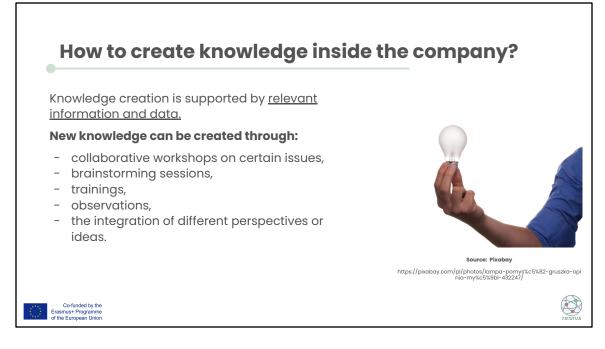


Due to a rapidly changing world, all organizations have an increased need to create knowledge. The ability to create new knowledge is often the basis of an organization's competitive advantage.Generally Knowledge sharing and knowledge creation go hand in hand. Therefore, knowledge is created through practice, collaboration, interaction, research and development, education, and trainings as the different knowledge types are shared and converted.

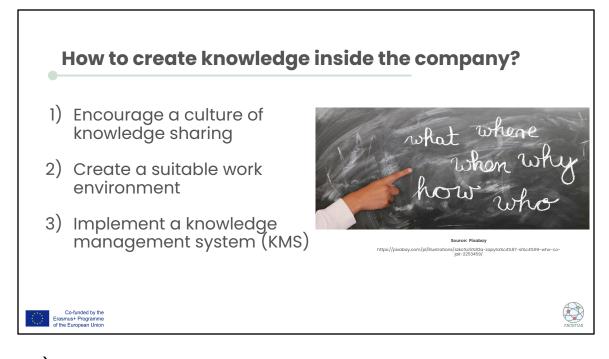
All in all knowledge in KIBS can be created **inside a company** or acquired from **external sources.** 



Knowledge creation is also supported by relevant information and data which can improve decisions and serve as building blocks in the creation of new knowledge

New knowledge can be created through:

- · collaborative workshops on certain issues,
- brainstorming sessions it is a group activity where each participant shares their ideas as soon as they come to mind.
- trainings
- observations
- the integration of different perspectives or ideas.



- Encourage a culture of knowledge sharing. Knowledge sharing broadly depends on the willingness of the knowledge worker to share his intellectual asset with others, that is why to encourage the process, appropriate culture and incentives must be present
- 2) Creating an environment where employees feel comfortable with sharing knowledge, and willingly collaborate with each other can lead to the creation of new knowledge.
- 3) A knowledge management system can help capture, organize and share knowledge within an organization. It not only focuses on the actual resource and allows the organization to use what it knows, but it also develops the knowledge and contribute to new knowledge creation.

## **External sources**



Source: Pixabay https://pixabay.com/pl/photos/praca-w-zespole -wsp%c3%b3%c5%82praca-3213924/

Collaboration with different businesses or academic institutions



Source: Pixabay https://pixabay.com/pl/photos/miejsce-wydarze nid-audytorium-1597531/

Conferences, trade fairs, networking seminars, or other external events



Source: Pixabay https://pixabay.com/pl/photos/judzie-biznes-spotkani e-1979261/

Customers, suppliers and competitors



Knowledge can be also acquired from external sources, like collaborations with different businesses or academic institutions. Firms may form joint strategic alliances or networks with other businesses so that they can pool their resources in their efforts to create new knowledge as a source of competitive advantage. Moreover, it is beneficial for businesses to monitor the environment and acquire new knowledge by attending conferences, trade fairs, networking seminars, and other events. The external source of knowledge includes also interacting with suppliers, customers, competitors, industry associations, and the research community.

## Sources and find out more!

Knowledge Creation https://www.knowledge-management-tools.net/knowledge-creation.php

7.1.6 Organizational knowledge

https://www.iso9001help.co.uk/7.1.6%20Organizational%20Knowledge.html

What is brainstorming?

https://www.twi-global.com/technical-knowledge/faqs/faq-what-is-brainstorming

Relying on external knowledge for competitive advantage: Why it might not work

https://iveybusinessjournal.com/publication/relying-on-external-knowledge-for-competitive-advantage-why-it-might-not-work/





