

THE ROLE OF ORGANIZATIONAL CULTURE IN KM

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Abstract: Creating, managing and transferring knowledge is at the top of the agenda for a growing number of organizations. There are two approaches to knowledge management: the process approach and the practice approach. The process approach attempts to codify organizational knowledge through formalized controls, processes, and technologies. The practice approach to knowledge management assumes that a great deal of organizational knowledge is tacit in nature and that formal controls, processes, and technologies are not suitable for transmitting this type of understanding. Organizational culture is the most important factor in creating, enabling and sharing knowledge and a basic element for knowledge management. There are four cultural elements which can influence knowledge management: working groups and communities; beliefs and values; trust; credibility.

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