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# Knowledge management practices in European KIBS SMEs

TAL  
TECH



National University of Political Studies and Public Administration

# The most common practices

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## ● Acquiring knowledge

Identifying both knowledge needs and available knowledge sources.

## ● Documenting and storing knowledge

Dealing with the codification and aggregation of knowledge.

## ● Protecting knowledge

Securing knowledge using a variety of legal and organizational solutions.

The most common practices focus on three areas: knowledge acquisition, documentation and knowledge preservation. Knowledge acquisition primarily involves identifying internal company needs and identifying available knowledge sources. Documenting knowledge is based on its collection, selection and codification. And finally, knowledge protection is the safeguarding of knowledge using various legal and organizational solutions.

# Acquiring knowledge



Source: Pixabay (<https://pixabay.com/photos/businessman-consulting-business-2606502/>)

- Internal R&D departments - identifying knowledge gaps within the company
- Customers - customer requirements and their detailing
- Market experts - knowledge of current market requirements and technology solutions
- Consortium members - sharing knowledge with partners

- Internal R&D departments - identifying knowledge gaps within the company
  - The search for external sources of knowledge requires identifying knowledge gaps within an organization, following trends in the market and identifying sources of knowledge externally. For this you first need to analyze and evaluate your own knowledge resources.
- Customers - customer requirements and their detailing
  - Customization requires interacting with customers. This allows you to collect important data on current market requirements
- Market experts - knowledge of current market requirements and technology solutions
  - Drawing on the knowledge of experts who work on various projects and have expertise and strong market insights
- Consortium members - sharing knowledge with partners
  - Sharing knowledge with consortium members/partners requires not only trust, which is born through cooperation, but also established rules of cooperation that are respected by each party.

# Acquiring knowledge



Source: Pixabay (<https://pixabay.com/photos/library-architecture-books-interior-5641369/>)

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- Universities – knowledge of scientific discoveries, innovative solutions
- Specialized training – knowledge on specific issues
- Conferences – exchange of knowledge and experience

- Universities - knowledge of scientific discoveries, innovative solutions
  - Contact with university staff can be important for developing innovative solutions, not only on a global level, but also on an individual company level.
- Specialized training - knowledge on specific issues
  - Acquisition of knowledge in a specific area, which can additionally be passed on to the rest of the company's employees
- Conferences - exchange of knowledge and experience
  - Exchange of knowledge and experience based on conference speeches, as well as through networking.

# Documenting and storing knowledge

- Collecting data.
- Organizing data.
- Data storage.
- Data sharing
- Data protection



Source: Pixabay (<https://pixabay.com/illustrations/artificial-intelligence-network-3706502/>)

- Collecting data.
  - Using previous experience and previously collected data is efficient, speeds up work, does not involve additional resources and time.
- Organizing data.
  - Determining which data can be useful for further company activities, and which can be deleted.
- Data storage.
  - A clear way of collecting data so that all people involved in a given activity can easily find and access it.
- Data sharing
  - Making the collected data usable by making it available to those involved in the activity/project
- Data protection
  - Securing the data by defining the possibility of access so that on the one hand it can be used in the company, and on the other hand properly protected.

# Protecting knowledge

## Intellectual property rights

- Forms of knowledge safeguards provided under intellectual property law such as copyrights, patents, utility models, industrial designs

## Additional forms of protection

- Forms of securing knowledge from uncontrolled dissemination both inside and outside the organization.

Intellectual property rights include the forms provided by intellectual property law. Intellectual property includes industrial property (this category comprises patents for inventions, trademarks, industrial designs, geographical indications, and in some countries also utility models and integrated circuit topographies) and copyrights.

Additional forms of protection include:

Use of restricted access policies for employees by defining different levels of access to data.

Use of specific procedures that do not allow dissemination of knowledge outside the company.

Signing confidentiality documentation, including, defining the conditions for storing and disseminating data.

Placing responsibility for data protection in the company on a specific person / group of people.

Preparing all people in the company for data protection, e.g. through training sessions.

# Sources to find out more!

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More about the project:

[knowmanproject.eu](http://knowmanproject.eu)

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