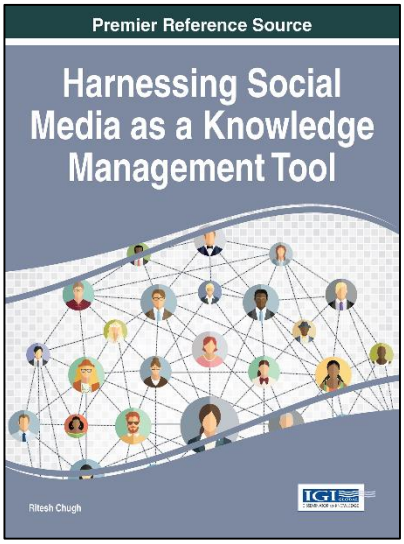
Harnessing Social Media as a Knowledge Management Tool

Part of the Advances in Knowledge Acquisition, Transfer, and Management Book Series

Ritesh Chugh (Central Queensland University, Australia)



Description:

Knowledge is a valuable resource that must be managed well for any organization to thrive. Proper knowledge management practices can improve business processes by creating value, however, the available tools meant to aid in the creation, collection, and storage of information have drastically changed since the emergence of social media. By using this collaborative online application for engaging with information, organizations are able to precisely disseminate knowledge to the correct audience.

Harnessing Social Media as a Knowledge Management Tool explores the usage of social media in managing knowledge from multiple dimensions highlighting the benefits, opportunities and challenges that are encountered in using and implementing social media. This publication endeavors to provide a thorough insight into the role of social media in knowledge management from both an organizational and individualistic perspective.

Readers:

This book elucidates emerging strategies perfect for policy makers, managers, advertisers, academics, students, and organizations who wish to effectively manage knowledge through social media.

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Ritesh Chugh is a senior lecturer in CQUniversity's School of Engineering and Technology. He teaches to both undergraduate and graduate students in the fields of Information Systems (IS) Management, Process Analysis and Design, and IS Project Management. Ritesh is an enthusiastic and committed educationalist who has been awarded several academic and teaching awards to recognise his teaching excellence, commitment to improved student outcomes and engagement in reflective learning and teaching activities. His work experience in the higher education sector has predominantly been in multi-cultural educational settings, which has provided him with both a domestic and global flair. Ritesh is also an active researcher and has published articles in international refereed journals and contributed to several book chapters. He has presented and published papers in many peer reviewed international conferences too. His publications demonstrate multi-disciplinary research interests. He has also been a peer reviewer, program committee member, session chair and program committee chair for multiple international refereed conferences thus providing a wide range of service diversity to the academic community. His range of research interests lie in the area of knowledge management, tacit knowledge ubiquity, information systems management and theory, project management, electronic commerce and developing varied teaching and learning practices on a formal note and philately and numismatics on a more casual note. Ritesh is a senior member of IEEE and the Australian Computer Society. He holds a membership of IEEE Computer Society and the IEEE Green ICT Community too.

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