

COMPETITION BETWEEN KNOWLEDGE MANAGEMENT (KM) AND MARKETING

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Abstract: Knowledge management has become, in recent years, a starting point for those that deal with business strategies, providing the opportunity to achieve competitive advantage and a great long-term increase of the organizational efficiency. The formation of a knowledge strategy appropriate to the economic realities enables organizations, whatever their nature, not only to survive but also in their future development. On a practical level it can be said that knowledge management works like an organization inside the other organizations. The competitiveness of implementation of the knowledge management and marketing strategy is currently, and in the future, one of the viable ways by which the maximum efficiency can mobilize resources in order to meet the full needs of individuals, communities and of the whole society. This approach may be a modern solution of knowledge and prevention of economic risk under its various forms, but also a performance guarantee in an activity. The purpose of this approach is to present a number of characteristics in a synthetic manner of knowledge management, bringing attention to the concept of adaptive management and the influences and intersections that are found in relation to the marketing process in the organizational environment.

Keywords: knowledge management, adaptive management, information, marketing implementation, dissemination, collaborative education, organizational environment

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