PRODUCT DEVELOPMENT IN THE PERSPECTIVE OF KNOWLEDGE MANAGEMENT

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Available at: https://works.bepress.com/ahmed_hunjra/13/
The purpose of this study is to discover the role of social knowledge management enabler such as managerial support and empowerment in product development. This research study explores the concept of dynamic capabilities and how it is basically formed by the combination of knowledge generation, knowledge integration, and knowledge configuration. Present research study also focuses on the product organizations. The importance of knowledge management is very well understood by the companies in Pakistan, they know that the knowledge management process, if effectively processed in an organization, helps in the development of products. This study confirms that dynamic capabilities generate product competences, which respectively distinguish a firm’s product development efforts from competitors. This study enhances the companies’ progress and other activities regarding organizational strategies and organizational learning as well as product development activities.

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Abrar Ahmad & his Co-authors’ research work is published in various International Impact Factor Journals. Abrar Ahmad & Ahmed Imran Hunjra are PhD. Scholars under the keen guide lines provided by Dr. Kashif Ur Rehman. Dr. Kashif Ur Rehman is Associate Professor at Iqra University Islamabad, Pakistan.