KNOWLEDGE MANAGEMENT AS AN ELEMENT OF ORGANIZATION STRATEGY IN E-BUSINESS

Summary

E-business has changed the way economy operates. Lack of geographical and time boundaries forces an organization to rethink its organization. End of last century was dominated by optimization processes to make enterprises more efficient. Internet, global competition has revealed that BPR is not enough. The main economy factor became information and knowledge. Organizations which were data rich started to look for solutions to make them knowledge rich and such a concept became Knowledge Management (KM). Article presents methodical aspects of KM ideas, usage of KM solutions in electronic economy. It points why KM should be a part of organization e-business strategy, or can even be a transactional asset on electronic market.

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