

Translating Knowledge into Innovation Dynamics

IFKAD 2024
12-14 JUNE 2024
MADRID, SPAIN

CALL FOR ABSTRACTS – IFKAD 2024

Special Track n.: 20

Research Area: Knowledge-Based Innovation

KM Strategy Dynamics and Innovation in Hybrid Settings

Organizers

Krishna Venkitachalam, Ajman University, UAE
Nina Helander, Tampere University, Finland

Description

The pace of innovation in hybrid settings and the prodigious growth of digital technologies and applications have contributed to the need to understand the dynamics of strategic knowledge management and its value for organizations' innovation capacity and competitiveness (Bandera et al., 2017; Casselman & Samson, 2007; Dragicevic et al., 2020). Hybridity refers here to the consequences of goal-oriented action among public, private, and civil society actors and organizations, opening an interesting setting to study the role of knowledge and innovation co-creation in modern networked organizations (Madhala et al., 2022).

To understand strategic knowledge management in organizations, Venkitachalam and Willmott (2015, p. 345) define it as "concerned with harnessing know-how that is comparatively nonreplicable so as to influence environments as well as respond to them". Extant literature on innovative organizations suggests the importance of knowledge creation and how that created knowledge is translated to products and services that generate distinctive and sustained value (Bandera et al., 2017; Trevino et al., 2021). Specifically, for a continuous pipeline of innovations, organizations need constant development of know-how to create and manage their codified and non-codified knowledge through codification and personalization strategies respectively (Bandera et al., 2017; Venkitachalam & Willmott, 2016). Focusing on codification and personalization KM strategies, some studies have made the link to exploitation and exploration respectively (March, 1991; Wang et al., 2020). Exploitation is more pertained to offering innovations through efficiency in process design and cost savings, whereas exploration is about focusing on distinctive offering of differentiated innovative products and services in the market.

Studies on strategic management of knowledge have suggested environmental influences create different dynamics in KM strategies and managers need to recognize the importance of realizing better management of strategic organizational knowledge for innovation

Translating Knowledge into Innovation Dynamics

(Bandera et al., 2017; Grant, 1996; Trevino et al., 2021; Wang et al., 2020). These dynamics can happen in the form of external and internal influences that include a number of organizational characteristics like market operation types, organization structure, size, competition and role of digital technologies (Venkitachalam & Willmott, 2016). So, translation of both documented and undocumented organizational knowledge can be impacted by different dynamic characteristics and managers need to take a strategic approach to how to manage them to foster valuable innovation in products and services. Otherwise, organizations end up with resource depletion resulting in nonadaptive KM strategies and no value-based innovations. To explore this important topic of dynamics of KM strategy and organizational innovation within the conference theme focus, this track welcomes contributions especially in the following areas:

- How does hybridity influence the dynamics of knowledge co-creation and innovation?
- How do organizational characteristics influence the dynamics of KM strategy and innovation performance in organizations?
- What is the relationship between knowledge co-creation and innovation?
- How are innovations co-created in hybrid settings?
- How does codified knowledge influence organizational innovation and overall competitiveness?
- How does non-codified knowledge influence organizational innovation and overall competitiveness?
- What is the relationship between codification and personalization KM strategies and innovation dynamics in local and global organizations?
- How do external and internal environmental dynamics (e.g. competition, organizational growth and size, leadership styles) shape the KM strategy dynamics and innovation?
- What are the historical perspectives on the dynamics of innovation and KM strategy in organizations?
- Theoretical approaches to KM strategy dynamics and its impact on organizational innovation
- What are the best practices in linking KM strategy and innovation, given the dynamic context faced by organizations?

Keywords

Dynamics, Hybridity, KM strategy, Codification strategy, Personalisation strategy, Knowledge transfer, Knowledge creation, Innovation dynamics, Open innovation, Closed innovation

[Special Track details published on IFKAD website >>](#)

Translating Knowledge into Innovation Dynamics

Guidelines

Researchers wishing to contribute are invited to submit an **EXTENDED ABSTRACT** (in editable MS-Word format) of **min 500 and max 1000 words** by **15 JANUARY 2024**, using the submission procedure available on the website. The abstract should address theoretical background, research objective, methodology, and results in terms of expected contribution to Knowledge Management theory and practice. Authors are required to follow the guidelines for both extended abstracts as well as full papers available on IFKAD site: www.ifkad.org

Important dates

15 January 2024	<i>Extended Abstract submission deadline</i>
10 February 2024	<i>Acceptance notification to authors</i>
30 March 2024	<i>Early-Bird registration cut off</i>
10 April 2024	<i>Full paper submission deadline</i>
20 May 2024	<i>Registration deadline</i>
12-14 June 2024	<i>Conference sessions</i>

For further information

For any information related to the event, please see the event website at www.ifkad.org or contact the conference manager at info@ifkad.org