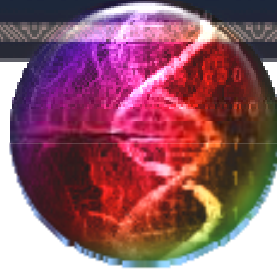


Center for
**Computational
Biology (CCB)**



Presents

Dr. Mark W.S. Chun

Graziadio School of Business & Management
Pepperdine University

Friday, August 21, 2009 at 11 a.m.

LONI DIVE Theater, 635 Charles E. Young Drive South, Suite 225

***Breaking Boundaries in Knowledge Management:
Integrating Research & Practice***

Abstract:

Over the last several decades, corporations have leveraged IT to capture, store, and reuse knowledge. Technologies such as shared databases, web-based portals, and search engines are frequent staples of knowledge management (KM) initiatives. The ultimate goal of these technologies is to introduce a standardized process to promote a more efficient and effective flow of information and knowledge throughout the firm. However, many of these KM initiatives have failed. In this talk, I will share several of the key KM issues that companies and academics have encountered and will propose an emerging approach to KM: A Systems Thinking approach. I will also share industry best practices for KM and discuss my thoughts on breaking KM boundaries in both practice and academics.

For information, please contact Ivo Dinov, PhD at 310.206.2101

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