

This volume represents a collaborative effort by researchers, academics, and practitioners from various disciplines, united in their exploration of how knowledge management can enhance organizations, processes, and innovations across multiple sectors. It is structured into key sections covering various aspects of knowledge management, including Theoretical Foundations and Concepts, Practices in Organizations, Educational and Technological Aspects, as well as Challenges and Future Directions. The content is characterized by its high quality and relevance. The articles are authored by experts with significant experience in knowledge management, offering thorough and well-supported analyses.

*PhD Professor Teodora Ivanuša, Faculty of Organizational Sciences, University of Maribor, Slovenia*

This monograph is highly compelling, both in its scientific rigor and practical approach throughout the chapters. The editors have carefully structured the content to logically cover a wide range of topics within the field of knowledge management. Given the shift towards a knowledge and creative economy, where consumption and production increasingly rely on intellectual capital, the management of knowledge has become a key factor for development and success. This reality affects not only companies and organizations but also nations, making this monograph invaluable for theorists, researchers, and professionals across various industries.

*PhD Professor Nevena Krasulija, School of Engineering Management, Belgrade, Serbia*



The thematic volume, "*Knowledge Management in Economy, Technology, and Media*", is a significant contribution to the field of knowledge management, covering key aspects and challenges across economics, technology, and media. Through diverse studies and research, the volume explores how knowledge management is applied in these dynamic and often interconnected fields. Grounded in contemporary theoretical frameworks and supported by empirical data, the research is both timely and applicable. The volume provides practical examples and clear recommendations for implementing knowledge management strategies effectively. The quality of research, diversity of approaches, and practical usefulness make this volume an essential resource for scholars, researchers, and professionals in the relevant fields.

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