

Knowledge transfer solution in the enterprises: Business-to-Business Integration Model

Prof., Irene Krebs
Brandenburg University of Technology Cottbus, Germany

Ph. D. Justyna Patalas-Maliszewska
Institute of Computer Science and Production Management
University of Zielona Góra (Poland)

Introduction

- I. Background and related work
- II. Research model and data collection
- III. Business-to-Business Integration model for knowledge transfer in the enterprises

Introduction

Knowledge in a company should be attached to the executed tasks, and workers must capture knowledge as part of their normal work.

According with Kogut and Zander (1993) and Simonin (1999):

in addition to explicit knowledge, such as technology, tacit knowledge like business management know-how is also added in the definition of knowledge.

Researchers naturally assumed that knowledge, especially technological knowledge, can be transferred. However, knowledge transfer becomes the process through which one unit is affected by the experience of another (Argote I. and Ingram P. 2000).

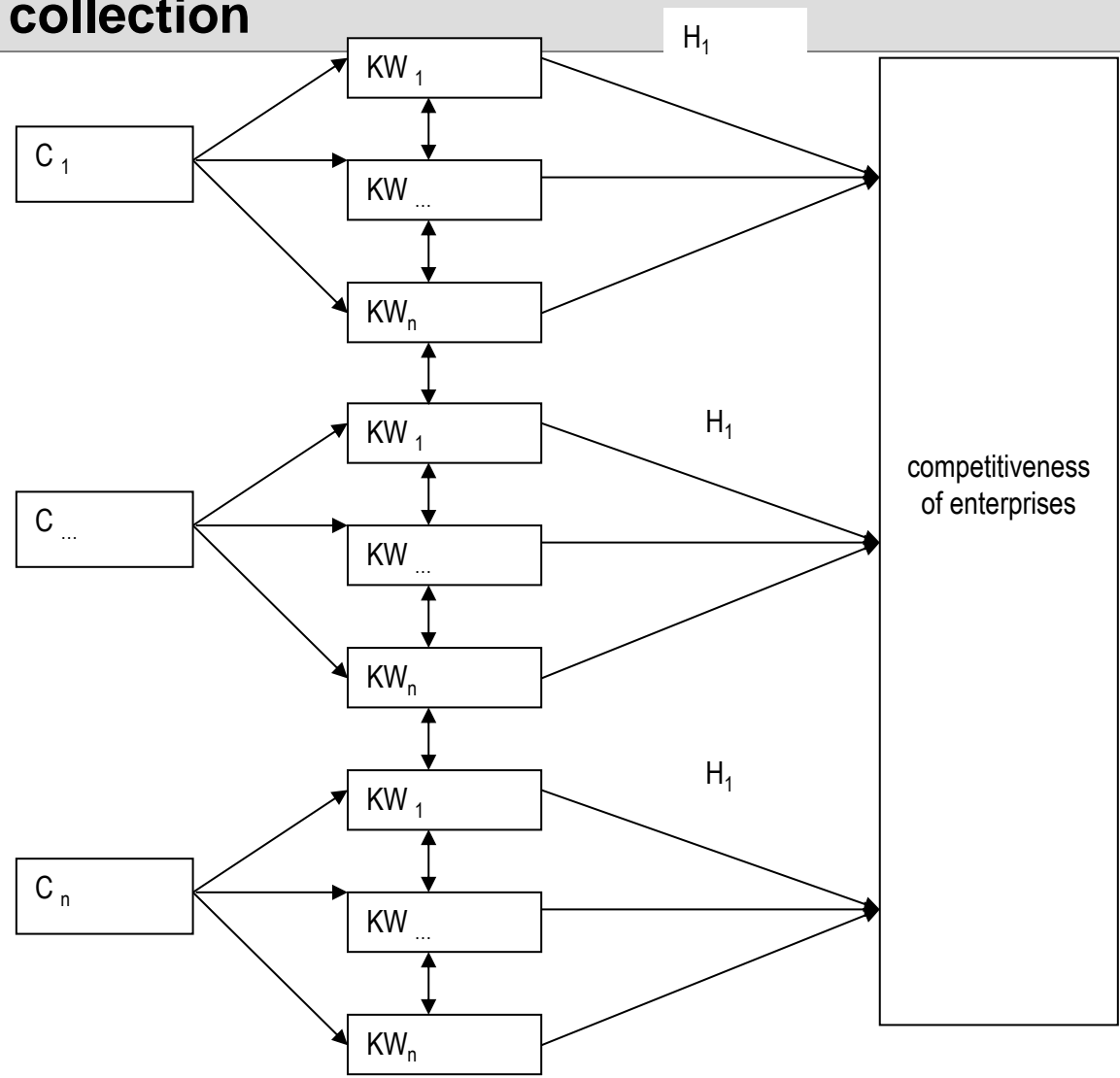
Background and related work

Zott and Amit (2007) suggest, that “designing a business model is a salient issue for entrepreneurial firms”.

So, we try to develop a model: Business-to-Business Integration model for knowledge transfer in the enterprises.

Our goal is to understand the reasons whether knowledge transfer in the manufacturing companies using communication mechanism between knowledge workers influences competitiveness of enterprises.

Research model and data collection



H1: Use of information technology by knowledge workers has a positive effect on competitiveness of enterprises

Research model and data collection

A questionnaire was developed to examine the nature of knowledge transfer in the 50 polish manufacturing enterprises.

We collected data on the number of enterprises, which use information technologies included B2B solution to transfer knowledge between knowledge workers in the sale area of enterprise.

