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EXPLORING THE ROLE OF SOCIAL MEDIA SYSTEMS ON KNOWLEDGE MANAGEMENT FOR SMES

Abstract:

The popularity of social networking tools have significantly contributed to the change in the business models, there has been explosive growth in the number of use of social media tools among enterprises. With the rise of using web tools, the management of knowledge become crucial for enterprises as they understand effectively managing collective intellect can help firms to quickly response to the changeable market. The significance of SMEs to the global economy is obvious. However, current researches show that many SMEs are not taking advantage of the developing knowledge economy and move towards the e-business era. While it is generally accepted that there are much challenges faced by SMEs in utilising web tools when comparing with large sized enterprises, it is clear that very little work has been done to gain understand of using social media for knowledge management purpose. To address this gap, this research investigates the adoption of social media tools for managing knowledge among SMEs. There are two objectives: first, to explore the use of social media among SMEs, and second, to define in detail how social media is being put into practice and contributing towards knowledge management.

Keywords:

Social Media, SMEs, Knowledge Management

JEL Classification: M15, M19