Web 2.0 technologies, knowledge management and challenging business opportunities

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Overview

- Knowledge management
- Web 2.0 instruments
 - Semantic Net
 - Blogs
 - Tags
 - Wiki
 - RSS
 - Mashups
 - Social networks
 - Virtual reality
 - Empirical researchConclusion

Introduction

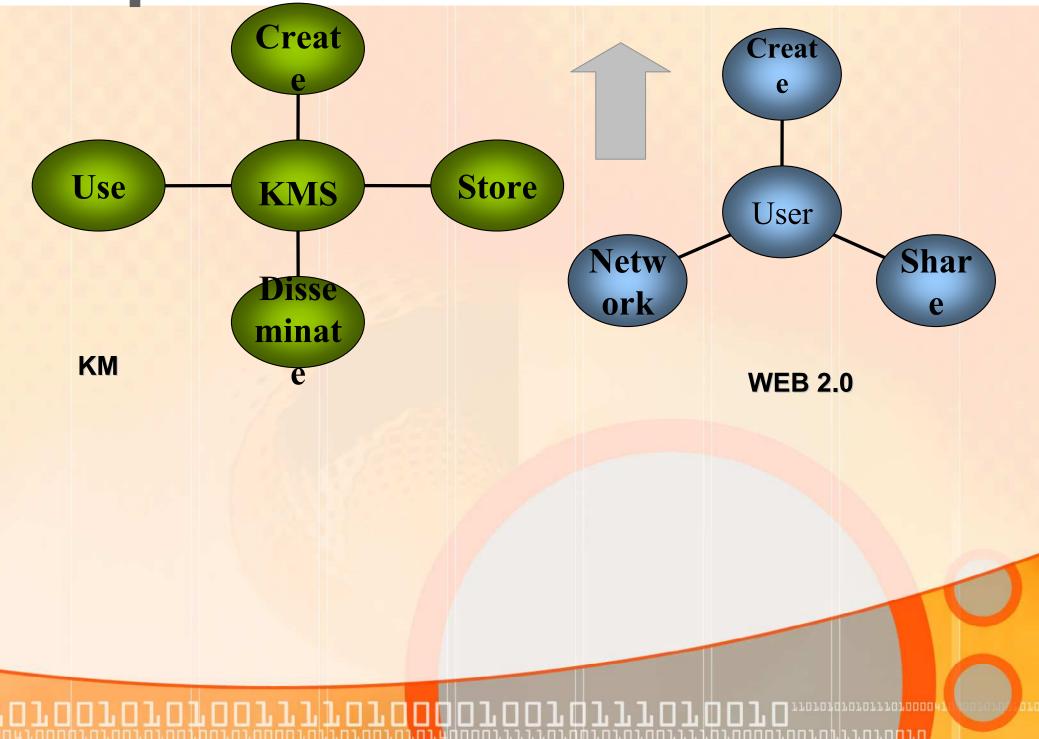
- Why to discuss KM and Web 2.0?
 - Web 2.0 social Internet
 - KM– knowledge management in organization



Why KM?



The problem area



Knowledge management

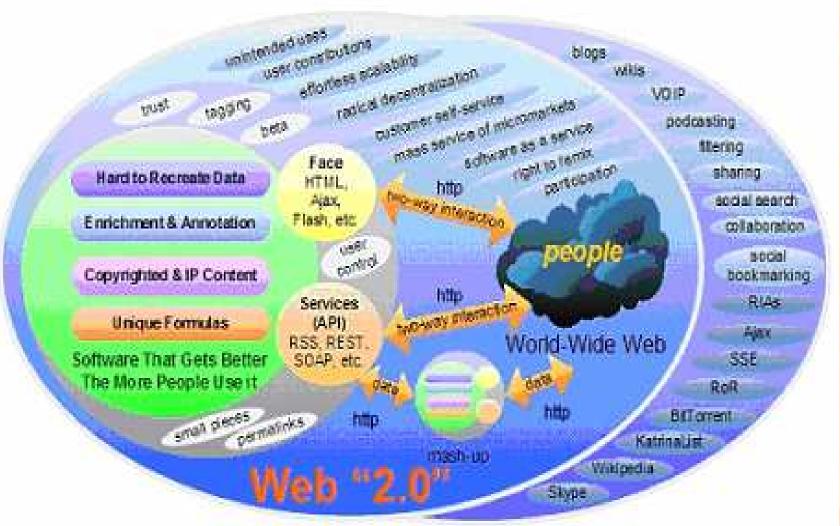
- Tacit and explicit knowledge
- Increasing complexity of the environment
- KM is IT enabled
- Lack of good KM systems

