

EMPLOYEE KNOWLEDGE OBSOLESCENCE AND UPDATE IN THE MOBILE  
TELECOMMUNICATIONS INDUSTRY

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The rapid changes in the Information and Communications Technologies environment do not only effect everyday life, but also bring significant workplace knowledge challenges. Mobile telecommunications provides suffer double impact as they are not only providers of the newest innovations, but employees have to adapt to the changes in their regular work processes as users themselves. Employers have to find a way to handle resistance originating from factors ranging form fears of losing job, through unwillingness to make the required (cognitive and free time) investments, to pure ignorance attitudes toward machines. Knowledge management is one of the most useful tools of overcoming these obstacles, but it requires strong commitments of both the company and employee. Newest (international and own research) findings show, that the original holistic view of knowledge management cannot (and might not have to be) be effectively formulated into a company wide initiative, but should be kept specialized for the different organizations to offer real value of contributions.

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