

**CfC: Book-** Cases on Enhancing Business Sustainability Through Knowledge Management Systems-To be published by IGI

\*\*\*with apologies for cross posting\*\*\*\*\*

Invitation- Call for Book Chapters-February 10, 2022

**Cases on Enhancing Business Sustainability Through Knowledge Management Systems  
To be published by: IGI**

Editor: Prof. Emeritus Meir Russ

**Call for Chapter Proposals**

**Synopsys**

This book is envisioned as a manuscript that presents case studies exploring the formulation and implementation of knowledge management systems in organizations at times when Artificial Intelligence (AI) is becoming a reality for pioneering organizations while they are facing complex multifaceted aspects of business sustainability with ambiguous and changing ethical norms and vague or not existing legislation.

**Introduction**

The first quarter of the 21<sup>st</sup> century was identified as the beginning of the continuous, ongoing, and accelerating wave of simultaneous ‘general purpose technologies’ revolutions causing accelerated shrinkage of half-life of knowledge. At such a pace of change, one would experience multiple paradigm shifts during their lifetime leaving no time in between to allow the individual, organizations and/or society to adjust; forcing society at large and the organizations to develop and adopt a different set of new tools, systems and procedures (Russ, 2021a).

One such tool is a new model of knowledge management for sustainable development (see Figure 1) which incorporates the most recent developments of big data, machine learning in the context of cybersecurity, humanistic paradigms, steering toward a circular and ‘smart’ sustainable economy. This model proposed a three-layer model of knowledge management (KM) that incorporates a human layer, a machine layer and a unified new knowledge development and knowledge sharing layer. Finally, the model suggests combining decision making and learning into a unified, synergistic managerial activity as critical aspects for human and machine actors (Russ, 2021a; 2021b).

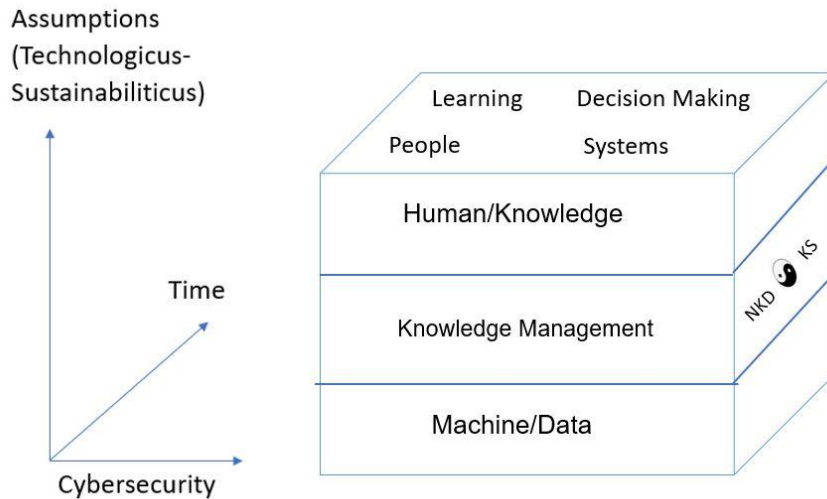


Figure 1: The Mesosystem Model of Knowledge Management; Source: Russ, 2021a-Figure 3

This book will present teaching case studies exploring the formulating and implementing of knowledge management systems (KMS) in organizations, framed by the changes and the model mentioned above; and by deficiencies of teaching cases that I (and others) observed while teaching KM classes at the advanced undergraduate and graduate levels. KM is taught as a standalone class and/or as a module in classes in business, decision making, information systems and computer sciences (among others) sometimes under a different title. Such teaching includes models, tools, and some theoretical aspects (depending on the discipline), but usually lacks updated, relevant and detailed teaching cases, which could enable a fruitful class discussion, covering technological, organizational and human aspects, including managerial, design, moral and ethical dilemmas.

Specifically, this call is soliciting chapter proposals of teaching case studies of organizations formulating and implementing KMS where the AI algorithms and/or big data systems are infused with human centered knowledge while supporting economic, social and/or environmental sustainability issues. The call hopes to attract contributions from different countries, covering different industries, discussing different aspects of KMS during their complete life cycle, and covering a diverse set of technologies and processes. The focus of the cases should be on the decision making and learning opportunities at the individual, team, organizational and interorganizational levels while uncovering business, sustainability and ethical dilemmas facing the learning and decision-making actors.

For the purpose of this call for chapters, the broad and holistic definition of KMS as defined by ISO 30401:2018 is used. KMS is defined as the set of interrelated or interacting elements of organizations that establish, embed, and enable the knowledge management policies and objectives, as well as the processes to achieve those objectives (ISO, 2018). Those objectives

must (or at least have the potential to) create value (Russ et al., 2010) to a set (or subset) of stakeholders.

