

Strategies for Knowledge Management Success: Exploring Organizational Efficacy

Murray E. Jennex
San Diego State University, USA

Stefan Smolnik
EBS University of Business and Law, Germany



INFORMATION SCIENCE REFERENCE

Hershey • New York

Table of Contents

Preface	xiv
----------------------	-----

Section 1 **Knowledge Management Success**

Chapter 1

Towards a Consensus Knowledge Management Success Definition.....	1
--	---

Murray E. Jennex, San Diego State University, USA

Stefan Smolnik, EBS University of Business and Law, Germany

David T. Croasdell, University of Nevada, Reno, USA

Chapter 2

A Model of Knowledge Management Success	14
---	----

Murray E. Jennex, San Diego State University, USA

Lorne Olfman, Claremont Graduate University, USA

Chapter 3

Market Knowledge Management, Innovation and Product Performance: Survey in Medium and Large Brazilian Industrial Firms	32
--	----

Cid Gonçalves Filho, FUMEC University, Brazil

Rodrigo Baroni de Carvalho, FUMEC University, Brazil

George Leal Jamil, FUMEC University, Brazil

Chapter 4

Does KM Governance = KM Success? Insights from a Global KM Survey.....	51
--	----

Suzanne Zyngier, La Trobe University, Australia

Chapter 5

An Evaluation of Factors that Influence the Success of Knowledge Management Practices in US Federal Agencies	74
--	----

Elsa Rhoads, The George Washington University, Institute of Knowledge & Innovation, USA

Kevin J. O'Sullivan, New York Institute of Technology, USA

Michael Stankosky, The George Washington University, USA

Section 2

KM Measurements

Chapter 6

Process Model for Knowledge Potential Measurement in SMEs	91
<i>Kerstin Fink, University of Innsbruck, Austria</i>	

Chapter 7

Developing Individual Level Outcome Measures in the Context of Knowledge Management Success	106
<i>Shahnawaz Muhammed, American University of Middle East, Kuwait</i>	
<i>William J. Doll, University of Toledo, USA</i>	
<i>Xiaodong Deng, Oakland University, USA</i>	

Chapter 8

Validating Distinct Knowledge Assets: A Capability Perspective	128
<i>Ron Freeze, Emporia State University, USA</i>	
<i>Uday Kulkarni, Arizona State University, USA</i>	

Chapter 9

Assessing Knowledge Management: Refining and Cross-Validating the Knowledge Management Index (KMI) using Structural Equation Modeling (SEM) Techniques	150
<i>Derek Ajesam Asoh, Southern Illinois University Carbondale, USA</i>	
<i>& National Polytechnic, University of Yaounde, Cameroon</i>	
<i>Salvatore Belardo, University at Albany, USA</i>	
<i>Jakov (Yasha) Crnkovic, University at Albany, USA</i>	

Chapter 10

A Relational Based-View of Intellectual Capital in High-Tech Firms	179
<i>G. Martín De Castro, Universidad Complutense de Madrid, Spain</i>	
<i>P. López Sáez, Universidad Complutense de Madrid, Spain</i>	
<i>J.E. Navas López, Universidad Complutense de Madrid, Spain</i>	
<i>M. Delgado-Verde, Universidad Complutense de Madrid, Spain</i>	

Section 3

KM Strategies in Practice

Chapter 11

The Effect of Organizational Trust on the Success of Codification and Personalization KM Approaches	192
<i>Vincent M. Ribière, Bangkok University, Thailand</i>	

Chapter 12

Advancing the Success of Collaboration Centered KM Strategy	213
---	-----

Johanna Bragge, Aalto University School of Economics, Finland

Hannu Kivijärvi, Aalto University School of Economics, Finland

Chapter 13

The Relevance of Integration for Knowledge Management Success:	
--	--

Towards Conceptual and Empirical Evidence	238
---	-----

Alexander Orth, Accenture, Germany

Stefan Smolnik, EBS University of Business and Law, Germany

Murray Jennex, San Diego State University, USA

Chapter 14

Strategies for Successful Implementation of KM in a University Setting	262
--	-----

Vittal S. Anantatmula, Western Carolina University, USA

Shivraj Kanungo, George Washington University, USA

Chapter 15

DYONIPOS: Proactive Knowledge Supply	277
--	-----

Silke Weiß, Federal Ministry of Finance, Austria

Josef Makolm, Federal Ministry of Finance, Austria

Doris Ipsmiller, m2n development and consulting gmbh, Austria

Natalie Egger, Federal Ministry of Finance, Austria

Compilation of References	288
---------------------------------	-----

About the Contributors	317
------------------------------	-----

Index	325
-------------	-----