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**KNOWLEDGE MANAGEMENT AS A TOOL FOR IMPROVING  
THE POTENTIAL GROWTH OF ENTERPRISES**

# The true essence of knowledge management

Starting from the essence of management it is assumed that KM involves implementation of the regular and continuous management functions, which are directed to the knowledge resources of the organization, processes involving expertise and conditions of their implementation, to achieve the goals of the organization.

# Cyclical and continuous functions of KM

The cyclical functions include planning, organizing and controlling.

These functions are implemented within the projects referenced to knowledge in a cyclic manner, following one another.

To continuous functions, which are implemented under each of the functions cyclical include:

work with people, acquisition and use of financial and other resources, use of non-material resources, decision making, coordinating.

# The basic processes involving knowledge

The basic processes involving knowledge which can also determine the operational tasks of KM include: identifying, transfer, create, combine, collection, selection, recording, storage, grading, applying knowledge.

To these processes could occur smoothly, it is necessary to select and use appropriate instruments of KM (tools and methods) and the formation of organizational, social and technical.

# Two shots of Knowledge Management System are presented: the narrow and broad

In narrow terms, the system provides a platform created by information and communication technologies based on computer technology.

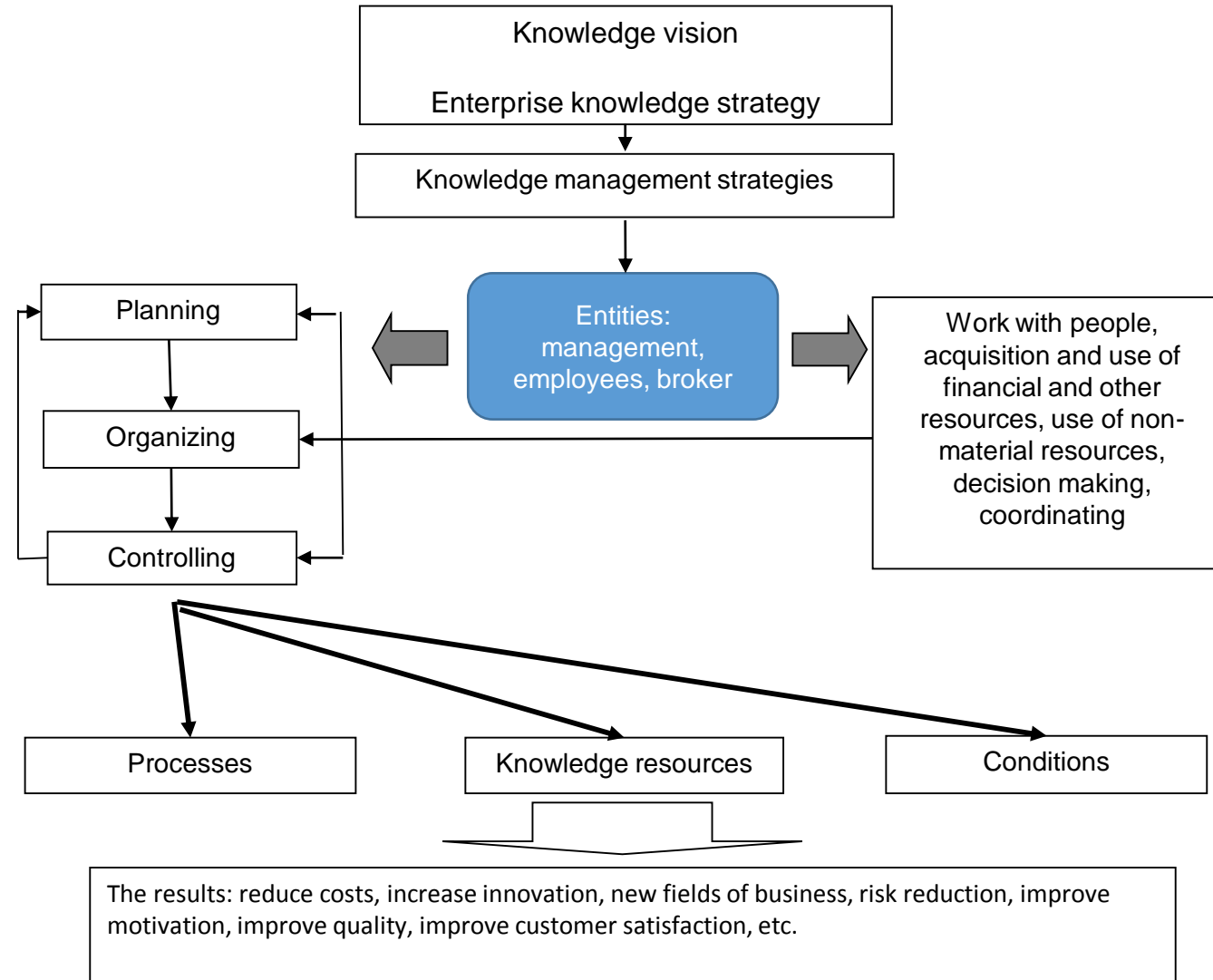
In broad terms, KMS is a complex of principles, methods, means, harvest knowledge (including information), networks of people and their interrelationships, which allows you to accept and implement strategies and KM tasks to achieve the goals of the organization.

# The strategic, tactical and operational level of KM

A special role is strategic knowledge management (SKM) as it directs the project with regard to the organization of knowledge resources at the operational level.

The role of tactical level is, however, to translate the vision of knowledge, knowledge strategies and KM strategies into concrete operational activities carried out at the workplace.

# The idea of knowledge management



# The consequences of different approaches

In order to KM could bring the desired results in improving the growth of potential businesses, it is necessary to adopt "coherent line of solutions".

This means that the agreed need to be in a logical shape a way of understanding knowledge, types of knowledge, sequence of arrangements: vision of knowledge - knowledge strategy - building KMS strategies - strategies for filling gaps of knowledge - instruments (tools and methods) of KM.



Thank you for your attention