CULTIVATING KNOWLEDGE – A MODEL OF KNOWLEDGE FLOW ELEMENTS IN CONTEXT

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ABSTRACT
Knowledge is one of the most valuable resources in organisations. However, its potential value can be severely restricted if its flow is hindered. This paper aims to draw attention to the importance of knowledge flow in an organisation. The nature of knowledge flow is reviewed, followed by an investigation into the factors that can enable or inhibit the flow of knowledge. These factors are explored with the aid of a newly developed model, which visualises the knowledge flow elements within the context wherein knowledge flow takes place.

The methodology for this paper is as follows: information obtained from a literature review was analysed to distinguish the main concepts, approaches and theories applicable to knowledge flow. Existing knowledge flow models were carefully examined, compared and analysed in order to identify essential components in addition to shortcomings. The content analysis of the literature, combined with the analysis of the existing models, led to the development of a new model. The new model is an attempt to isolate the most basic elements involved in knowledge flow, the relationships between them as well as the impact they have on each other.

Keywords: Knowledge flow model; Knowledge flow; knowledge management