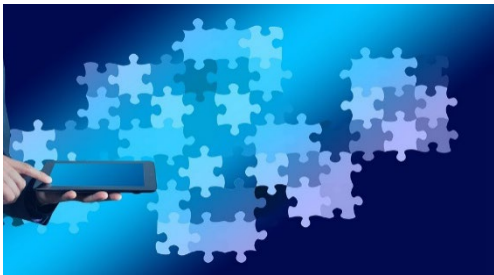


25th European Conference on Knowledge Management  
5-6 September 2024, University of Pannonia, Veszprém, Hungary

### Mini Track on Storytelling as an Organisational Knowledge-sharing tool

**Mini Track Chair:** Ludmila Mládková

*Prague University of Economics and Business, Czech Republic*



Stories are a natural means of human communication. They are complex systems of symbols that give sense to things and events and represent norms, experiences, and reality explanations. They provide message context, bring people together on a common perspective, and provide defensive mechanisms against information from outside. As such, they are catalysts of understanding and trust. Storytelling - or telling stories, is an essential tool for knowledge sharing.

As for individuals or the whole society, stories are vital for organisations, too. We find many different types of stories in every organisation. The style of stories told in an organisation characterises it and reflects its strengths and weaknesses, values, principles and health. Organisational elements such as teams, communities, and departments create their own stories describing their management style, employee relationships, values, problems, usual activities, and lessons learned. Such stories are shared in everyday informal communication and influence all corporate activities, decision making and management styles.

This mini track is looking for contributions that highlight how storytelling has contributed to knowledge sharing in organisations.

Suggested topics include but are not limited to:

- Storytelling and the tool of tacit knowledge sharing in an organisation
- Organisational meta-stories, how they develop and influence the organisation
- Stories of success and failure and their role in an organisation
- Storytelling as a leadership tool
- Storytelling as a method of evaluation of the health of an organisation



**Ludmila Mládková** works at the Prague University of Economics and Business, Czech Republic. She specialises in management, knowledge management, management of knowledge workers and spirituality. Ludmila lectures and publishes on these topics. She strongly believes that only a systemic management approach benefits organisations.

#### Submission details

In the first instance a 300 word abstract is required, to be received by **13 February 2024**. Please read the guidelines here: <https://www.academic-conferences.org/conferences/submission-information/>

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

If you have any questions about this track, please email: [mladkova@vse.cz](mailto:mladkova@vse.cz)

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