

The Effect Of Knowledge Sharing On Organization Performance

The 12th International Symposium on Distributed Computing and Artificial Intelligence 2015 (DCAI 2015) is a forum to present applications of innovative techniques for studying and solving complex problems. The exchange of ideas between scientists and technicians from both the academic and industrial sector is essential to facilitate the development of systems that can meet the ever-increasing demands of today's society. The present edition brings together past experience, current work and promising future trends associated with distributed computing, artificial intelligence and their application in order to provide efficient solutions to real problems. This symposium is organized by the Osaka Institute of Technology, Qatar University and the University of Salamanca. This book constitutes the refereed proceedings of the 10th International Conference on Blended Learning, ICBL 2017, held in Hong Kong, China, in June 2017. The 42 papers presented were carefully reviewed and selected from 100 submissions. The papers are organized in topical sections named: Keynotes; Experiences in Blended Learning; Strategies in Blended Learning; Assessment for Blended Learning; Computer-Support Collaborative Learning; Improved Flexibility of Learning Processes; Open Educational Resources; Pedagogical and Psychological Issues.

As an ever-increasing amount of innovation takes place within networks, companies are collaborating in developing and marketing new products, services and practices. This in turn requires knowledge to flow across company boundaries. This book demonstrates how companies encourage this knowledge to flow in networks that can involve dozens of partners. Substantiated by five in-depth case studies of innovative networks, the authors identify and analyse the solutions implemented by companies in order to meet the key knowledge management challenges they encounter. Theoretical and management implications of the study are then defined. Connecting the organization theory of networks with knowledge management theory, this book will be of great interest to academics and students in business administration, especially in the areas of organization, strategy, supply chains and knowledge management.

Technological and knowledge diffusion through innovative networks / Beatriz Helena Neto, Jano Moreira de Souza and Jonice de Oliveira -- Knowledge flow networks and communities of practice for knowledge management / Rajiv Khosla ... [et al.] -- A case study of knowledge sharing in Finnish Laurea lab as a knowledge intensive organization / Abel Usoro and Grzegorz Majewski -- The role of "BriDGE" SE in knowledge sharing : a case study of software offshoring from Japan to Vietnam / Nguyen Thu Huong and Umemoto Katsuhiko -- Factors influencing knowledge sharing in immersive virtual worlds : an empirical study with a second life group / Grzegorz Majewski and Abel Usoro -- Re-establishing grassroots inventors in national innovation system in less innovative Asian countries / C. N. Wickramasinghe ... [et al.] -- Knowledge management & collaboration in steel industry : a case study / Chagari Sasikala -- Contingency between knowledge characteristics and knowledge transfer mechanism : an integrative framework / Ziyi Li and Youmin Xi -- Emotionally intelligent knowledge sharing behavior model for constructing psychologically and emotionally fit research teams / R. Khosla ... [et al.] -- Fundamental for an IT-strategy toward managing viable knowledge-intensive research projects / Paul Pöltner and Thomas

Grechenig -- A new framework of knowledge management based on the interaction between human capital and organizational capital / Zheng Fan, Shujing Cao and Fenghua Wang -- Knowledge management of healthcare by clinical-pathways / Tomoyoshi Yamazaki and Katsuhiko Umemoto -- Factors affecting knowledge management at a public health institute in Thailand / Vallerut Pobkeeree, Pathom Sawanpanyalert and Nirat Sirichotiratana -- The influence of knowledge management capabilities and knowledge management infrastructure on market-interrelationship performance : an empirical study on hospitals / Wen-Ting Li and Shin-Tuan Hung -- Functional dynamics in system of innovation : a general model of SI metaphoric from traditional Chinese medicine / Xi Sun, Xin Tian and Xingmai Deng -- Collaborative writing with a wiki in a primary five English classroom / Matsuko Woo ... [et al.] -- Cross-language knowledge sharing model based on ontologies and logical inference / Weisen Guo and Steven B. Kraines -- A study of evaluating the value of social tags as indexing terms / Kwan Yi -- Leadership 2.0 and Web2.0 at ERM : a journey from knowledge management to "knowledging" / Cheuk Wai-yi Bonnie and Brenda Dervin -- Motivation, identity, and authoring of the wikipedian / Joseph C. Shih and C. K. Farn -- Intellectual capital and performance : an empirical study on the relationship between social capital and R&D performance in higher education / Mohd Iskandar Bin Ilyas, Rose Alinda Alia and Leela Damodaran -- Managing knowledge in a volunteer-based community / John S. Huck, Rodney A. and Dinesh Rathi -- Knowledge management practices in a not for profit organizations : a case study of I2E / Matthew Broaddus and Suliman Hawamdeh -- Personal information management tools revisited / Yun-Ke Chang ... [et al.] -- Competencies sought by knowledge management employers : context analysis of online job advertisements / Shaheen Majid and Rianto Mulia -- Migration or integration : knowledge management in library and information science profession / Manir Abdullahi Kamba and Roslina Othman -- Evaluating intellectual assets in university libraries : a multi-site case study from Thailand / Sheila Corral and Somsak Sriborisutsakul -- From for-profit organizations to non-profit organizations : the development of knowledge management in a public library / Kristen Holm, Kelly Kirkpatrick and Dinesh Rathi -- Network structure, structural equivalence and group performance : a simulation research on knowledge process / Hua Zhang and Youmin Xi -- Exploring the knowledge creating communities : an analysis of the linux kernel developer community / Haoxiang Xia, Shuangling Luo and Taketoshi Yoshida -- Systemic thinking in knowledge management / Yoshiteru Nakamori -- Study on the methods of identification and judgment for opinion leaders in public opinion / Liu Yijun ,Tang Xi Jin and Gu Jifa

