

Название публикации:

The impact of digital transformation of the Russian economy on knowledge management processes

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Аннотация:

This paper demonstrates regional (Russian) specificity of knowledge management, describes development trends for digital society in the Russian Federation and their effect on the general level of preparedness and capacity for knowledge management at the level of companies and at the personal (individual) level. Trends and current performance of digital transformation of Russian economy are explored. On this ground, the analysis is performed of the potential for development of knowledge management in the Russian Federation in digital economy environment. As a result of the measures taken by the Russian Government, substantial shift in labor market has been recently observed (including emergence of new professions and change in forms of employment and in relations between employers and employees). At the same time at the state level, active and broad-scale deployment of information technologies in socially significant spheres (education, medicine, state services) is taking place. Consequences of these changes have radical implications for preparedness of companies and individuals for positive perception of processes and tools of knowledge management. Of particular significance to this effect is the growth of prevalence in Russia of mobile devices with Internet access, which causes deeper "submersion" of individuals and companies into various Internet-environments of social networks. Conclusion is drawn from this academic research that Russia's transition to a higher level of digitalization of society allows companies to extend their range of sources of knowledge and make further arrangements for exchange of knowledge with the most numerous category – citizens, clients, users. Recommendations are provided for assessment of preparedness of companies, their employees and consumers for more extensive application of KM tools in their activities, and for raising the level of preparedness to dissemination of knowledge among ordinary citizens.

Ключевые слова:

Digital economy, Digitalization of society, KM in digital economy, Regional aspects of KM