ABSTRACT

This paper proposes a comprehensive framework that aims at explaining how knowledge originates and is transmitted, what facilitates the adoption of this new knowledge, and what constrains this creation. The generation of knowledge at the managerial and employee level is included in this model, as well as the cognitive processes involved in this creation such as improvisation, creativity and resourcefulness. Furthermore, individual qualities such as absorptive capacity and ability to unlearn, and detrimental features such as bounded awareness are believed to complement this model.

KEYWORDS: Knowledge creation, Knowledge adoption, Knowledge transfer, Barriers to knowledge adoption