International standards ensure that organisations operate the right processes to support their objectives. International Standards for Design and Manufacturing is an accessible guide for manufacturing and production managers and students. It guides readers through the standards needed to build operating systems which are robust, integrated and used to drive the continuous improvement of business performance. International Standards for Design and Manufacturing is based on many years of research collaboration between Swansea University and leading manufacturing and production practitioners from key companies from around the world. Each chapter includes an introduction to the standards being discussed, definitions, examples of using the standards in practice, why these standards are important, conclusions, seminar topics and mock exam questions to allow the reader to test their knowledge and

understanding.

The proceedings volume consists of academic papers on decision-making under uncertainty, smart decision, stochastic optimization, management simulation and its applications. It presents some compelling and valuable results on the cutting-edge modeling methods and the practical case studies in the operations management process for power, transportation, and logistics companies.

Knowledge management is far-reaching. It can dramatically reduce costs such as costs of office work repetition, human resource retirement, information reuse, etc. Rather than "reinventing the wheel" and having it be a costly and inefficient activity, systematic reuse of knowledge can show substantial cost benefits immediately. This book shows how to develop process-oriented methodologies, covers both interorganizational and enterprises models, discusses how knowledge management can dramatically reduce costs and increase speed of response, presents a wide range of quantitative methods applied to various knowledge engineering problems, and offers several graphical presentations of models and processes. Academicians and practitioners in the area of knowledge management and engineering, especially managers in industries will find this book useful. The material might also be useful in knowledge management graduate studies.

CIMA offers a business qualification with a finance focus, aiming to produce members with accounting prowess who are skilled in strategic decision-making. 98% of its members work in business, the highest proportion of any worldwide accountancy body. Paper E3 'Enterprise Strategy' is a wide-ranging exam that includes aspects of strategic analysis, choice and implementation. To pass, candidates need both technical knowledge and the ability to apply their knowledge to specific scenarios. The syllabus is split into four areas: * Interacting with the Competitive Environment (20%) * Change Management (20%) * Evaluation of Strategic Options (30%) * Implementation of Strategic Plans (30%) The first section explores the impact and influence of an organisation's environment on its strategy. An organisation needs to take account of its environmental context as well as its own internal capabilities when assessing the strategic options available to it. Having identified these options, it then has to evaluate them to decide which is the most appropriate to pursue. The E3 syllabus recognises that implementing strategic plans involves managing change, and 20% of the syllabus is now devoted to issues involved in managing the change process. Change Management has not previously been examined at Strategic Level in the CIMA exams. The final section of the syllabus looks at the ways organisations control and measure the performance of the strategies they have implemented. The E3 Study Text provides you with comprehensive coverage of the principles of business strategy and how they can be applied to design and implement enterprise strategies. The Text also offers a range of short case studies which illustrate how business strategy ideas are applied in the real world. In the E3 exam, your ability to apply knowledge to a scenario is as important as pure knowledge, but it is still crucial to have a sound understanding of the key terms and ideas. The 'key terms' feature in the text will help you identify these key terms, while the 'section summaries' provide a convenient overview of each section of the text.

