



MACKENZIE PRESBYTERIAN UNIVERSITY

Centre for Applied and Social Science
Graduate Program in Business Management



Discipline: Strategic Knowledge Assets

Discipline code: 9003731-9

Workload: 48 hs

Credits: 04

Syllabus: Theoretical foundation of key concepts related to the study of organizational knowledge applied to generating competitive advantage and their impacts in product, process and service innovation. Analysis of studies that evaluate empirically the impact of these concepts in the generation and processing of organizational routines and its implications for strategic decision-making.

Assessment criteria:

1. Summaries or mental maps (10%)
2. Student participation (attendance, involvement, contributions) (15%)
3. Seminar presentations (25%)
4. Paper development (50%)

BIBLIOGRAPHY

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JANSEN, Justin J. P.; VAN DEN BOSCH, Frans A. J.; VOLBERDA, Henk W. Managing potential and realized absorptive capacity: how do organizational antecedents matter? **Academy of Management Journal**. 48(6), p. 999-1015, 2005.

LAVIE, Dovev; ROSENKOPF, Lori. Balancing exploration and exploitation in alliance formation. **Academy of Management Journal**. 49(4) p. 797-818, 2006.

MATUSIK, Sharon DF.; HEELEY, Michael B.. Absorptive capacity in the software industry: identifying dimensions that affect knowledge and knowledge creation activities. **Journal of Management**. 31, 2005.

NONAKA, Ikujiro; TOYAMA, Ryoko; KONNO, Noburu. SECI, Ba and leadership: a unified model of dynamic knowledge creation. **Long Range Planning**, n. 33, p. 5-34, 2000.

PRAHALAD, C. K. ; HAMEL, Gary. The core competence of the corporation. **Harvard Business Review**, May-June, 1990.

POPADIUK, S.; CHOO, C. W. Innovation and knowledge creation: how are these concepts related? **International Journal of Information Management**, 26, p. 302-312, 2006.

SZULANSKI, Gabriel. **Sticky knowledge**: barriers to knowing in the firm. London:Sage, 2003.

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ZAHRA, Shaker, A.; GEORGE, Gerard. Absorptive capacity: a review, reconceptualization, and extension. **Academy of Management Review**. 27(2), p. 185-2003, 2002