

Keynote Speech abstract

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EVOLUTION AND MANAGEMENT OF KNOWLEDGE ASSETS IN THE DIGITAL NETWORK: FUTURE PERSPECTIVES OF KNOWLEDGE MANAGEMENT

In recent decades science and technology have brought unexpected improvements to the living conditions along the Triple Helix, with heavy emerging developments into the ICT, health, food and energy fields.

The dissemination of information and new technologies sustained by the "Knowledge Society" has progressively stimulated a strong process of transformation thus influencing the working styles and the organizations. As a matter of fact, the result has been a different role of the tangible and intangible assets, which had pushed the knowledge assets to become the real protagonist of the entrepreneurial life.

The increasing attention about the emerging challenges and opportunities derived by the Information and Communication Technologies (ICTs) is attracting interest and effort from multiple research domains. Several innovations provided by the ICTs such as 3D printing, virtual markets, and online communication instruments can be considered disruptive changes for both social and economic configurations. These innovations are leading to the digitization of all industrial processes as well as to the integration and interconnection between different aspects of production and between departments and functions indeed.

Due to the competitive dynamics, knowledge had been widely recognized as a fundamental asset for organizations. Knowledge is the basis of innovation. Using, managing and sharing knowledge is today one of the most important tasks for the organizations. Consequently, right practices of managing knowledge can affect performance, growth, innovation and competitiveness. This implies that a firm's focused just on production capacity and cost reduction can only generate a temporary competitive advantage. With the aim to address these challenges, the main contribution of this Keynote Speech is to explore what barriers and opportunities are emerging in digital societies and how Knowledge management could help companies in responding to ongoing changes in the business environment and in improving their competitive advantage.