Despite over three decades of debate around the nature of human resource management (HRM), its intellectual boundaries and its application in practice, the field

continues to be dogged by a number of theoretical and practical limitations. Written by an international team of respected scholars, this updated textbook adopts a critical perspective to examine the core management function of HRM in all its complexity – including its darker sides. *Human Resource Management: A Critical Approach* opens with a critique of the very concept of HRM, tracing its development over time, and then systematically analyses the context of HRM, practice of HRM and international perspectives on HRM. New chapters commissioned for this second edition look at HRM and the issues of diversity, migration, global supply chains and economic crisis. This textbook is essential reading for advanced and inquisitive students of HRM, and for HRM professionals looking to deepen their understanding of the complexities of their field.

Publisher's note: In this 2nd edition, the following article has been added: Shuffler ML, Salas E and Rosen MA (2020) The Evolution and Maturation of Teams in Organizations: Convergent Trends in the New Dynamic Science of Teams. *Front. Psychol.* 11:2128. doi: 10.3389/fpsyg.2020.02128

Internet research spans many disciplines. From the computer or information sciences, through engineering, and to social sciences, humanities and the arts, almost all of our disciplines have made contributions to internet research, whether in the effort to understand the effect of the internet on their area of study, or to investigate the social and political changes related to the internet, or to design and develop software and hardware for the network. The possibility and extent of contributions of internet research vary across disciplines, as do the purposes, methods, and outcomes. Even the epistemological underpinnings differ widely. The internet, then, does not have a discipline of study for itself: It is a field for research (Baym, 2005), an open environment that simultaneously supports many approaches and techniques not otherwise commensurable with each other. There are, of course, some inhibitions that limit explorations in this field: research ethics, disciplinary conventions, local and national norms, customs, laws, borders, and so on. Yet these limits on the internet as a field for research have not prevented the rapid expansion and exploration of the internet. After nearly two decades of research and scholarship, the limits are a positive contribution, providing bases for discussion and interrogation of the contexts of our research, making internet research better for all. These 'limits,' challenges that constrain the theoretically limitless space for internet research, create boundaries that give definition to the field and provide us with a particular topography that enables research and investigation.

This book provides a perspective on knowledge management at Siemens - an internationally recognised benchmark - by presenting the reader with the best of the corporation's practical applications and experiences. Tom Davenport and Gilbert Probst bring together instructive case studies from different areas that reflect the rich insights gained from years of experience in practising knowledge management. Most of the cases have been updated for the second edition. New cases have been added. The *Knowledge Management Case Book* provides a comprehensive account of how organisational knowledge assets can be managed effectively. Specific emphasis is given to the development of generic lessons that can be learned from Siemens' experience. The book also offers a roadmap to building a "mature knowledge enterprise", thereby enhancing our understanding of the steps that need to be taken in

order to sustain competitive dominance in the knowledge economy. Presenting applications from very different areas, this practice-orientated book is really outstanding in the broad field of KM literature. "Perhaps the most revealing - and interesting - part of the cases in this book is not the analysis of the various knowledge management tools and processes, but the description of their development, of how they come about, of how commitment was gained, of how implementation was led." Yves Doz, The Timken Chaired Professor of Global Technology and Innovation at INSEAD, Fontainebleau "This case book brings insights how our most valuable resource makes those tools happen. I found this book exciting reading, because it is, to my knowledge, the only book where a single company with a wide variety of knowledge management approaches accumulates years of experiences and lessons learned. Edited by two of the leading thinkers in the field of knowledge management, this book will show the way you practise knowledge management in your company." Heinz Fischer, Global Head of HR, Deutsche Bank AG "This book is a rare and valuable description of a single company's knowledge management journey. Siemens has made impressive advances in becoming a knowledge-driven firm, and this volume details many of its directions and waystations." Laurence Prusak, Executive Director, IBM Institute for Knowledge Management "Though there are many books on Knowledge Management, this is a unique one on a sense that it provides practical application of KM rather than the jargon." Sushil, Modi Foundation Chair Professor and Group Chair, Department of Management Studies, Indian Institute of Technology, New Delhi

Information is considered essential in every business model, which is why staying abreast of the latest resources can help combat many challenges and aid businesses in creating a synthesis between people and information, keeping up with evolving technologies, and keeping data accurate and secure. The Handbook of Research on Knowledge Management for Contemporary Business Environments is a critical scholarly publication that examines the management of knowledge resources in modern business contexts. Including a wide range of topics such as information systems, sustainable competitive advantage, and knowledge sharing, this publication is a vital reference source for managers, academicians, researchers, and students seeking current research on strategies that are able to manage the information in more than one context for present and future generations.

