

KNOWLEDGE MANAGEMENT WITHIN THE CONTEMPORARY KNOWLEDGE SOCIETY

MANAGEMENTUL CUNOȘTINȚELOR ÎN CADRUL SOCIETĂȚII CONTEMPORANĂ A CUNOAȘTERII

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Abstract:

Knowledge, as intellectual capital, has become the main resource of an organization, and the process of knowledge discovery, acquisition and storage is a very important one. Knowledge discovery can be easily realized through Data Mining, a Machine Learning technique, which allows the discovery of useful knowledge from a large amount of data, this knowledge supporting the decision process. A proper knowledge management of the discovered knowledge is able to improve the organization's results and will lead to increasing the intellectual capital, the result being a more efficient management.

Key words: *knowledge discovery, knowledge management, Data Mining, data warehouse*

JEL Classification: C8, D7, M15