

KNOWLEDGE MANAGEMENT AND COMPETITIVE INTELLIGENCE IN PUBLIC AND PRIVATE ORGANIZATIONS: MODELS, TECHNIQUES, TOOLS AND CHALLENGES OF SHARING AND COMPETING

Description

This research aims to elaborate on the comprehension of Knowledge Management and Competitive Intelligence. Thus, the objective is to investigate Knowledge Management and Competitive Intelligence regarding methods, techniques and tools that assist in the generation, collaboration and use of individual and collective knowledge in competitive organizational environments highlighting the challenges emerging from sharing and competing in this context.

Research Area: Knowledge and Information for Innovation

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