The University of Jyväskylä is proud to welcome the 12th edition of the European Conference in Cyber Warfare to Jyväskylä. We intend to make this event as enjoyable as possible both on scientific and human aspects. As in previous years, ECCWS will address elements of both theory and practice of all aspects of Information Warfare and Security, and offers an opportunity for academics, practitioners and consultants involved in these areas to come together and exchange ideas. We also wish to attract operational papers dealing with the critical issue that the modern world has to face regarding the evolution of cyberwarfare capabilities development by nation states. The programme for the event promises an extensive range of peer-reviewed papers, networking opportunities and presentations from leaders in the field."

This volume offers a simple, systematic guide to creating a knowledge sharing practice in your organization. It shows how to build the enabling environment and develop the skills needed to capture and share knowledge gained from operational experiences to improve performance and scale-up successes. Its recommendations are grounded on

the insights gained from the past seven years of collaboration between the World Bank and its clients around the world—ministries and national agencies operating in various sectors—who are working to strengthen their operations through robust knowledge sharing. While informed by the academic literature on knowledge management and organizational learning, this handbook's operational background and many real-world examples and tips provide a missing, practical foundation for public sector officials in developing countries and for development practitioners. However, though written with a public sector audience in mind, the overall concepts and approaches will also hold true for most organizations in the private sector and the developed world.

If you are responsible for the management of an intelligence enterprise operation and its timely and accurate delivery of reliable intelligence to key decision-makers, this book is must reading. It is the first easy-to-understand, system-level book that specifically applies knowledge management principles, practices and technologies to the intelligence domain. The book describes the essential principles of intelligence, from collection, processing and analysis, to dissemination for both national intelligence and business applications.

Based on a large-scale survey, Benjamin Niedergassel identifies several factors enhancing or inhibiting knowledge sharing in research collaborations. He uses these factors to derive practical implications for academia, industry and research policy

Internet and social networks play a critical role in the evolution of processes and functional areas that allow businesses to reach a wider base of end-users and achieve competitive advantage in their respective markets. *Quality Innovation: Knowledge, Theory, and Practices* presents a compilation of recent theoretical frameworks, case studies, and empirical research findings in the area of quality innovation. It highlights the theories, strategies, and potential concerns for organizations engaged in change management designed to address stakeholders' needs. This reference volume serves as a valuable resource for researchers, business professionals, and students in a variety of fields and disciplines.

"This book captures an in-depth knowledge base on the most current and useful concepts, applications, and processes relevant to the successful management of knowledge assets"--Provided by publisher.

This four-volume-set (CCIS 208, 209, 210, 211) constitutes the refereed proceedings of the International Symposium on Applied Economics, Business and Development, ISAEBD 2011, held in Dalian, China, in August 2011. The papers address issues related to Applied Economics, Business and Development and cover various research areas including Economics, Management, Education and its Applications.

A great deal of research has been conducted on creativity, innovation, and entrepreneurship. Although highly interrelated, these three areas have developed largely independently of one another.

Collaborative Search and Communities of Interest: Trends in Knowledge Sharing and Assessment provides a comprehensive collection of knowledge from experts within the Information and Knowledge Management field. Outlining various concepts from an application and technical stand point and providing insight on the various dimensions (sociological, psychological, technical, etc.) of social Internet collaboration. This book provides solutions to the detection of interest communities, as well as the study of how tools and knowledge sharing impact the environment where they are used.

"This scholarly discussion of managerial challenges details the most recent research on how organizations can better create, share, and exploit knowledge. Spanning the business and public service context, the information provided covers practical issues such as measuring returns, establishing trust, and integrating technology. Also discussed are knowledge

management systems, Internet support, and information systems development."

Industry professionals, government officials, and the general public often agree that the modern healthcare system is in need of an overhaul. With many organizations concerned with the long-term care of patients, new strategies, practices, and organizational tools must be developed to optimize the current healthcare system. *Healthcare Policy and Reform: Concepts, Methodologies, Tools, and Applications* is a comprehensive source of academic material on the importance of policy and policy reform initiatives in modern healthcare systems. Highlighting a range of topics such as public health, effective care delivery, and health information systems, this multi-volume book is designed for medical practitioners, medical administrators, professionals, academicians, and researchers interested in all aspects of healthcare policy and reform.