The anticipated table of contents is listed below:

## **Cases on Enhancing Business Sustainability Through Knowledge Management Systems**

### Table of Contents-anticipated

Introduction

Strategic aspects of Knowledge Management for business sustainability

    Strategy Formulation

    Strategy Implementation

Human aspects of Knowledge Management for business sustainability

    Human Capital

    Talent Management

Technology/machine aspects of Knowledge Management for business sustainability

    Artificial Intelligence/Machine Learning

    Big Data

Learning aspects in Knowledge Management for business sustainability

    Organizational Learning and Learning Organization (interorganizational and organizational)

    Team Learnings

    Individual Learnings

Decision Making (DM) aspects in Knowledge Management for business sustainability

    Interorganizational and Organizational DM

    Team DM

    Individual DM

Knowledge aspects of Knowledge Management for business sustainability

    New Knowledge Development

    Knowledge Sharing

Ethical and Moral dilemmas cases

Country specific cases

Industry specific cases

Project Management cases

#### Schedule for publication of the book:

- Book chapter proposals received: March 23, 2022
- Notification of accepted chapter proposals: April 6, 2022
- Receipt of full book chapters: July 21, 2022
- Review book chapters and revision feedback: September 18, 2022
- Final Acceptance Notification: October 30, 2022
- Receipt by editors of final draft of book chapters: November 13, 2022
- Anticipated publication: 2023

Submit your chapter/case proposal by Microsoft Word email attachment. We would most appreciate a one-to-two-page proposal outlining your chapter/case and identifying the organization, the key actors and the key issues/dilemmas the teaching case will be covering. If applicable briefly identify the theoretic discipline, theories, and models/tools related to knowledge management systems if applicable. Include as a separate file a brief biography covering your current institutional affiliation and position and a listing of your relevant publications and educational background and any other pertinent information on your qualifications for contributing to this manuscript. If the organization in question is an existing organization (not an imaginary or hypothetical) then add a written and signed permission form from a relevant authority/organization for any materials, you do not own a copyright for.

In the final case, we will expect 4-6 questions you would suggest focusing the cases analysis on, as well as additional, complimentary sources that can be useful for the instructor and /or the students while preparing their analysis and answers to your questions.

Please be advised that the acceptance of your chapter/proposal does not guarantee the final acceptance of the chapter. The decision regarding the acceptance depends on the review of your complete chapter to be consistent with the framing and motivation of the book, the teaching case requirement as stated in the call for chapters/cases and with the communicated earlier time frame and other related stipulations.

What to keep in mind when preparing the chapter/case:

The expected length of a case chapter is 4,000 to 7,000 words. Please include an abstract of about 100-150 words with up to six keywords.

Only **original** and previously unpublished and undistributed chapter manuscript of chapters/cases will be accepted for publication.

Please ensure that all information in your chapter that is taken from another source is substantiated with an in-text reference citation. Please also note that your references must follow APA 7.0 (American Psychological Association) style.

It is the author's responsibility to obtain written permission to include any copyrighted images (whether they be screenshots [e.g., a screenshot of a page from a company's Web site, a screenshot of a scene from a video game, etc.], figures, tables, graphics, etc.) in your chapter, and to verify that you do not violate any confidentiality or non-disclosure agreement.

It is crucial that complete copy editing and proofreading of your chapter be conducted prior to submission to ensure proper use of the English language, proper grammatical structure, and correct spelling and punctuation. Chapters that will be submitted to the publisher are considered to be in their final form and ready for publication as is.

Please be aware that you will be asked to execute an Author's Warranty and Transfer of Copyright Agreement through the Publisher's eEditorial Discovery online submission system (no Open Access option for the public). You will be able to post your individual published chapter manuscript content in a manner that abides by the Publisher's Fair Use Policy (Green Open Access).

Also, you will be expected to serve as Reviewers of their peers' contributed chapters (two-three papers) as your contribution to the double-blind review process.

Please send inquiries to:

Dr. Meir Russ

Professor Emeritus, Management

Austin E. Cofrin School of Business

University of Wisconsin - Green Bay

Wood Hall 460; 2420 Nicolet Drive; Green Bay, WI 54311-7001; USA

Tel + 1 (920) 265-3068

[russem@uwgb.edu](mailto:russem@uwgb.edu) ; [meir.russ@gmail.com](mailto:meir.russ@gmail.com)

Please submit proposals for the chapters (due no later than March 23<sup>rd</sup>, 2022) at:

<https://www.igi-global.com/publish/call-for-papers/submit/5802>

Please be advised that you must have made an account first, and be logged in, otherwise the link will not work.

## References

ISO (International Organization for Standardization) (2018). ISO 30401:2018. *Knowledge management systems-Requirements*. <https://www.iso.org/obp/ui/#iso:std:iso:30401:ed-1:v1:en>

Russ, M. (2021a). Knowledge management for sustainable development in the era of continuously accelerating technological revolutions: A framework and models. *Sustainability*, 13(6), 3353. <https://www.mdpi.com/2071-1050/13/6/3353>

Russ, M. (2021b). The individual and the organizational model of quantum decision-making and learning: An introduction and the application of the quadruple loop learning. *Merits*, 1(1), 34-46. <https://www.mdpi.com/2673-8104/1/1/5>

Russ, M., Fineman, R., and Jones, J.K. (2010). "Conceptual Theory: What Do You Know?" in Russ, M. (Ed.) *Knowledge Management Strategies for Business Development*: 1-22. Hershey, PA: Business Science Reference.