Web 2.0

- Social, technological and cultural phenomena
 - Access to content
 - Collective intelligence
 - Collaboration
 - Cooperation
 - Accent on knowledge exchange and not on knowledge storage
 - Social networks and tools for knowledge distribution

Web 2.0

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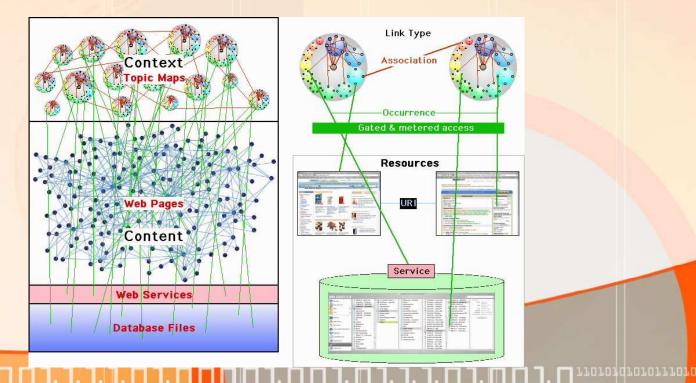
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Semantic Net

- Allow free use and reuse of data between applications, technology tools and organizations.
- Improving search, understanding and reuse of data and knowledge in Information Systems



Blogs

- Connections (discovering others with similar interests),
- Conversations (engaging in dialogs on an organizational or global basis),
- Community (building networks around shared themes)
- Collaboration (finding new business partners).
- Blog is a marketing and CRM tool, increase contact with clients
- Blog is designating expert knowledge
- Blog enable innovations
- Blog facilitate internal communication and team work
- Project-management blogs
- Blog is personal KM
- Blog is active learning channel

Tags

Categorization of content from users



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Wiki



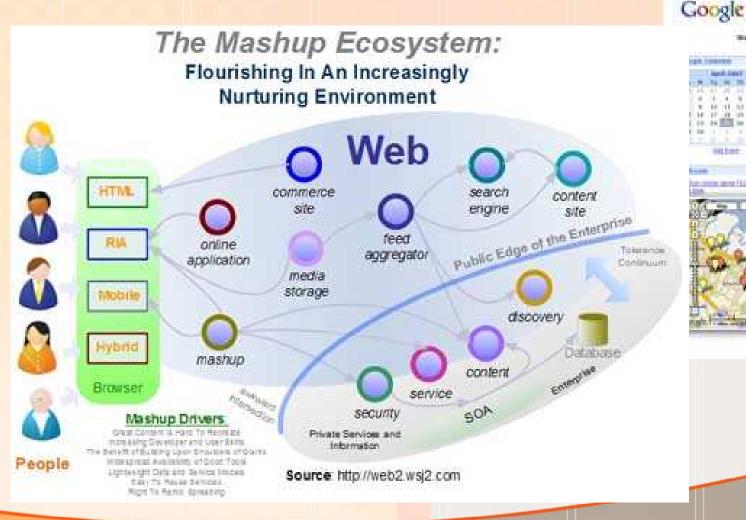
RSS

- RSS allow automatically up-date of the web pages while publishing new content
- RSS allows users to be always up-to-date with the latest offerings and thus eliminate the problem of burdened knowledge up-dates.



Mashups

Combine content from various sources



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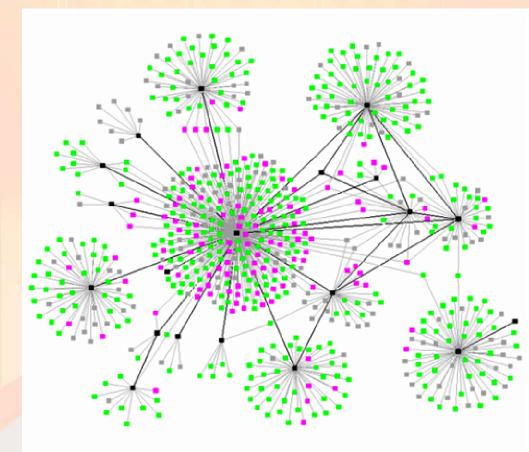
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Social networks

