

TRANSGENERATION KNOWLEDGE SHARING IN A NESTED BA

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Abstract:

The purpose of this paper is to present a new perspective of studying transgeneration knowledge transfer in a nested Ba. As a case study we choose Academy of Economic Study of Bucharest, Romania. Ba is a concept introduced in knowledge management by Nonaka and his co-workers, and it is the dynamic context for knowledge creation and knowledge sharing. A nested Ba is an organizational context characterized by several generations of people, interacting together in their activities. A university is by its own nature a nested Ba since in any department there are several age layers represented by professors, associated professors, lecturers and assistants. In such a context it is interesting how knowledge sharing is configured according to priorities given by professors to different academic strategies and activities. In our research we have used the method of Analytic Hierarchy Process (AHP).

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