



Knowledge Management Within Tesco

By Payam Haerifar

GRIN Verlag. Paperback. Book Condition: New. Paperback. 56 pages. Dimensions: 8.0in. x 5.7in. x 0.4in. Scholarly Research Paper from the year 2012 in the subject Information Management, grade: -, University of Derby, language: English, abstract: In contrast of classical economy in neoclassical economy, knowledge is one of the main factors of production. Since the mid-1980s, there has been an increasing recognition that knowledge is a fundamental factor behind an enterprises success. Scholar emphasises on invaluableness of knowledge and its dominant role among the other competitive advantages. They argue that knowledge causes sustainability in volatile environment. And many executives inaugurated methods of knowledge management as a complementary process of previous activities; such as total quality management (TQM), to grab some more competitive advantages among their rivals. The first brick of structuring knowledge management (KM) is identifying the meaning of knowledge, information and data. These definitions and their differences are mentioned beneath the literature review. And one of the most novel and powerful KM framework is introduced which comes from communication science. In the field of communication science, there is one dominant theory for process of information sharing which is based on mathematics and statistical analyses. By interpreting this model to organisations routine...

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