



## summary master thesis

**Topic:** Prerequisites for the creation of a knowledge-oriented organizational culture in small family firms

**Research Question:** What are prerequisites for the creation of a knowledge-oriented organisational culture in small family firms?

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### 1 problem definition

- In the last years, knowledge management has often been associated with communication and information technologies. However, managing this central production factor can only be successful if a holistic approach is pursued, which includes both technical and human orientation.

### 2 results

prerequisites for the creation of a knowledge culture

- leader should be a role model and supporter of the process
- employees integration
- open and concise communication.
- on going development of the company, and active promotion of new ideas and research

### 3 recommendations for family businesses

- Although there are various studies of individual factors that can affect knowledge management and especially knowledge transfer.
- A successful long-term knowledge strategy can lead to competitive advantage, especially for small family businesses.
- All areas of operations are dependent on the know-how of employees. Hence, the knowledge culture has high influence on the knowledge transfer and subsequently on the operational outcome.
- Managers can use the findings as indication to develop their company-specific knowledge strategy for the creation of knowledge-oriented organisational culture.

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