Chapter 7.1
The Business Knowledge and Information Policy Model

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ABSTRACT
As every technological development, information and communication technology also offers new life patterns to human beings. One of them is related to business and its environment. In this context, the main problem is how to manage knowledge and information and assets related to knowledge and information in business. Therefore, we have constructed the business knowledge and information policy model by using triangulation methodology. The business knowledge and information policy model includes the informative business theory, knowledge and information management (KIM) tools and projects. The first one has six characteristics. KIM tools include nine profiles which are common language, strategy, data-information-concepts, personal and social informatics, ICT infrastructure, measurement, cultural informatics and governance. KIM projects could be designed depending on business conditions and goals.

THE CONCEPT OF BUSINESS KNOWLEDGE AND INFORMATION POLICY
Technological advancements in communication and information processing engender the need to design new economic, social and cultural life patterns. Especially in business level, technological development and capabilities canalize business to control communication and organization in electronic environment. Policies offer opportunity to design new life patterns for human-beings. Knowledge policy is a public policy dealing with the production, diffusion, application and effects of knowledge at macroeconomic level. (Knowledge DOI: 10.4018/978-1-60566-723-2.ch011
The Business Knowledge and Information Policy Model (The BKIP) provides greater opportunity for business to create new designs to manage KI and Assets related to KI (KIAKI) which are business and goals, employees, groups, KI resources, information and communication technology (ICT), implementations, economic dimension of implementations and KIM personnel (Figure 1).

We have constructed The BKIP by using convergent thinking to manage KIAKI for business development (BD). The BKIP provides a holistic approach to all business KIM in an electronic environment. It is possible to operate KIAKI by...

Figure 1. Knowledge, information and assets related to knowledge and information
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