

## A Model of Knowledge Management Culture Change

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**Abstract :** A dynamic model shaping a process of knowledge management (KM) culture change is suggested. It is aimed at providing effective KM of employees for obtaining desired results in an organization. The essential requirements for obtaining KM culture change are determined. The proposed model realizes these requirements. Dynamics of the model are expressed by a change of its parameters. It is adjusted to the dynamic process of KM culture change. Building the model includes elaboration and integration of interconnected components. The "Result" is a central component of the model. This component determines a desired organizational goal and possible directions of its attainment. The "Confront" component engenders constructive confrontation in an organization. For this reason, the employees are prompted toward KM culture change with the purpose of attaining the desired result. The "Assess" component realizes complex assessments of employee proposals by management and peers. The proposals are directed towards attaining the desired result in an organization. The "Reward" component sets the order of assigning rewards to employees based on the assessments of their proposals.

**Keywords :** knowledge management, organizational culture change, employee, result

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