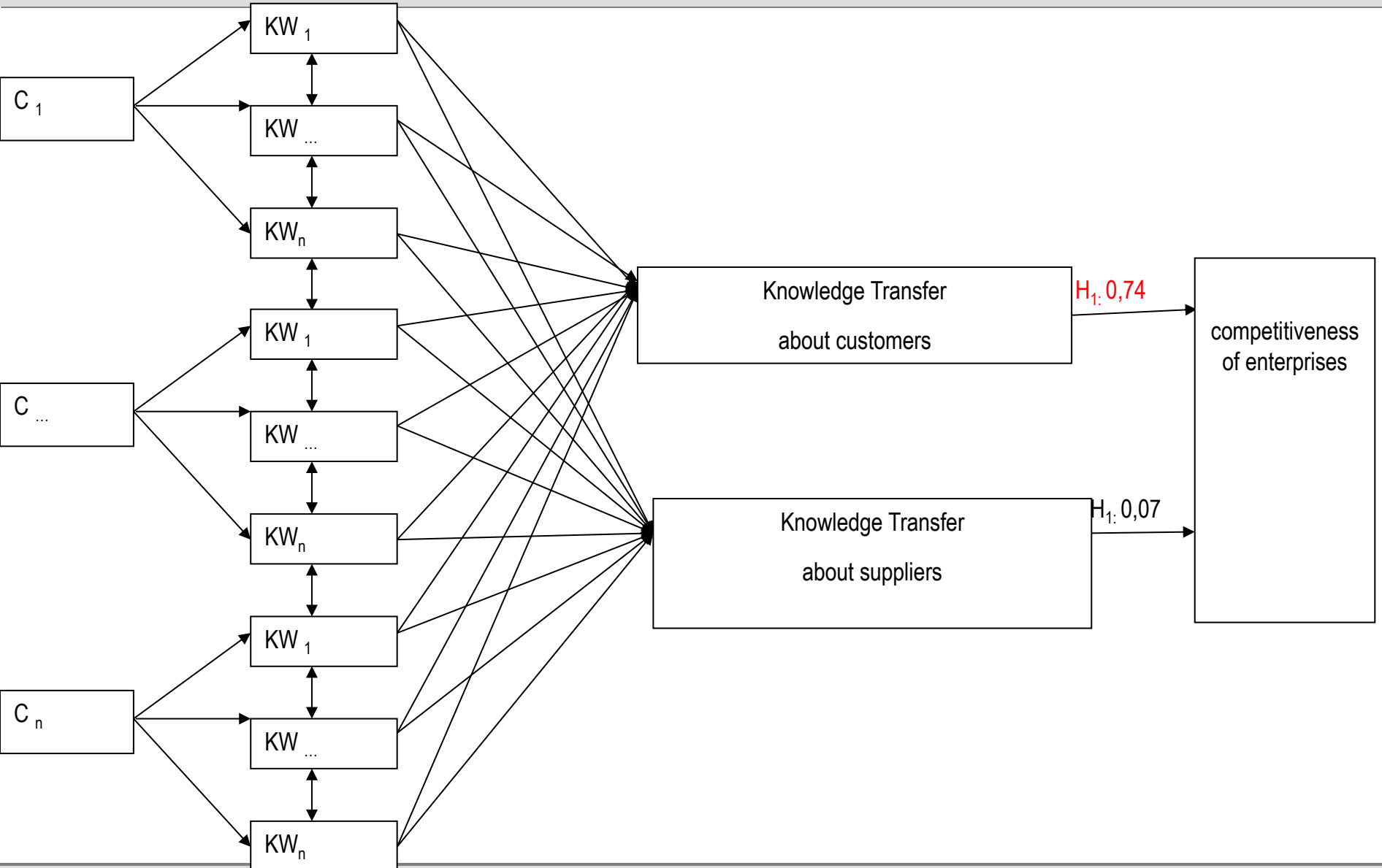
As a research result we obtained, that only 22 manufacturing companies use B2B solution in the sale area of the company.

Further regression analyzes were conducted on this group of companies.

Research model and data collection

<i>Companies</i>	<i>Knowledge Transfer between knowledge workers in the sale area in the polish companies (1- insignificant; 5-very important)</i>		
	<i>Knowledge on customers</i>	<i>Knowledge on suppliers</i>	<i>Competitiveness of enterprises</i>
C1	2	2	2
C2	2	2	2
C3	2	3	2
C4	2	2	1
C5	2	2	2
C6	2	3	1
C7	3	3	3
C8	2	3	1
C9	2	3	2
C10	1	2	1
C11	2	3	2
C12	2	2	1
C13	1	2	1
C14	2	2	2
C15	2	2	2
C16	3	3	3
C17	2	2	3
C18	3	3	3
C19	3	3	2
C20	3	1	1
C21	1	4	2
C22	2	3	1

Model evaluation of the effectiveness of business processes in terms of managing knowledge workers



Model evaluation of the effectiveness of business processes in terms of managing knowledge workers

In our research we clearly observed a positive effect of customer knowledge transfer about customer using B2B solution on the competitiveness of the company.

It seems that this area should be embraced communication technologies such B2B, which enables knowledge transfer between knowledge workers in enterprises.

The use of B2B can lead interorganizational business transactions.

The summarized finding is that polish manufacturing companies are increasingly forced to restructure their use of B2B in a flexible way during operation in the sale area.

For these reasons, they are seen as the main force to promote the competitiveness of the economy and improving the ability to compete.

Concluding Remarks

Company's owners need to find out how information and communication technologies as well as B2B can assist them.

This study was motivated by the actual need of the manager, who had a strong desire of improving his own company's competitiveness through suitable managing a knowledge worker.

The next step of the author's research will be more detailed usefulness of this model.

Thank you for your Attention!

Ph.D. Justyna Patalas-Maliszewska
University of Zielona Góra, Poland
eMail: `j.patalas@iizp.uz.zgora.pl`