

KNOWLEDGE MANAGEMENT IN LOCAL GOVERNMENT UNIT ACCORDING TO ITS REGIONAL COMPETITIVENESS.

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It is said that things change over time . The truth is that we need to change them.

Andy Warhol

Be the change you wish to see in the world.

Mahatma Gandhi

- Modern organizations that want to grow must focus their attention on resource assets,
- Human capital and the wider knowledge are the most valuable resources of the organization to optimize its activities based on the use of the concept of a learning organization,
- One of the resource assets is knowledge, so it could be one of the area of changes.

- Knowledge is one of the most valuable resources of an organization. Proper and effective management of knowledge influences the competitive position of the organization,
- Knowledge for an organization is a collection of information and its effective use,
- As people obtain knowledge by learning as organisations do so.

Knowledge management is a component responsible for organisational learning.

- in a learning organization, people are still looking for new opportunities to achieve the desired effect, are creating new patterns of stereotyped thinking, develop teamwork, constantly learn,
- learning organization is open to knowledge and easily adapt to the changing conditions of operation,
- this state is achieved through openness employees to new ideas and trends and the continuous improvement of employees,
- this organization initiates and supports activities and constantly transforms itself.

One of the sources of competitiveness of municipalities is using methods of business management by governors of municipalities and thus affect the development of municipalities, (and so the regions).

P. Senge	C. Sikorski
Organization , which is still expanding its capabilities , which created new patterns of thinking, where people constantly learn and develop aspirations of the team [Senge 2004, p . 19].	This organization maximum flexibility , in the routine , habits and stereotypes do not replace the dynamic reality [Sikorski 2000 s.162] .
A. Joshapar	S. Gherardi
organization , in which the main role adaptation and promotion of activities aimed at team , individual and organizational learning [Batorski 1998 , p.55] .	organization where efficiency is less important , trimmed , and the organization is focused on speed, flexibility and adaptive changes [Gherardfi 1996, p . 39-41] .

