

Preface

INTRODUCTION

Strategy management addresses the forces and causes that explain performance differences between organizations. One approach studies industry structures as external determinants of organizational performance. An alternative approach focuses on internal resources and capabilities as sources of sustained competitive advantage. This is the resource and capabilities theory of the firm. On the other hand, the knowledge-based view of the firm considers the firm as a repository of knowledge-based resources and capabilities. To the extent that these resources and capabilities are unique, rare, difficult to imitate, and non-substitutable; they confer sustained competitive advantage on the firm. Organizational performance differences are a result of different stocks of knowledge-based resources and capabilities.

On the other hand, intellectual capital literature focuses on the measurement of knowledge stocks in companies and regions. It also deals with building guidelines for the development of “intellectual capital accounts,” a corporate report to inform about firms’ stock of knowledge-based resources.

OBJECTIVES OF THE BOOK

The topics of Knowledge Management and Intellectual Capital and Organizational Learning are receiving increased interest both from the academic community and companies because of the influence of innovation and learning on the achievement of a competitive advantage for companies, institutions, and economies. Literature on knowledge management and intellectual capital suggests that competitive advantage flows from the creation, storage use, and protection of certain knowledge-based resources. Superior organizational performance depends on firms’, organizations’, and economies’ ability to be good at innovation, learning, protecting, deploying, amplifying, and measuring these strategic resources.

The objective of the book is to bring together a selection of new perspectives that collectively articulate a knowledge-based view of strategy management. It adopts a knowledge-based view that considers the role companies, organizations, and nations in the nurturing, deployment, storage, and measurement of their knowledge.

The book aims to understand how policies and strategies for the management of knowledge-based resources (human capital, relational capital, structural capital) can contribute to the creation of a competitive advantage not only for companies and institutions but also for nations and economic regions.

TOPICS OF INTEREST FOR THE BOOK

Topics include, but are not limited to, the following:

- Cases studies on human resource management.
- Economic development of nations and regions.
- Knowledge management theory.
- Knowledge creation.
- Knowledge-based resources.
- Human resource policies.
- “Make”/”Buy” human resource systems.
- Human capital.
- Relation capital.
- Structural capital.
- Innovation.
- Organizational learning.
- Organizational unlearning.

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