



summary master thesis

Topic: Intergenerational Knowledge Transfer (KT) in the Media Industry: Methods and Influencing Factors

Research Question: How does the knowledge transfer between experts who are part of the Baby Boomer generation and their successors belonging to the Generation X take place and what are the relating influencing factors?

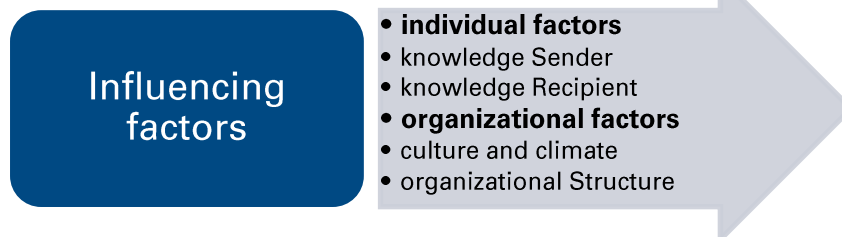
Author: Philipp Sallaberger

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1 problem definition

Due to demographic development, especially in Europe, Russia and North America where the population is constantly aging, birth rates are falling and labour force decreases, the dependency on employees will turn out to be a problem in the next years.

2 results



3 recommendations for family businesses

- However, the author is completely convinced that a systematic Knowledge Management (KM) approach is indispensable and therefore the management board must enforce all related activities.
- Equally important is the introduction of different KT instruments like communities of practice, best practice groups, job rotation or lessons learned sharing meetings.
- Depending on the KM level, the author further proposes on the one hand to study the several mentioned fictitious scenarios in Maier's book and on the other hand to read the German publication by Lehner, which is closely related to practice and includes several best practice.

CONTACT

MCI Management Center Innsbruck
Family Business Center
UniversitaetsstraÙe 15
6020 Innsbruck
Tel: +43 512 2070 7101
Email: familienunternehmen@mci.edu
Web: <http://familienunternehmen.mci.edu>