## The 7th International Conference on Innovation and Knowledge Management in Asia Pacific (IKMAP 2014)

## Competitive Advantage Through Knowledge and Innovation

## **Proceedings**



**BANGKOK UNIVERSITY** 

9-10 October 2014

Author	Title	Page
Lagrosen, Stefan	The role of knowledge management in industrial marketing – a longitudinal study	4
Bing Lam, Law	An Experience Sharing for the Application of Knowledge Management in Garment Industries of Hong Kong	13
Zhang, Xi, Yan , Xiangda, Gao, Yang, She, Jinghuai	A Mapping Analytic Approach to Trace Development of Multi-disciplinary Research Field: The Case on eHealth	23
Márton Kiss, István, Horváth , Alexandra, Buzás, Norbert	Who Tweets about Technology? Investigating the Role of Twitter in the Diffusion of Technological Information	35
Mariano , Stefania, Arrayed, Suad Al-	A Closer Look at Absorptive Capacity: A Case Study of a Financial Organization in the Kingdom of Bahrain	46
Abu-Shanab, Emad A., Shihadeh , Shurouq A.	The Contributions of Knowledge Management into a Better Customer Relationship Management: A Proposed Framework	63
Hector, Paul G. C., Ermine, Jean- Louis, Ribiere, Vincent	A Tale of Two Cities: Building a Knowledge Analytical Framework	70
Hariprasad, M.J., Maran, K.	A Study on Teaching Professionals satisfaction With Reference To Self supporting Institution in India	87
Hussler, Caroline, Muller, Paul, Rondé, Patrick	Internal structures and external connectedness: towards a typology of French clusters	93
Thanalerdsopit, Paipan	A Framework of Design of a Knowledge Management System for Improving 21st Century Skills: A Case Study	111
Sen, Shrimoyee Mukherjee, Martinez, Diana	Impact Of 'Practical Learning' On Student Satisfaction In International Universities	115
Orchard, Sharn , Sindakis, Stavros, Ribiere, Vincent	A Literature Review on Intrapreneurship: A fad or fact of life for innovative SMEs	128
Chaochotechuang, Preecha, Daneshgar, Farhad, Sindakis, Stavros	Innovation Strategies of New Product Development (NPD)	139
Luanglath, Inpong	Quantitative Analysis for Firm's Competitiveness Based on Innovation	148
Daneshgar, Farhad, Worasinchai, Lugkana, Gunarso, Edmond	Exploring Potential Benefits of Big Data in Value Generation in Healthcare Applications	156
Fuellmann, Maik, Bennet, Alex	The Knowledge Mobilization activities model in cross sector partnerships: Observations from the dual excellence education program of the German-Thai chamber of commerce	163
Putthavong, Pipatpong, Chakpitak , Nopasit, Sureephong, Pradorn	Modeling Haze Management System by Using CommonKADS	182
Vande Wiele, Philippe, Ribiere , Vincent, Ermine, Jean-Louis	A diagnosis framework for preparing future workforce in Higher Education	198

Rangsisingpipat, Ratvilai, Shukla, Manasi, Sindakis, Stavros	Impact Of Customer Knowledge Colllaboration (Ckc) In Product Innovation: Case Study of LeKise Lighting Co., Ltd.	214
OU Yusong, PitipongYodmongkon	The Challenges in the Process of Internationalization of Local Universities in Mainland China: A Perspective of Learning Organization	225
Mozammel Haque, Mohammad, Rahman Ahlan, Abd., Jalaldeen Mohamed Razi, Mohamed	Exploring Academics' Knowledge Sharing Intention on Institutional Innovation Capability	231