

KM Conference 2018

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Themes: Knowledge Management, Learning, Information Technology

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1st Day Opening Keynote Lecture

Knowledge Management, Intellectual Capital, and their Impact on Organizational Performance: Results from an International Benchmarking Study

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Keynote Overview:

In the current globalized economy, knowledge has become the key competitive asset. The megatrends of automation, digitalization and globalization have brought about major changes in the bases of value creation, and knowledge has taken the place of land, labor and capital as the key factor of production. Today, knowledge and the ability to generate, share, and apply it to productive purposes lie at the core of organizational performance. Hence, to succeed in the contemporary knowledge-based competition, organizations need to better understand the knowledge-related drivers of performance and to adopt new types of management methods and practices. This presentation will focus on the two key academic discussions addressing knowledge-based value creation in organizations: the Intellectual Capital (IC) and Knowledge Management (KM) approaches. IC concerns the intangible resources that contribute to value creation and applies a more static approach to knowledge, while KM practices take a more dynamic perspective and deals with the intentional and systematic processes, methods and practices that enhance the growth and utilization of IC. This presentation will address the conceptualization and measurement of IC and KM practices based on an international research endeavor spanning over 800 companies in 6 countries. Specifically, it will be argued that the traditional tripartite categorization of IC elements into human, structural and relational capital could be amplified with specifying relational capital into internal and external relationships, and adding three new types of IC elements: renewal, entrepreneurial and trust capitals. Furthermore, ten types of KM practices are addressed: Strategic management of knowledge, KM leadership, knowledge protection, knowledge-based recruiting, training, appraisal and rewarding, learning mechanisms, ICT practices and work organizing. Finally, knowledge and its management will be addressed based on a series of cross-cultural empirical studies that examine IC and KM practices in Finland, Russia, China, Italy, Spain and Serbia. It will be demonstrated how IC and KM practices differ between these countries, and what kind of an impact the knowledge-related issues bear on various dimensions of organizational performance.

Main Topics:

- Knowledge-based view of the firm
- Intellectual capital
- Knowledge management practices
- Performance impacts of IC and KM practices
- An international perspective on IC and KM

About the Keynote Presenter:

Aino Kianto has a Ph.D. from the Lappeenranta University of Technology (LUT), Finland, and is a Professor of Knowledge Management and the Academic Director of the Master Programme in Knowledge Management and Leadership in LUT School of Business and Management. Her research interests include knowledge management, intellectual capital, organizational renewal and creativity. Her research on these topics has been published widely (e.g. in *Journal of Knowledge Management*, *Journal of Intellectual Capital*, *Journal of Business Research*, *R&D Management*, *Human Resource Management Journal*, and *Accounting, Auditing and Accountability Journal*) and acknowledged with several international awards (e.g. 3 conference best paper awards and 4 Emerald Highly Commended Awards). She is the Associate Editor of *VINE Journal of Information and Knowledge Management Systems*, and is a member of the editorial board in 4 other journals (*Knowledge Management Research & Practice*; *Journal of Intellectual Capital*; *International Journal of Knowledge and Systems Science*; *Journal of Open Innovation: Technology, Market and Complexity*). Professor Kianto's expertise spans outside the academia: e.g. she is the inventor of the ORCI-method, used for assessing and developing organizational renewal capability in more than 100 organizations across Europe, she has worked with the Future committee of the Finnish parliament and regularly lectures for companies and practitioners.