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Virtual reality

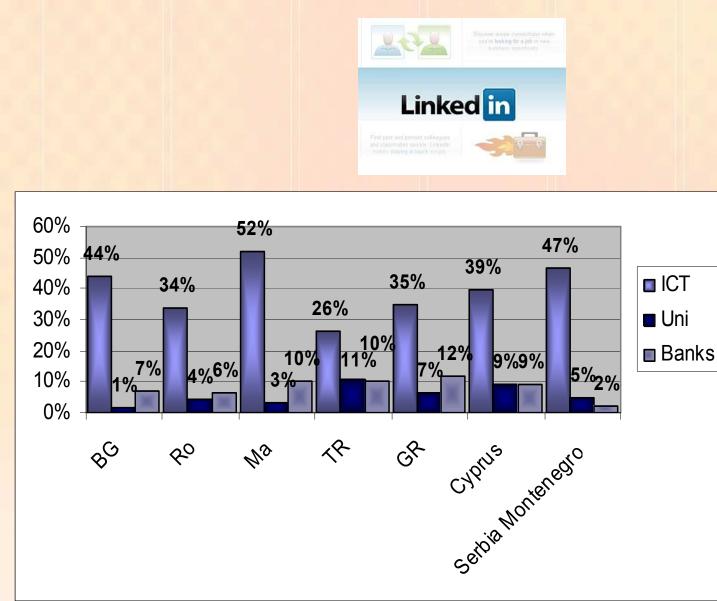
successful groupware



- organizing both people and information spatially
- allocated space can be separated to allow privacy and group restrictions
- computer-mediated communication between disjoint places provides a good basis for recording in context

KM Use Web 2.0 Applicati ons	Seman tic web	Blog	Mashup s	Tag s	Wikis	Folks nomie s	RSS	Social Networ ks
Marketing	x	x	x	x	x	x	x	x
e-Learning	x	x	x	x	x	x	x	
Innovations	x	x	x	х	X	x	x	x
Cooperation/ CoPs	x	x			x			x
Improve knowledge use	x	x	x	x	x	x	x	x
Improve knowledge access	x	x		x	x	x	x	x
Knowledge transfer	x	x	x	x	x	x	x	x
Knowledge storage	x	x	x	x	x	x		

Empirical research



Companies in LinkedIn

- Ro 324
- Tr 268
- Gr 198,
- Bg 144,
- Se 43,
- Cy 33,
- Mc 29.

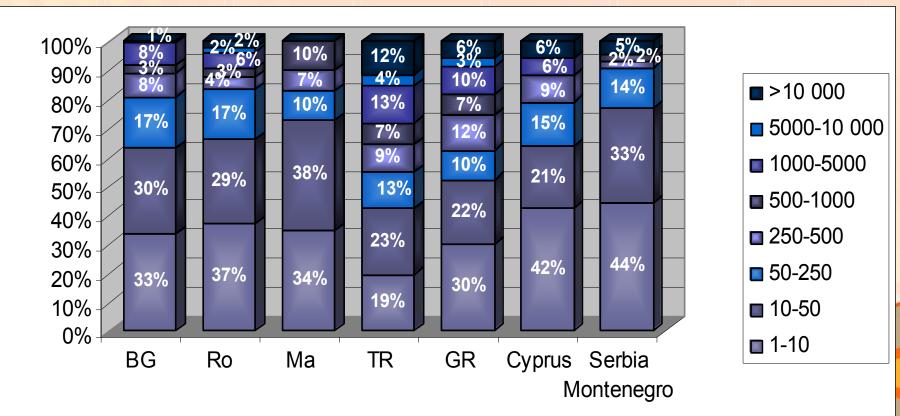
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Empirical research



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Conclusions

- Web 2.0 provides easy-to-use and affordable tools to put information in context.
- Web 2.0 gives possibility to keep informed and to emerge new forms of networking centres of information
- Web 2.0 links information to source/profile, allowing to track the evolution of knowledge
- Web 2.0 allows new knowledge to emerge across the open discussions.
- Web 2.0 allows transfer of tacit knowledge including experiences, personal insights to shared knowledge;

Thank you!

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• QUESTIONS?

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