Table of Contents

Foreword ................................................................................................................................................xiv

Preface .................................................................................................................................................. xvii

Section 1
Organisational Innovation

Chapter 1
Readiness for Knowledge Management, Methods and Environments for Innovation ......................... 1
   Ileana Hamburg, Institut Arbeit und Technik, FH Gelsenkirchen, Germany
   Timothy Hall, University of Limerick, Ireland

Chapter 2
Knowledge Management as an Organizational Process: From a Theoretical Framework to Implementation Guidelines ...................................................................................................................... 16
   Rivadávia Correa Drummond de Alvarenga Neto, Fundação Dom Cabral, Brazil
   Renato Rocha Souza, Fundação Getúlio Vargas, Brazil

Chapter 3
The Management of Knowledge Resources within Private Organisations: Some European “Better Practice” Illustrations ................................................................................................................. 36
   Federica Ricceri, University of Padua, Italy
   James Guthrie, University of Bologna, Italy
   Rodney Coyte, The University of Sydney, Australia

Chapter 4
Knowledge Management and Project Management in 3D: A Virtual World Extension .......................... 62
   Steve Russell, Siemens Corporate Research, USA
Chapter 5
Industrialisation of the Knowledge Work: The Knowledge Conveyer Belt Approach ............... 79
  Dimitris Karagiannis, BOC Group, Austria
  Robert Woitsch, BOC Group, Austria
  Vedran Hrgovcic, University of Vienna, Austria

Chapter 6
Social Network Analysis as a Tool for Knowledge Management for Innovation .................. 95
  Claire Gubbins, University of Limerick, Ireland
  Lawrence Dooley, University College Cork, Ireland

Chapter 7
Change Knowledge Management: Transforming a Ghost Community into a Real Asset ........ 120
  Alberto Carneiro, Autonomous University of Lisbon, Portugal

Section 2
Knowledge Management in NPD

Chapter 8
Product Innovation as a Result of Knowledge Development Processes in Organisations .......... 134
  César Camisón-Zornoza, Universitat Jaume I, Spain
  Montserrat Boronat-Navarro, Universitat Jaume I, Spain

Chapter 9
New Product Development Based on Knowledge Creation and Technology Education ............ 148
  Haris Papoutsakis, Technological Education Institute (TEI) of Crete, Greece

Section 3
Process Innovation

Chapter 10
A Novel Practical Triangular Approach to Process Innovation: VDF Model ....................... 165
  Daniela Butan, University of Limerick, Ireland
  Emma O’Brien, University of Limerick, Ireland
  Mark Southern, University of Limerick, Ireland
  Seamus Clifford, University of Limerick, Ireland
Section 4
Marketing Innovation

Chapter 11
Knowledge Management in SMEs: A Mixture of Innovation, Marketing and ICT: Analysis of Two Case Studies
Saïda Habhab-Rave, ISTEC, France

Chapter 12
Acquiring and Applying Market Knowledge for Large Software Purchases: Products, Personas, and Programs
Steve Russell, Siemens Corporate Research, USA
Candemir Toklu, Siemens Corporate Research, USA

Chapter 13
Where are We Looking? A Practical Approach to Managing Knowledge Captured from Eye-Tracking Experiments: The Experience of Gulf Air
Stefania Mariano, New York Institute of Technology, Kingdom of Bahrain
Nicola Simionato, Gulf Air, Kingdom of Bahrain

Section 5
Maximising Intellectual Assets

Chapter 14
Organizational Antecedents of Intellectual Capital
Alton Y. K. Chua, Nanyang Technological University, Singapore

Chapter 15
Intellectual Capital: How Knowledge Creates Value
Maria do Rosário Cabrita, Universidade Nova de Lisboa, Portugal
Virgílio Cruz Machado, Universidade Nova de Lisboa, Portugal
António Grilo, Universidade Nova de Lisboa, Portugal

Compilation of References

About the Contributors

Index