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Ashok Jashapara is Chair  
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systems or practitioner perspective, this is the first textbook to bring together and integrate all these dimensions.

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Knowledge management is the systematic management of an organization's knowledge

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assets for the purpose of creating value and meeting tactical & strategic requirements; it consists of the initiatives, processes, strategies, and systems that sustain and enhance the storage, assessment, sharing, refinement, and creation of knowledge.

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approaches to help

information and

knowledge emerge and

flow to the right people at

the right time to create

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Knowledge management

is the process of creating,

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## Knowledge

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sharing, using and managing the knowledge and information of an organization. It refers to a multidisciplinary approach to achieve organisational objectives by making the best use of knowledge. An established discipline since 1991, KM includes courses taught in the fields of business administration,

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information systems,  
management, library, and  
information sciences.

Other fields may  
contribute to KM  
research, including  
information and media,  
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(Chinese translation):  
Management Science  
and Engineering Classics  
Jashapara, A. , 2013 ,  
China Renmin  
University Press . 312 p.

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Knowledge management  
cycle is a process of  
transforming information  
into knowledge within an

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organization. It explains how knowledge is captured, processed, and distributed in an organization. In this chapter, we will discuss the prominent models of knowledge management cycle.

~~Models of Km Cycle~~

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'Knowledge

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'Integrated Approach' is centred around five parts of the knowledge cycle namely discovering knowledge, generating knowledge, evaluating knowledge, sharing knowledge and leveraging knowledge.

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## APPLICATIONS •

Supply chain  
management to  
determine implications  
for purchasing and  
distribution depending  
on customer analysis and  
segmentation • CRM  
uses datamining to guide

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pricing, customer  
retention, market share  
and revenue streams •

Business scenarios by  
asking ‘ what if ’  
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