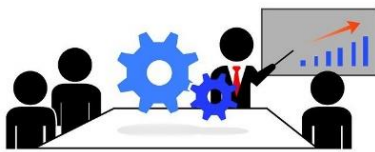


ECKM 2022

23rd European Conference on Knowledge Management
2-3 September 2022, Naples, Italy

Mini Track on Knowledge Management Strategies: Challenges and Limitations

Mini Track Chair: Regina Lenart-Gansiniec, Jagiellonian University, Krakow, Poland.



Knowledge management strategies are indispensable when organizations focus their attention on knowledge and when they deem knowledge to be the most important and strategic asset. In short, knowledge management strategies concentrate on knowledge and they point to different methods of acquiring strategic knowledge by organizations that wish to obtain and sustain their competitive advantage. Implementation of a knowledge management strategy

may contribute to improvement in organization's learning capacity and to combination knowledge-based opportunities and better knowledge utilization. In this meaning, new resources and generated opportunities are difficult to imitate and the strategy of knowledge makes them the nucleus of a competitive advantage, resulting in higher profitability.

There are many studies on knowledge management strategy in general. Few studies have focused on the implementation of a knowledge management strategy in a different organizations (profit, public, non-profit). Theoretical, as well as practical contributions, are invited to this mini-track.

Theoretical, as well as practical contributions, are invited to this mini track. Potential topics include, but are not limited to:

- Why is knowledge management strategy important?
- Which approach is best in knowledge management?
- What are the strategies to manage knowledge management?
- What are the factors of successful knowledge management implementation?
- How to implement a knowledge management strategy?
- Case Studies of Knowledge Management Strategy implementation



Regina Lenart-Gansiniec is Associate Professor of the Faculty of Management and Communication, Jagiellonian University in Krakow, Poland. Her research revolves around crowdsourcing and organizational learning. She is a principal investigator and participant in national and international research projects, and the Editor-in-Chief of International Journal of Contemporary Management.

Submission details

In the first instance a 300 word abstract is required, to be received by **9th February 2022**. Please read the guidelines at <http://www.academic-conferences.org/policies/abstract-guidelines-for-papers/>

Submissions must be made using the online submission form at <https://www.academic-conferences.org/conferences/eckm/eckm-call-for-papers/eckm-submission-topics/>

If you have any questions about this track please email the mini track chair: regina.lenart-gansiniec@uj.edu.pl

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