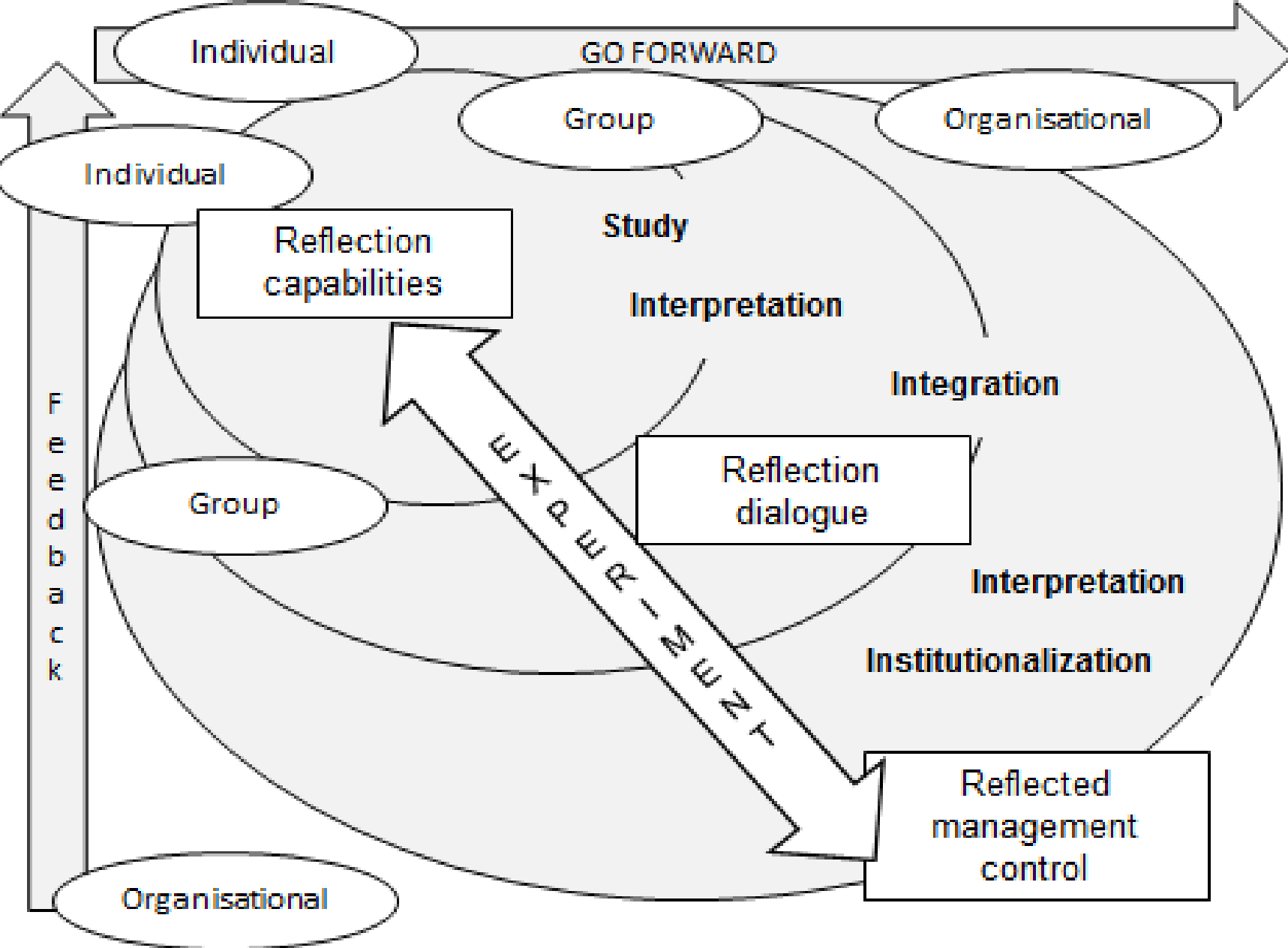
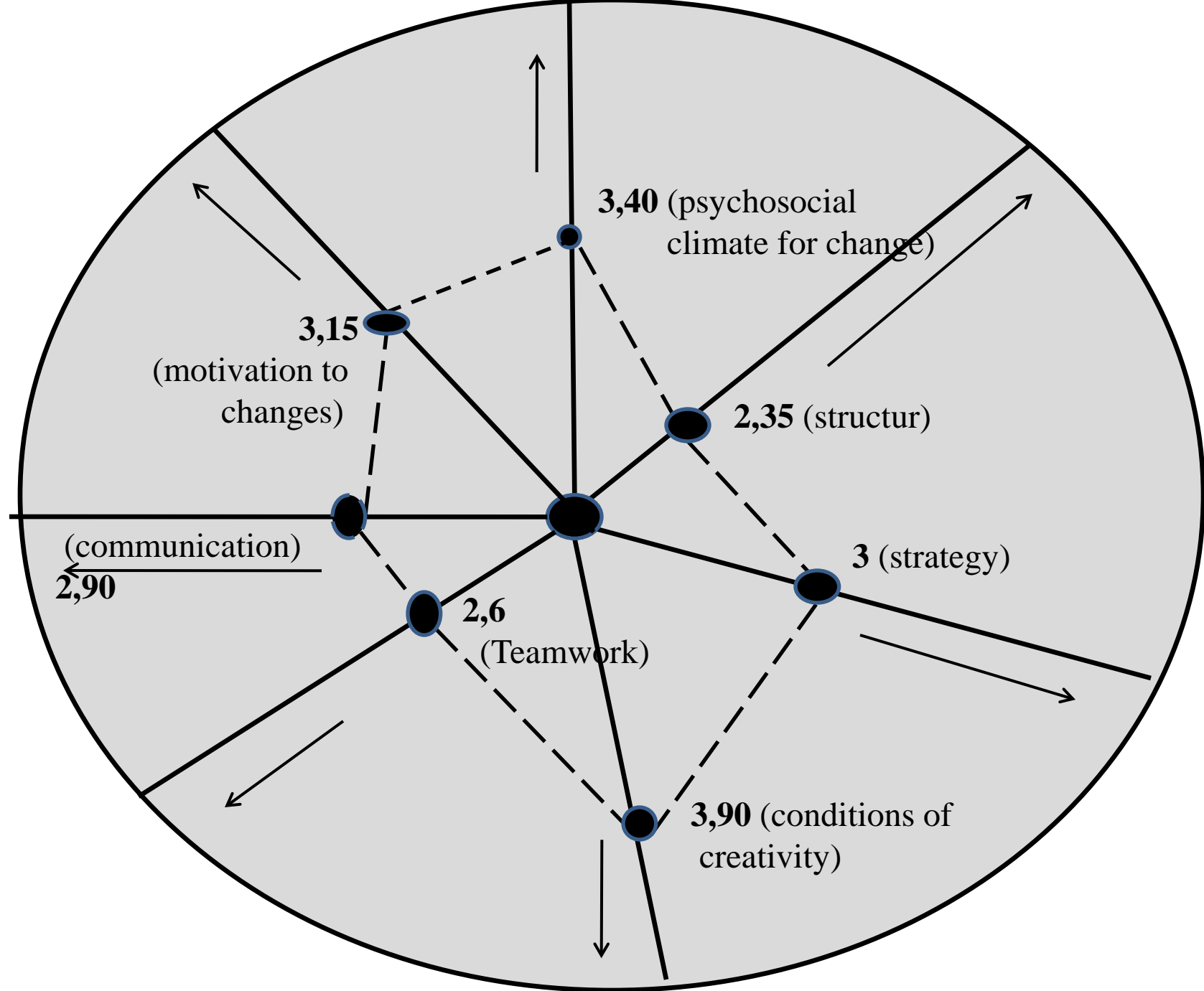


Figure 1. Model "4I"

Source: [Crossan , Lane 1999 - <http://www.jstor.org/stable/259140> - 03.25.2015].

Michałowice Commune as an example of a learning organization, which uses knowledge management - an empirical analysis.



Areas of expertise	1	2	3	4	5
Knowledge of modern technologies				■	●
Knowledge of the creation of ICT systems			■	■	●
Knowledge of e-services				■	●
Knowledge of the technologies used by other municipalities			■		●
Liquidity exchange information with people and institutions			■		●
Knowledge of the investors			●		■
Support knowledge management process by management			■		●
The use of incentives to share knowledge		■		●	
The exchange of knowledge between employees , management and the external environment			■	●	

Studies have shown that knowledge management has a significant impact on regional competitiveness.

In the commune Michalowice knowledge is used to a greater extent than in the Myślenice.

However, both communities are in areas requiring change and refine (primarily an area of economic knowledge).

Research has showed that in the socio - psychological area, employees are made aware of how knowledge is important for improving competitiveness, but they do not receive adequate support from managers to understand the importance of sharing knowledge.

THANK YOU.