Knowledge Management in Emerging Economies: Social, Organizational and Cultural Implementation seeks focuses on knowledge management theoretical models and empirical research findings for developing economies. This book specifically seeks to understand the social, organizational, and cultural implementation aspects of knowledge management in the context of developing economies, and to discuss issues, challenges, and trends surrounding this implementation.

Challenges and Issues in Knowledge Management – the fifth volume in the *Research on Management Consulting* series – presents sixteen chapters that explore these various perspectives, focusing on knowledge management within the context of the management consulting industry, the dynamics associated with knowledge sharing and dissemination, methodological approaches to studying knowledge in organizations, and reflections on knowledge management and management consulting. As the chapters underscore, it is important to ensure that KM initiatives are aligned with the needs of the organization and its members, that the KM system is “owned” by organizational members with particular emphasis on executive sponsorship and team member acceptance, and that it be understood as an ongoing process rather than simply another management objective or faddish consulting tool. The focus, therefore, should be on how knowledge processes can be facilitated, leveraged and utilized in organizational value creation.

The proceedings of the 6th International Seminar & Conference on Learning Organization (ISCLO) with the theme “Enhancing Organization’s Competitiveness through Knowledge Sharing and Learning Culture in the 4.0 Era” provides research results from scientists, scholars and practitioners, exchanging information and discussing the latest issues related to topics such as Marketing, Human Resources, Industrial Behavior and Knowledge Management, Entrepreneurship and Strategic Management, IT and Operations Management Economics, Financial and Accounting. These papers will contribute to the enhancement of the organization's competitive advantage with technology serving as a supporting system for knowledge sharing and learning culture. These proceedings will be of interest to scholars, practitioners, government and the industry employees, taking part in increasing Global Competitiveness in the coming years.

"This book presents a comprehensive set of investigations of a wide range of environmental factors, both internal and external, that contribute to the key challenge of complexity in KM. These factors include culture, technology, communications, infrastructure, and learning and leadership structures"--Provided by publisher.

Within the past 10 years, tremendous innovations have been brought forth in information diffusion and management. Such technologies as social media have transformed the way that information is disseminated and used, making it critical to understand its distribution through these mediums. With the consistent creation and wide availability of information, it has become imperative to remain updated on the latest trends and applications in this field. *Information Diffusion Management and Knowledge Sharing: Breakthroughs in Research and Practice*

examines the trends, models, challenges, issues, and strategies of information diffusion and management from a global context. Highlighting a range of topics such as influence maximization, information spread control, and social influence, this publication is an ideal reference source for managers, librarians, information systems specialists, professionals, researchers, and administrators seeking current research on the theories and applications of global information management.

These proceedings represent the work of researchers participating in the 6th International Conference on Management, Leadership and Governance (ICMLG 2018) which is being hosted this year by the Institute for Knowledge and Innovation Southeast Asia (IKI-SEA), a Centre of Excellence of at Bangkok University, Thailand on 24-25 May 2018.

This book constitutes the refereed proceedings of the 17th International Symposium, KSS 2016, held in Kobe, Japan, in November 2016. The 21 revised full papers presented were carefully reviewed and selected from 48 submissions. The papers cover topics such as: Algorithms for Big Data; Big Data and education; Big Data and healthcare; Big Data and tourism; Big Data and social media oriented knowledge discovery and data mining, text mining, recommendation system, etc; Big Data, social media and societal management; creation of agent-based social systems sciences; collective intelligence; complex system modeling and complexity; decision analysis and decision support systems; internet+ and agriculture; internet+ and open innovation; knowledge creation, creativity support, awareness support, etc.; knowledge systems engineering and knowledge management; meta-synthesis and advanced modeling; opinion dynamics and opinion mining; OR on knowledge and systems sciences; problem structuring methods and system methodologies toward wicked problems; service systems science; smart city; social dynamic network modeling; Web intelligence.

This book draws on experience and knowledge on bridging the knowledge gap between multinational corporations (MNCs) and their Saudi strategic partners in order to streamline the Logistics and Supply Chain operations. Dr Halawani explores and explains the processes by which MNCs' affiliates achieve competitiveness from the knowledge management and organisational learning perspective. Saudi Arabia's government expedited plans for diversifying the economy. To develop the institutional capacity to achieve such an ambitious vision, it was launched and linked to the National Transformational Program (NTP). The NTP is mandated to report progress in a range of economical and societal initiatives in 2020. Contents include Chapter 1: Introduction Chapter 2: What do we know about knowledge transfers? Chapter 3: Methodology and research design Chapter 4: Analysis and findings Chapter 5: Conclusion Chapter 6: Reflections

