



ECKM 2008



9th European Conference on Knowledge Management Southampton Solent University, UK 4-5 September 2008

Conference Chair: John Rees, Southampton Solent University, UK
Programme Co-Chairs: Deogratias Harorimana and David Watkins, Southampton Business School, UK
Keynote Speaker: Vanessa Lawrence, Director General and CEO, Ordnance Survey, UK

Mini-Track on Knowledge Retention in a Knowledge based Economy **Chair:** Thurasamy Ramayah, School of Management, Universiti Sains Malaysia



In the current knowledge economy, one of the major issues faced by a knowledge-based organization is the large knowledge gap among the hierarchy of experts. It was aptly put by Edenius and Borgerson (2003) "We are said to live in a knowledge economy where value stems from professional workers and how they are organized and less from physical products (Drucker, 1973; Bell, 1974; Nelson & Winter, 1982). Identification, generation, transfer, storage and efficient integration of knowledge preoccupy today's corporate managers (Stewart, 1997; Davenport & Prusak, 1998; Cross & Baird, 2000)."

High turnover rate in organizations where key individuals leave has posed a major threat in knowledge drain which in turn impairs the competitive advantage of the organization. In short, it is expensive to lose good employees (Gunnlaugsdottir, 2004). A survey by KPMG Peat Marwick (1998) conducted among European companies found that "almost half of the companies reported having suffered a significant setback from losing key staff with 43% experiencing impaired client or supplier relations and 13% facing a loss of income because of the departure of a single employee" (Alavi & Leidner 2001). Therefore, the ability to retain knowledge in an organization has become increasingly important. Numerous studies have looked into knowledge management, but few have focused on knowledge retention per se. Knowledge retention deals with ways to capture knowledge "before it walks out the door" and avoid "reinventing the wheel." It can also be referred to as all activities that preserve knowledge and allow it to remain in the system once introduced and this includes those activities that maintain the viability of knowledge within the system (Newman & Conrad, 2000).

Why is there a need to focus on knowledge retention you may ask? There has been a reduction in the amount of time employees are given to acquire new knowledge and there is greater mobility in the workforce leading to knowledge loss. The aging population and a shrinking pool of young professionals have become a common problem in both developing and developed countries. Thus, there is a renewed interest in the way in which knowledge can be captured, shared and retained to improve performance and competitive advantage.

This mini track invites papers that explore this subject and topics may include:

- Knowledge retention needs in an organization
- Recent developments in knowledge retention
- Knowledge loss and the knowledge economy
- The impact of knowledge loss on the company and economy
- Methods of retaining existing knowledge
- The role of training to retain knowledge
- What kinds of knowledge are transferable?
- The role of human resource policies in knowledge retention
- Tools available to capture and retain knowledge
- Critical implementation issues in knowledge retention
- Best practice in knowledge retention

For details about how to submit papers to this mini track, please visit
<http://academic-conferences.org/eckm/eckm2008/eckm08-minitrack.htm>

Selected papers from the conference will be considered for publication in the Electronic Journal on e-Knowledge Management, <http://www.ejkm.com>

Submission details:

Abstract details: The Abstract should be a minimum of 300 and no more than 500 words including up to five keywords and keyphrases to be received by **14 February 2008**. Please read the abstract guidelines section of the website before submitting.

Submission: Online at <http://academic-conferences.org/eckm/eckm2008/eckm08-abstract-submission.htm>
Please ensure that you complete all relevant sections of the form, including the conference track the abstract is intended for, the proposed title for the paper, the full names (first name and surname, not initials) and email addresses of all authors and a postal address and telephone number for at least one contact author. Please indicate clearly if the contact author is not the lead author.

Full paper: Only required when the abstract has been selected and not to be more than 5,000 words including abstract, keywords and references (the Harvard referencing rules need to be followed). Submission date will be no later than 3 April 2008. Papers should be submitted as .doc or .rtf file attachments by email to the Conference Manager, [Elaine Hayne](mailto:Elaine.Hayne@academic-conferences.org) at elaine.hayne@academic-conferences.org

Important information:

- The selection panel of the conference committee will consider all abstracts received by the submission deadline to ensure that the proposed paper is relevant to the Conference.
- The authors of abstracts that describe a relevant paper will receive a notification of abstract selection.
- All full papers will be double-blind reviewed by members of the conference committee to ensure an adequate standard, that the proposed subject of their abstract has been followed, that the paper is of a suitable length, the standard of English is adequate and the paper is appropriately referenced.
- For authors whose first language is not English we request that you have your work proofread preferably by a native English speaker prior to submission (or at least a fluent English speaker) – papers may be rejected due to a poor standard of English.
- Papers that are accepted will be published in the conference proceedings providing at least one author registers and presents the work at the Conference (see the registration section of the conference website for more information about registration).
- Due to the large number of papers expected for this conference, the committee only allows an author to present one paper. Therefore if multiple papers are accepted for presentation different co-authors need to present each paper.

Important dates:

<i>Abstract submission deadline:</i>	14 February 2008
<i>Notification of abstract acceptance:</i>	21 February 2008
<i>Full paper due for review:</i>	03 April 2008
<i>Notification of paper acceptance:</i>	12 June 2008
<i>Earlybird registration closes:</i>	26 June 2008
<i>Final paper due (with any changes):</i>	10 July 2008
<i>Final Author registration date:</i>	31 July 2008

Conference Executive:

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This call for papers and full details about the conference can be found online at <http://academic-conferences.org/eckm/eckm2008/eckm08-call-papers.htm>

Please direct enquiries to [Elaine.hayne@academic-conferences.org](mailto:Elaine.Hayne@academic-conferences.org)