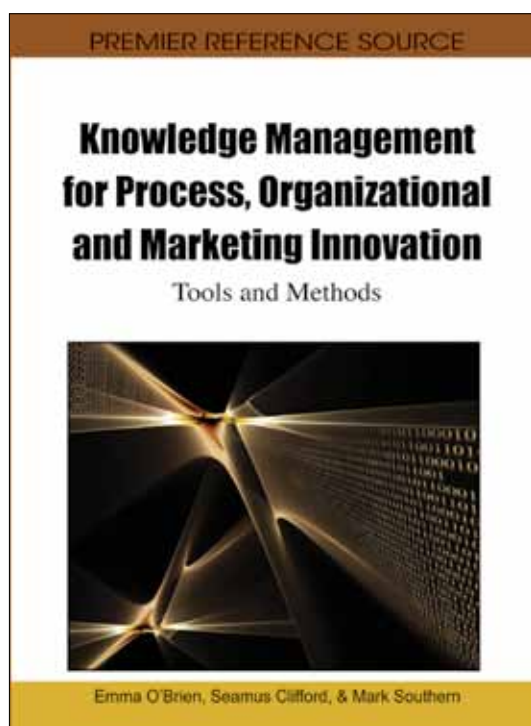


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## Knowledge Management for Process, Organizational and Marketing Innovation: Tools and Methods



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and Mark Southern (University of Limerick, Ireland)

There has been a significant increase in knowledge-driven industries over the past decade. Despite the importance of knowledge in the innovation process, little research has been conducted into how knowledge management can be applied to make the innovation process more effective.

**Knowledge Management for Process, Organizational and Marketing Innovation: Tools and Methods** outlines different tools and technologies that can be applied depending on the type of innovation an organization desires. It provides concrete advice on the different types of innovation, situations in which innovation may be useful and the role of knowledge and different tools and technologies to support it.

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**Emma O'Brien** is a research fellow with the enterprise research centre (ERC) in the University of Limerick. She has worked on several national and international projects in her time in the ERC. In May 2000 – 2003 Emma worked with an international e-learning company, NetG in which she was responsible for developing e-learning products for the customers. Furthermore she was responsible for Managing the localisation of courses by our Japanese partners and maintaining and editing the course engines for localization. In October 2005 she completed her PhD - eCasme and beyond towards tailoring training in SMEs in which she Identified a framework to assist SMEs to tailor e-learning courses to their training needs. In addition Emma implemented this framework as a practical online tool. Emma is a member of the editorial board of the *Journal of Technology Enhanced Learning* and participated as a reviewer for IADIS International Conference in E-Learning.