

عنوان مقاله:

Using micro-blogging to dismantle knowledge hierarchies in product development teams

محل انتشار:

دومین کنفرانس بین المللی مهندسی دانش بنیان و نوآوری (سال: 1394)

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خلاصه مقاله:

The traditional assumption by academics and industrialists that 'Experts' are more valuable to an organisation than inexperienced workers is one which should be challenged. Typically, those considered experts employ tried and tested methods for production success passed on by elders with wisdom, while inexperienced knowledge workers often remain unheard and their knowledge under-utilised. However, less experienced workers with an openness to creativity and fresh perspectives to engineering practice might possess the knowledge required to innovate manufacturing projects and sustain competitive advantage. This article extends the research of Tempest and Evans et al. by challenging the unilateral transfer of knowledge seen in traditional product development teams. A methodological framework is presented aimed at dismantling knowledge hierarchies by creating an 'Anonymous Worker' environment using micro-blogging which can be embedded into production departments. Potential limitations to the successful implementation of the framework are reported, identifying that the framework would be most beneficial applied to the start of a product's lifecycle during the conceptualisation of ideas phase

کلمات کلیدی:

Corporate Learning; Knowledge Hierarchies; Manufacturing Knowledge Sharing; Micro-Blogging; Product Development Teams

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