Why do some organizations learn at faster rates than others? Why do organizations "forget"? Could productivity gains acquired in one part of an organization be transferred to another? Learning curves have been documented in many organizations, in both the manufacturing and service sectors. The classic learning curve model implies that organizational learning is cumulative and persists through time. However, recent work suggests that firms also demonstrate depreciation of knowledge, or "forgetting". Such understanding becomes more exciting as one looks at the link between learning and productivity. Organizational Learning: Creating, Retaining and Transferring Knowledge describes and integrates the results of research on factors explaining organizational learning curves and the persistence and transfer of productivity gains acquired through experience. Chapter One provides an overview of research on organizational learning curves. Chapter Two introduces the concept of organizational "forgetting" or knowledge depreciation. Chapter Three discusses the concept of organizational memory. Chapter Four argues that analyzing small groups provides understanding at a micro level of the social processes through which organizations create and combine knowledge. Chapter

Five describes results on knowledge transfer. Chapter Six discusses various tensions and trade-offs in the organizational learning process.

International Academic Conference on Global Education, Teaching and Learning
International Academic Conference on Management, Economics, Business and Marketing
International Academic Conference on Engineering, Transport, IT and Artificial Intelligence

Increasingly, the challenge of management is to create and supply knowledge in order to sustain organizational performance. However, few books on management strategy have been written using this concept as a foundation. This unique volume adopts a knowledge-based approach that will complement and perhaps supplant other perspectives. Editors Nick Bontis and Chun Wei Choo look at the literature through the lens of strategic management and from the vantage point of organizational science. The thirty readings have been carefully selected and commissioned to provide the best literature available--from articles newly written for this book and from existing publications.

Global Knowledge Work is an up-to-date account of theoretical approaches and empirical research in the multi-disciplinary topic of global knowledge workers from a relational and diversity perspective. This informative volume includes contributions from international scholars and practitioners who have been working with the concept of global knowledge workers from a number of different perspectives, including personal and academic life trajectories. They reveal that the relational framework of the three dimensions of analysis (macro-meso-micro) is relevant for analyzing the phenomenon of global knowledge workers, as expertise and specialised knowledge and its innovative application, together with the attraction and retention of talent remain key topics in the current socioeconomic conditions. With a wealth of original research, this book will strongly appeal to researchers, practitioners, academics and managers in the fields of diversity, organizational studies, knowledge management and human resources.

In this volume organizational learning theory is used to analyse various practices of managing and facilitating knowledge sharing within companies. Experiences with three types of knowledge sharing, namely knowledge acquisition, knowledge reuse, and knowledge creation, at ten large companies are discussed and analyzed. This critical analysis leads to the identification of traps and obstacles when managing knowledge sharing, when supporting knowledge sharing with IT tools, and when organizations try to learn from knowledge sharing practices. The identification of these risks is followed by a discussion of how organizations can avoid them. This work will be of interest to researchers and practitioners working in organization science and business administration. Also, consultants and organizations at large will find the book useful as it will provide them with insights into how other organizations manage and facilitate knowledge sharing and how potential failures can be prevented.

Project management is a growing field, and is expanding to more industries; however, it still faces the same challenges it did decades ago. There is a lack of understanding and recognition of how knowledge is shared and how knowledge sharing can help project teams accomplish successful outcomes. Without knowledge transfer and sharing, organizations fail to continue practices that worked well and fail to discontinue those that resulted in errors or rework. The research presented in this book builds on the theories of organizational learning, knowledge management, and dynamic capabilities.

Data was obtained through a quantitative survey from project professionals working on information technology (IT) projects in the United States. The goal of this study was to gain an understanding of the influence of knowledge transfer in IT projects that contributes to project success. Results and conclusions should be of benefit to project managers in all industries.

Each consumer now has the power to be a journalist, reviewer, and whistle blower. The prevalence of social media has made it possible to alter a brand's reputation with a single viral post, or spark a political movement with a hashtag. This new landscape requires a strategic plasticity and careful consideration of how the public will react to an organization's actions. Participation in social media is mandatory for a brand's success in this highly competitive online era. *Managing Public Relations and Brand Image through Social Media* provides the latest research and theoretical framework necessary to find ease in the shifting public relations and reputation management worlds. It provides an overview of the tools and skills necessary to deftly sidestep public affronts and to effectively use online outlets to enhance an organization's visibility and reputation. This publication targets policy makers, website developers, students and educators of public relations, PR and advertising professionals, and organizations who wish to better understand the effects of social media.

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