



CRACOW
UNIVERSITY
OF ECONOMICS

CRACOW UNIVERSITY OF ECONOMICS

RERUM COGNOSCERE CAUSAS ET VALOREM

Bogusz Mikuła

Cathedral of Organizational
Behaviors
Institute of Management
College of Management and
Quality Studies

**KNOWLEDGE TRANSFER
IN A BUSINESS ECOSYSTEM**



Main assumptions of my considerations:

- 1. Knowledge becomes to be a company's most valuable asset. In the era of the knowledge economy knowledge and information are the main sources of value added, and innovation is the core of corporate activities. In order to increase the pace and effectiveness of innovative processes, companies must strengthen knowledge exchange and mutual interactions through cooperation methods, and integrate knowledge through creating links between knowledge resources.**
- 2. There are gaps in companies' knowledge. Knowledge-based cooperation can lead to fast knowledge transfers and the effective sharing of knowledge, and a company's knowledge resources can be enlarged as a result of knowledge absorption.**

A company's ecosystem is composed of entities operating in its immediate environment, directly linked by cooperation relations, focused on a product, service or process, for example an innovative one.

Apart from having common objectives, they compete, on a limited scale, which results from their entrepreneurship.

This concept allows for gaining a different perspective in a research process for analysing and assessing the development and conditions of companies' operations as compared with an approach to enterprises operating in a traditionally understood environment or as components of a sector regarded as a value chain.

Examples of knowledge transfer support methods in a business ecosystem:

- common trainings for business ecosystem staff,
- mutual visits and meetings attended by the participants of business ecosystems,
- common problem solving teams,
- Communities of Practice,
- Communities of Creation,
- customer (consumer) communities
- virtual teams,
- Knowledge Agents,
- Joint Intellectual Property,
- Business Intelligence.

My conclusions

- presently, ecosystems are network participants which should be considered not only by startups but all economic entities. They provide new insights into economic conditions, especially in the context of new opportunities for the use of knowledge resources
- participation in a business ecosystem provides opportunities for increased competitiveness, especially through a combined use of resources belonging to the participants of a given network system
- the participants of a business ecosystem must consciously create mutual relations for the purpose of strengthening cooperation aimed to use common knowledge resources,



- the integration of an ecosystem's knowledge resources increases its performance potential and its ability to compete with the participating entities, attracting new members and providers of funds
- the effectiveness of the knowledge transfer system in a business ecosystem is dependent on people's commitment, the conditions of implementation and the use of adopted methods including information technologies
- it is necessary to support informal relationships among people working in a business ecosystem and the functioning of various communities engaged in achieving its objectives, as well as to seek openness in cooperating people's communication processes





CRACOW
UNIVERSITY
OF ECONOMICS

THANK YOU