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THE SUSTAINABLE KNOWLEDGE BASED ORGANIZATIONS – DEFINITION AND CHARACTERISTICS

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Abstract

In the context of globalization, the economic environment started to be more dynamic, complex and uncertain. As a result, some managers focused on developing sustainable organizations while others became preoccupied with creating knowledge based firms. But sustainability and knowledge aren't as different as it seem; knowledge is a resource and sustainability concentrates on the rational use of resources. As a consequence, this article aims to highlight what a sustainable knowledge based organization may be. In order to achieve this goal, it had been employed an ethic approach and a documentary study was combined a documentary study with a transversal descriptive research. Therefore, the survey based on questionnaire it had been was used the survey based on questionnaire as a main research method and it had been applied techniques like systematization, tabling and graphics were applied. The results that had been collected from 268 Romanian and Spanish knowledge management specialists have showed that, in the business environment, the sustainable knowledge based organization is real and may be described as an economic entity that focuses on maximizing its market value on short, medium and long term by dealing with knowledge, economic, social and environmental issues. The findings of this research generated some interesting theoretical and managerial implications. On the one hand, it brought in the to forefront the need for developing a new type of company and, on the other hand, it emphasized the elements that managers should take into account if they want to ensure their long time success. Based on these, ISO 26000 standards can be transformed into reality and its implementation is not made just for the sake of appearances.

Key words: knowledge management specialist, knowledge organization, sustainable firm

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