

**KNOWLEDGE MANAGEMENT, THE PREMISE FOR OPTIMAL
SOLUTIONS OF COMMON PROBLEMS: IMPLEMENTATIONS AND
PROPOSALS FOR A SUCCESSFUL COMPANY**

Manole VELICANU
Daniela LIȚAN
Larisa COPCEA (TEOHARI)
Mihai TEOHARI
Mirela STEREA
Anca APOSTU

Professor, PhD, Economic Informatics and Cybernetics Department
Academy of Economic Studies, Bucharest, Romania
manole.velicanu@ie.ase.ro

PhD candidates, Economic Informatics and Cybernetics Department
Academy of Economic Studies, Bucharest, Romania
litan_daniela@yahoo.com, larisa.copcea@yahoo.com, mteohari@yahoo.com,
sterea_mirela@yahoo.com, ancaiapostu@gmail.com

Abstract: One of the challenges of the post-dot-com bubble era that many organizations are facing is being asked to deliver more with little or no budget increase in order to improve the bottom line. In addition, in the wake of the recent corporate accounting scandals, new regulations have been put into place to enhance corporate responsibility, improve financial disclosures and combat corporate accounting fraud. Taking into account all these challenges and problems, a possible 'answer' analyzed in this paper is, on the one hand, the concept of integrated Knowledge Management with classical/traditional information technologies (the Virtual Business Platform - VBP), specific to this concept and on the other hand, the analysis and forecasts methods (predictive markets) and technologies currently encountered in more 'remote' Knowledge Management areas (data warehouse, Business Intelligence, data mining etc.).

Keywords: Knowledge Management, information technologies, data warehouse, Business Intelligence, Siebel, predictive markets.