

Knowledge Management: An Introduction to Creating Competitive Advantage from Intellectual Capital

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Knowledge Management and Competitive Advantage

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Abstract

To have a sustainable competitive advantage, an organization should realize how to create, distribute and utilize knowledge through an organization and how attach it to organizational process. Another important thing is a manager should know what kind of knowledge they should seek to enhance organizational activity to get sustainable competitive advantage. In this paper, I go through literature review to investigate more the importance of knowledge management in the respect of competitive advantage. I start with an introduction and we will move on the next stage, which will be knowledge as a basis of competitive advantage. The third part would be the importance of knowledge management. Knowledge management and competitive advantage, knowledge strategies for survival, knowledge integration capabilities and IS support of organizational competencies would be other issues which will be considered in this paper.

Keywords: knowledge management, competitive advantages.

1. Introduction

The importance of creating of competitive advantage over competitors is in the top of issues in strategic management issues. Therefore, there would be an extensive scope for scholars to investigate and research. Moreover, this enormous area has stimulated researcher to find out several theoretical perspectives, which influences on competitive advantages. Nowadays, integration of these perspectives is very crucial. A resource-based understanding of the organization and knowledge firm are two integrated perspective in the field of strategic management. Competitive advantage's argument has been improved by these two perspectives. Companies do not response to the competitive environment simply, but they try to create knowledge-based competitive advantage to combat with their competitors. Furthermore, there is overlap between these two because recently knowledge has come up as important administrative resources (Grant C, 1996; Nonaka F 1994; Spender E, 1996). Moreover, the knowledge permanence in the fundamental of analysis of the competitive advantage has been proven (Spender I, 1996). [1]

In economies which pace in to the high level of development, knowledge and information are the most important factors of value (Prahalad R and Hamel, 1991; Zuboff R, 1994), surpassing visible substructure and financial resources on their significance. More broadly, an intellectual capital (IC) or intangible asset including human capital, research and development, structural capital and relational section (Edvinsson F and Malone A, 1997; Stewart S, 1997; Sveiby B, 1997; Guthrie G and Petty Y, 2000) is perceived as a principal to the achievement of competitive advantage (Petross F, 1959; Barney E, 1986; Spender G, 1994; Collis C and Montgomery E, 1995). Although intellectual capital or intangible asset has been improved, but there is lack of efficiency of intellectual capital or intangible asset management (Petty P and Guthrie G, 2000; Marr F, 2003; Andriessen D, 2004). Simultaneously, numerous prototypes have appeared which purpose to make clear the creation of value, which is the result of intangible assets (for instance, Baum B., 2000; Lev L, 2001; Fernstrom, 2004; Marr, 2004). In what manner to successfully accomplish and manage knowledge, which as a meaning, depicts the action of managing the objective, intangible asset (Petty B and Guthrie G, 2000, p.159), remains an extremely popular and serious subject for investigation.[2]

The knowledge-based interpretation thinks through knowledge, as a corporate is most significant strategic resource (Grant G, 1996a) because this kind of asset will generate possible competitive advantages. Companies, that have more knowledge, are surely successful, but companies that use their knowledge in the right way and know what is in terms of strategy significant to the organization could be successful (Bierly b et al., 2000, p. 596). Moreover, when knowledge creates new knowledge can create greater value as well. New knowledge and distribute it through the

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Knowledge Management: An Introduction to Creating Competitive Advantage from Intellectual Capital [Carl Davidson, Philip Voss] on hpi-banten.com *FREE*. It is about those processes by which useful knowledge is made available to others. An Introduction to Creating Competitive Advantage from Intellectual Capital. Knowledge Management: An Introduction to Creating Competitive Advantage from Intellectual Capital - Buy Knowledge Management: An Introduction to Creating Competitive Advantage from Intellectual Capital by Carl Davidson. Keywords: knowledge management, competitive advantages. 1. Introduction. The importance of creating of competitive advantage over competitors is in More broadly, an intellectual capital (IC) or intangible asset including human capital. Full-Text Paper (PDF): Knowledge Management and Competitive Advantage. I start with an introduction and we will move on the next stage, which will be More broadly, an intellectual capital (IC) or intangible asset including human capital, research and creating competitive advantage would be as follow. Keywords: knowledge, knowledge management, competitive advantage .. leads to further optimization of the processes by creating more similarities and The introduction of knowledge management has thus led to the ability to . It focuses on exploiting intellectual capital and knowledge to propel the company up. Introduction to Series Why Knowledge, Why Now? Select [object Object]. Chapter 1 - The Strategic Management of Intellectual Capital: An Introduction Part Two: Creating an Infrastructure for Cultivating and Sharing Intellectual Capital experience, and expertise more systematically to attain a competitive advantage. Integrator has developed knowledge management, intellectual capital and enabler and creating competitive advantage for this sector. Introduction. INTRODUCTION. In knowledge-based economy, intellectual capital, especially the power and product of systematic manner to achieve competitive advantage (Klein,). Knowledge management is defined as the art of creating value. An intellectual capital model in a competitive advantage scheme is defined. Introduction . This distinction facilitates the knowledge management as product or process (Johnson,). .. Ireland, R.D. and Webba, J.W. (), Strategic entrepreneurship: creating competitive advantage through streams of innovation . Intellectual capital (IC) represents the collective knowledge that is embedded in the . The role of human resources in creating competitive advantage depends .. The measurement and management of intellectual capital: an introduction. INTRODUCTION role in creating sustainable competitive advantages for .. human resources management or the human capital is a. Keywords: Intellectual Capital, Competitive Advantage, Human Capital, Organizational Capital, Relational Capital, Knowledge Based Economy. INTRODUCTION factors for their competitive advantage, but on knowledge management and raising the awareness for intellectual capital in creating and managing a. effective management of human capital to ensure that workers continue to capital and strength, rather knowledge is the new competitive advantage in . individuals consume knowledge from various sources on a daily basis, in addition to creating

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