

It assesses the following learning outcomes:

- Propose the most appropriate knowledge management systems for an organization, a strategic business unit or a department;
- Investigate the ethical importance and responsibility for an organization when holding information on consumer behavior;
- Critically evaluate the importance of data analysis in the transformation process of data to knowledge.

Examine the ethical considerations in managing consumer behavior data.

Suggest policies to ensure compliance with data protection and privacy regulations.

4. Innovation and Competitive Advantage

Highlight the role of innovation in leveraging knowledge for strategic decision-making.

Discuss trends like Industry 4.0, digital transformation, and intellectual property rights.

5. Conclusion and Recommendations

Summarize findings and propose actionable recommendations for organizations to enhance their knowledge management practices.

Formalities:

- Wordcount: 2.500 (+/-10%)
- Cover, Table of Contents, References and Appendix are excluded of the total wordcount.
- Font: Arial 12,5 pts.
- Text alignment: Justified.
- Provide in-text citations.
- The in-text References and the Bibliography have to be in Harvard's citation style.

This project should be completed **individually**.

You are tasked with preparing and submitting an individual written report that provides a strategic assessment of how organizations can develop, manage, and protect knowledge as an intangible asset. This report must be completed independently, outside of class hours. It should critically analyze the strategic value of knowledge in the digital era, exploring how data is transformed into actionable insights.

Your report should also propose measures for creating, sharing, and securing organizational knowledge, incorporating relevant technologies and frameworks discussed in the course, such as AI, big data, and cybersecurity systems. Additionally, you are required to examine the ethical responsibilities involved in managing consumer data and suggest policies to address these concerns. Finally, the report should highlight the role of innovation in leveraging organizational knowledge for competitive advantage, referencing current trends and real-world examples.

The final submission should be a comprehensive and well-structured report, converted to PDF format, and submitted via Moodle (Turnitin).

You are required to include the following:

1. Introduction

Define the strategic value of knowledge in the modern business environment.

Explain the process of transforming data into actionable insights.

2. Knowledge Management Measures

Propose practical strategies for creating, sharing, and securing organizational knowledge.

Include technologies and frameworks such as AI, big data, knowledge repositories, and cybersecurity systems.

3. Ethical Responsibilities