

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

### Mini Track on Knowledge Transfer, Exchange and Creation Among Experts with Different Backgrounds

Mini Track Chair: Yayoi Hirose, Toyo University, Japan



A number of business surveys suggest that many CEOs in global companies are now greatly concerned with strategic alliances, and the number of global alliances have been increasing. They need more collaborative partnerships between various areas of expertise to reach win-win business results. Progress in Digital Transformation (DX) is accelerating alliances among experts, and creating a digital business strategy with competitive advantage by transforming relationships among customers, partners,

suppliers, and employees.

To create a new business strategy through a strategic alliance, it is necessary to have a perspective on knowledge transfer, exchange, and creation based on a mutual understanding of the experts' background. This track aims to discuss how to transfer, exchange, and creation of new knowledge among different experts can generate new business. The discussion covers a wide range of topics, from how to generate new knowledge to how to develop new human resources who can exchange and create new business knowledge by collaborating with experts.

Many companies are suffering from a silo-organizational culture and generating conflict among their various departments, including engineering, marketing, legal, and strategic. The discussion of this track is expected to help solve this problem:

Knowledge transfer, exchange and creation among different backgrounds of individuals:

- Based on adult learning perspective
- Based on educational perspective
- Considering the cultural gaps
- Through dialogue or discussion



Dr Yayoi Hirose is a professor of Business Management at Toyo University, Japan. She received her Doctoral degree in Management from Henley Business School. Her main research areas are multi-cultural knowledge transfer and management, including Anglo-American and Asian countries, and engineering and business experts. She also proposes global digital business strategy, including DX strategy and SDGs to various Japanese companies.

#### 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: [Yayoi.hirose@iniad.org](mailto:Yayoi.hirose@iniad.org)

See more about ECKM at <http://www.academic-conferences.org/conferences/eckm/>