

From the Editors

Organizations based on labour and capital are increasingly being replaced by knowledge-based organizations, because the success of business organizations and survival in the market is conditioned by the creation of newer, better and more innovative products and services. Modern business requires multidisciplinary expert knowledge and collaborative learning to achieve a complex synthesis of modern technologies and specific domains of knowledge. A characteristic of knowledge-based companies and business entities is strategic and technical expertise, which allows them to be better than their competitors.

In addition, in modern business, the vast amount of information has exceeded the capabilities of the systems that organizations use to collect and analyse it, leading to the loss or waste of part of information's. Important information is either not obtained, or is not converted into adequate knowledge. This is because the problem of converting information into knowledge could not be approached in a systematic way, as was the case with the first data-processing systems and later, information systems, which enabled the transformation of data into information. Therefore, during the last two decades of the twentieth century, certain concepts began to be proposed, by which ideas, skills, competencies, know-how, and other forms of intellectual capital could be turned into measurable intellectual property. The first step for this is to see intellectual capital as a combination of human capital, organizational capital, and customer capital.

As editors of *Knowledge Management in Economy, Technology, and Education*, we are pleased to present this collection of scholarly works that explore the complex dimensions of knowledge management and its essential role in these critical domains.

This volume begins with a deep examination of artificial intelligence in knowledge management. Jasmina Arsenijević and Dejan Arsenijević, in Chapter I, examine the emerging applications and trends of AI technologies, explaining their transformative potential and inherent limitations. Their analysis provides a foundational understanding of how AI is driving a data-driven society and reshaping knowledge management practices.

Milan Vemić, Olena Hrechyshkina, and Anastasiia Vasylenko contribute a thorough investigation into quality management within non-financial corporations in Chapter II. Their comprehensive case studies, grounded in methodologies from global management surveys and expert-based approaches, offer novel insights into the assessment and enhancement of knowledge management quality in organizational contexts.

Chapter III, authored by Svetlana Dušanić-Gačić, Mirjana Milovanović, and Zorana Agić, explores the relationship between organizational design and knowledge management. Through a meticulous analysis of job design and job satisfaction, this chapter provides interesting perspectives on optimizing workplace dynamics to foster a more effective knowledge-driven environment.

In Chapter IV, Polona Šprajc, Iztok Podbregar, and Olja Arsenijević explore the dynamic interplay between leadership styles and knowledge management. Their comprehensive review of various leadership paradigms - transformational, delegative, authoritative, transactional, and participative - emphasises the important role of leadership in educating intellectual capital and enhancing team productivity.

Nenad Lozović, Nenad Perić, and Tatjana Mamula Nikolić address the complex challenges faced by advertising agencies in a multistakeholder knowledge environment in Chapter V. By situating their analysis within historical and contemporary frameworks, they offer profound insights into the processes and participants to modern integrated marketing communications.

The focus on brand management and customer relationship management (CRM) in Chapter VI, by Tija Vranešević and Miroslav Mandić, underscores the strategic importance of knowledge-driven approaches in enhancing brand image and influencing purchase intentions, particularly among Generation Z consumers. Their empirical investigations provide critical data-driven insights into the efficacy of CRM activities.

Jelena Zečar's Chapter VII presents an investigative approach to consumer behaviour in modern shopping environments. Her analysis of shopping malls' impact on consumer behaviour, supported by robust literature reviews and research methodologies, contributes significant findings to the field of consumer behaviour studies within the framework of knowledge management.

In Chapter VIII, Marija Luginjić and Karmen Erjavec examine the connection of medical literacy and knowledge management. Their exploration of strategies to enhance health literacy and the vital role of knowledge management in healthcare settings offers practical recommendations for improving health outcomes and maximizing human potential.

Michail Pappas, in Chapter IX, tackles the pressing issue of the digital divide in education. Through a historical perspective and empirical study on Greece's ICT training for educators, he highlights the transformative potential of ICT utilization in enhancing teaching practices and educational accessibility.

Finally, Doris Bešić-Vukašinić's Chapter X provides an insightful analysis of vocational language teachers' perceptions of ICT tools in teaching. Her examination of ICT integration, teacher competence, and methodological approaches enriches our understanding of the role of technology in vocational education and knowledge management.

As editors, we have curated this volume to present a comprehensive and nuanced exploration of knowledge management across diverse sectors. We extend our deepest gratitude to the contributing authors for their rigorous research and valuable insights. This book aims to serve as an indispensable resource for scholars, practitioners, and policymakers engaged in the dynamic field of knowledge management.

The Editors,

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