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KNOWLEDGE OF THE ORGANIZATION AND THE EFFECTIVENESS OF DECISIONS IN THE STRATEGIC DIMENSION

Abstract:

Knowledge, being an intangible resource of the enterprise, plays a very important role in the competitive fight on the dynamically changing market. It is the basic element of decisions taken at every level of management. It simultaneously affects their effectiveness. Possibly full and appropriately applied knowledge increases the probability of achieving the intended effects. Simultaneously, it reduces the risk of failure of the activities taken on their basis. Decisions, referring to poorly predictable future, have direct impact on the position of the enterprise. Therefore, it is necessary to identify the desirable characteristics of knowledge and the conditions of its practical use, which are of the key importance in the context of optimization of effectiveness of decisions in the strategic aspect.

Keywords:

knowledge, strategy, decisions