Table of Contents

Preface .................................................................................................................................................. xiv

Chapter 1
ALSA CHINA: Knowledge Management and Drivers of Development and Innovation ...................... 1
Andrés Cosmen, ALSA CHINA, Hong Kong

Chapter 2
Knowledge in Universities and Research Centres: Proposed Indicators for Measuring Relational Capital ......................................................................................................................... 7
Patricia Ordóñez de Pablos, The University of Oviedo, Spain

Chapter 3
Alternative Call Center Operational Indicators to Customer Satisfaction.............................................. 15
Alexandre Ferreira Oliveira, Brazilian School of Public and Business Administration at Getulio Vargas Foundation, Brazil
Luiz Antonio Joia, Brazilian School of Public and Business Administration at Getulio Vargas Foundation, Brazil

Chapter 4
Sari Metso, Lappeenranta University of Technology, Finland
Aino Kianto, Lappeenranta University of Technology, Finland

Chapter 5
Knowledge Management in the Public Service: The Case of the Singapore Health Promotion Board ................................................................................................................................. 41
Hak Seng Ang, Health Promotion Board, Republic of Singapore
Pak Tee Ng, National Institute of Education, Nanyang Technological University, Republic of Singapore

Chapter 6
Antonio Lerro, University of Basilicata, Italy
Giovanni Schiuma, University of Basilicata, Italy
Robert Huggins, University of Wales Institute Cardiff (UWIC), UK
Daniel Prokop, University of Wales Institute Cardiff (UWIC), UK
Maria Weir, Intellectual Assets Centre, UK
Chapter 7
Inside Entrepreneurship and Innovation Activities

George M. Korres, University of Newcastle, UK & University of Aegean, Greece

Chapter 8
Achieving Competitive Advantage through Innovation: The Case of the Shanghai Supermarket

Wei Song, Thompson Rivers University, Canada

Chapter 9
Adverse Events and Medical Errors in Greece: Knowledge Creation and Capture Methods

Athanassios Vozikis, University of Piraeus, Greece

Chapter 10
Dynamics in Knowledge

Shigeki Sugiyama, University of Gifu, Japan

Chapter 11
Towards an Improved Hotel Reservation System: A Fuzzy Approach to Improve Service Industries

Israel González-Carrasco, Universidad Carlos III de Madrid, Spain
José Luis López-Cuadrado, Universidad Carlos III de Madrid, Spain
Ángel García-Crespo, Universidad Carlos III de Madrid, Spain
Ricardo Colomo-Palacios, Universidad Carlos III de Madrid, Spain
Belén Ruiz-Mezcua, Universidad Carlos III de Madrid, Spain

Chapter 12
A Risk Assessment Framework for Inter-Organizational Knowledge Sharing

Ruba Aljafari, University of Nebraska at Omaha, USA
Surendra Sarnikar, Dakota State University, USA

Chapter 13
Knowledge Management for Web-Based Learning Systems

Kamaljeet Sandhu, University of New England, Australia

Chapter 14
A Predictive Modeling of Retail Satisfaction: A Data Mining Approach to Retail Service Industry

M. Hemalatha, M.A.M. College of Engineering, India

Chapter 15
Innovation for E-Services Management

Kamaljeet Sandhu, University of New England, Australia
Chapter 16
A Multi-Agent Knowledge Management System for Reactive and Proactive Knowledge Supply ... 203
Carlos M. Toledo, Institute of Development and Design, National Council of Scientific and Technological Research, Argentina
Omar Chiotti, Institute of Development and Design, National Council of Scientific and Technological Research, Argentina
Maria R. Galli, Institute of Development and Design, National Council of Scientific and Technological Research, Argentina

Chapter 17
Framework of Knowledge and Intelligence Base: From Intelligence to Service ..................... 219
Marc Rabaey, University of Hasselt, Belgium & Belgian Ministry of Defense, Belgium
Roger Mercken, University of Hasselt, Belgium

Chapter 18
Enhancing Information Retrieval Capabilities of Knowledge Management Systems............... 248
Dinesh Rathi, University of Alberta, Canada
Shannon Lucky, University of Alberta, Canada
Ali Shiri, University of Alberta, Canada

Chapter 19
Knowledge Management in Educational Games................................................................. 275
Miroslav Minović, University of Belgrade, Serbia
Miloš Milovanović, University of Belgrade, Serbia
Dušan Starčević, University of Belgrade, Serbia

Compilation of References ............................................................................................................. 289
About the Contributors .................................................................................................................... 320
Index................................................................................................................................................... 327