

KM Conference 2016

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Themes: Knowledge Management, Learning, Information Technology

<http://www.iiakm.org/conference/>

2nd Day - Opening Keynote Lecture

Prosumption: Utilization of Consumer Knowledge in Enterprises

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Opening Keynote Overview:

Contemporary enterprises face the challenge of transforming their businesses to adjust to current strategic necessities including innovation and creativity, adaptation and trust by the Internet generation, lifelong learning and knowledge management. Most importantly, these challenges require a thorough understanding of available knowledge in order to adapt business processes and practices designed to lend support to innovative projects, new markets and effective distribution channels. Simultaneously, contemporary consumers no longer perceive themselves as passive, but desire to fulfil their needs through self-design, self-configuration, self-production, and self-distribution of products. Their new role as both consumers and producers, i.e., *prosumers*, encourages enterprises to find innovative ways to leverage the consumers' knowledge, ultimately resulting in better products and services for the marketplace.

Main Topics:

- Consumers as a knowledge source in enterprises
- Prosumption as a new business model
- Prosumption application in business practice
- Models of prosumption adoption in enterprises

About the Keynote Presenter:

Dr. Ewa Ziemia completed her Ph.D. and Post Ph.D. in management, with a major focus on management information systems (University of Economics in Katowice). Her current research is in information systems and technologies for business and public administration transformation. She has published over 150 peer-reviewed papers and 11 books. She played an instrumental role in prestigious international research projects. In recognition of her outstanding research and teaching, Ewa Ziemia has been the recipient of numerous awards. She has received 15 awards of excellence from the Rector of the University of Economics in Katowice. She has been awarded The Silver Cross of Merit from the President of Poland, The Medal of the National Education Commission from the Ministry of National Education in Poland, and The Award of Fellow & Distinguished Scholar from the International Institute for Applied Knowledge Management. She has received four awards for the best papers at the international conferences. She has been awarded grants founded by the Polish Ministry of Science and Higher Education and the National Science Center of Poland. Ewa Ziemia serves on the editorial and editorial review board for several international journals. She is the founding Editor-in-Chief of The Online Journal of Applied Knowledge Management. Ewa Ziemia is the Vice President for Research Collaborations of the International Institute for Applied Knowledge Management.

