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Nota di contenuto	Section 1: Service and Innovation -- Servitization of Business: An Exploratory Case Study of Customer Perspective -- A Service Field Concept for Service Value Creation -- Development of future center: a case study -- Co-creation value platform based on user's behaviour to increase the user engagement -- Inquest for Competitive Factors of Restaurant Information Services -- Cocreation and Implementing ITIL Service Management in the Cloud: A Case Study -- An Ontology-based Advisement Approach for SOA Design Patterns -- Creating Collaborative Innovative Environment through Knowledge Management in Pharmaceutical Industry -- Adoption Intention of Mobile Real Time

Location-Based Advertising Service for 3G Cell Phone Users in Taiwan.-  
 Section 2: Knowledge Management Practice and Case Study --  
 Students' innovative thinking and their perceptions about the ideal  
 learning environment -- Sensor-data-driven knowledge-creation  
 model: A Model and Empirical Test -- A Structural Equation Model of  
 Knowledge Management Practices and Library Users' Satisfaction at  
 Malaysian University Libraries -- A Bibliometric Study on the  
 Mechanical Science and Engineering Researches in Taiwan --  
 Comparing Knowledge Management application in Chile and other  
 OECD countries -- Electronic Portfolio as a Knowledge Management  
 tool: A comparative analysis -- Knowledge and Community Formation  
 via Cascading Modes of Communication with a Case Study and  
 Research Design -- One-Size-Fits-All? Towards a Taxonomy of  
 Knowledge Workers -- A Conceptual Model for Privacy Preferences in  
 Healthcare Environment -- Section 3: Information Technology and  
 Knowledge Management -- A Hybrid Patent Prior Art Retrieval  
 Approach Using Claim Structure and Description -- Improving near-  
 duplicate detection in multi-layered collaborative requirements  
 engineering discussions through discussion clustering -- Concepts  
 Labeling of Document Clusters Using a Hierarchical Agglomerative  
 Clustering (HAC) Technique -- A Visualization Approach to Automatic  
 Text Documents Categorization Based on HAC -- A Literature Review  
 and Discussion of Malay Rule-based Affix Elimination Algorithms --  
 Ontology-based Query Expansion for Supporting Information Retrieval  
 in Agriculture -- Metafrastes: A News Ontology-Based Information  
 Querying Using Natural Language Processing -- An Application for  
 Recommender Systems in the Contents Industry -- Design and  
 Development of a Location-based Advertising and Recommending  
 System -- Visualising Outliers in Nominal Data -- Section 4: Knowledge  
 Management & Social Network -- Knowledge management model  
 supported by social networks. Case: University-Enterprise -- Social-  
 Technology Fit: A Conceptual Model -- The Use of Blogs as Knowledge  
 Sharing in MBA -- Top-X Querying in Online Social Networks with  
 MapReduce Solution -- SMEs - Social Media Marketing Performance --  
 Section 5: Knowledge Management in Business and Organization --  
 Knowledge Extraction of Consumers' Attitude and Behavior: A Case  
 Study of Private Medical Insurance Policy in Japan -- Product  
 Information Retrieval on the Web: An Empirical Study -- Japanese  
 Students' Perception of B2C -- Bank Stock Leading Indicators and  
 Extraction of Trigger Points -- Empowering Leadership in R&D Teams:  
 A Closer Look at the process and outcomes -- Distribution of roles in  
 virtual organization of agents -- Uncovering Hidden Characteristics of  
 Your Business Leaders -Measuring the Difference between the Ideal and  
 the Real through Persona Design Method -- Enterprise Knowledge  
 Management under Cloud Computing Environment -- Knowledge  
 Management Strategy using Activity Theory for a Law Firm -- Towards  
 New Framework of the Change Management of Stakeholder Dilemma in  
 IT Systems Implementation -- Section 6: Knowledge Transfer, Sharing  
 and Creation -- Knowledge sharing in international innovation course  
 -- Effectiveness of Information Systems Infrastructure and Team  
 Learning in the Integration of Knowledge Management and E- Learning  
 Technologies -- Developing Innovative training for business managers:  
 I-SME project between Finland and Vietnam.-The impact of knowledge  
 sharing platforms in distributed requirements engineering scenarios: A  
 systematic review -- 48-59 Investigation of Key Resistance Factors in  
 Knowledge Sharing towards Information Security Culture in Healthcare  
 Organization -- Mainstreaming indigenous knowledge in climate  
 change response: traditional 'rainmaking' in Kenya -- ICT as a means

of generating knowledge for Project Management. .

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## Sommario/riassunto

The proceedings from the eighth KMO conference represent the findings of this international meeting which brought together researchers and developers from industry and the academic world to report on the latest scientific and technical advances on knowledge management in organizations. This conference provided an international forum for authors to present and discuss research focused on the role of knowledge management for innovative services in industries, to shed light on recent advances in social and big data computing for KM as well as to identify future directions for researching the role of knowledge management in service innovation and how cloud computing can be used to address many of the issues currently facing KM in academia and industrial sectors.

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