

## KNOWLEDGE MANAGEMENT – CAPTURING, DISTRIBUTING AND EFFECTIVELY USE OF KNOWLEDGE IN UNIVERSITIES

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**Abstract.** *Knowledge Management (KM) is one of the today's hottest subjects. The concept of Knowledge Management was evolved by management philosophers- later it has got great importance because of technological advancement in the field of Information Technology. The paper aims to explain the value of KM for universities, as the most effective management tool supports every Higher Education Institution (HEI) that wants to Build up New knowledge, Sharing of Existing Knowledge and Creating Value from knowledge. Looking at the role of KM in Higher Education, the paper is presenting the rationales of a research project that will explore how knowledge is produced, shared and stored in HE institution. Cultural differences will be examined, in particular, how they will impact the KM efficiency.*

**Keywords:** knowledge management, intangible asset, management tool, cultural differences

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