

# **Preface**

## **2014 9th International Knowledge Management in Organizations Conference**

### **Knowledge Management to Improve Innovation and Competitiveness Through Big Data**

Big Data is the core that drives new research in many areas, from business to social and medical science and knowledge management. Knowledge is the aim in the pursuit of data. When data is turned into knowledge, the enterprise is better positioned to respond and innovate in all phases of its operation to gain competitive advantages and even build entirely new business models.

This growing capability of firms to derive meaning from data means that knowledge management systems can provide the platform for companies to improve their most valuable asset. Knowledge management systems should form a crucial part of big data investment. Knowledge management has the ability to integrate and leverage information from multiple perspectives. Big data is uniquely positioned to take advantage of KM processes and procedures. These processes and procedures enable KM to provide a rich structure to enable decisions to be made on a multitude and variety of data. Organizations do not make decisions based on one factor; the total picture is what should drive decisions. KM enables organizations to take the total picture big data provides, and along with leveraging tools that provide processing speed, to break up the data into subsets for analysis.

Developing a superior capacity to take advantage of big data will enhance competitive advantage through knowledge management that will lead to innovation. Knowledge management systems should form a crucial part of big data investment because they have the ability to process the type of knowledge that big data analytics can transform and exploit. Turning big data into useful knowledge for real-time analytics poses many new challenges to the life cycle maintenance of knowledge in big data analytics.

The 9th KMO conference brought together researchers and developers from industry and the academic world to discuss and research into how best to promote the role of knowledge management for innovation using big data. It aimed to shed light on recent advances in big data and innovation and how knowledge management using big data can improve innovation and competitiveness.

There were 39 papers covering different aspects of knowledge management such as:

- Big Data and KM
- KM in Organizations
- Information Technology and KM
- KM and Social Networks
- Knowledge Transfer, Sharing and Creation
- KM Practice and Case Studies

Authors of the papers came from many different countries including Brazil, Chile, Colombia, Estonia, Finland, France, Hong Kong, Japan, Malaysia, The Netherlands, New Zealand, Singapore, Slovakia, Slovenia, South Africa, Spain, Taiwan, Trinidad and Tobago, UK, and USA.

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