discuss the subject of consumers’ knowledge management, and use a particular case study from the context of a sustainable fashion community to illustrate the factors driving customers to share their knowledge online, thus shining a light on customer knowledge management in relation to consumers sustainable concerns and pro-environmental behaviours.

Dr Constantin Bratianu is Professor Emeritus of the UNESCO Department of the Bucharest University of Economic Studies, Romania. He is a professor of Strategic Management and Knowledge Management and the President of the International Association for Knowledge Management (IAKM). He is known for his contributions to the theory of knowledge fields, knowledge dynamics in organizations, and knowledge strategies. He is Associate Editor of the Electronic Journal of Knowledge Management, and former Associate Editor of VINE Journal of Information and Knowledge Management Systems.

Dr Rebecca Beech is Lecturer in Business Management at the School of Strategy and Leadership at Coventry University. Prior to joining the School, Rebecca was awarded her PhD in July 2020 at the Centre for Business in Society at Coventry University and was a consultant at a branding agency in London, delivering insights into millennials use of technology. Alongside lecturing and research roles since 2014. Her doctoral studies explored knowledge sharing and consumer empowerment in online communities within the context of green clothing. Rebecca’s research interests are, knowledge sharing, online communities, consumer empowerment, social media, sustainability and sustainable fashion.

Workshop Application details: 
The cost of attending the workshop in Coventry is £50. If the workshop changes to run as a virtual event the cost will be £25

To reserve a place on this workshop please use the online form: https://www.academic-conferences.org/conferences/eckm/eckm-registration/

For further information email: elaine@academic-conferences.org