

Knowledge Management and Innovation Performance: Building Sustainable Competitive Advantage in Modern Enterprises

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Abstract

Knowledge has become one of the most valuable strategic assets within innovation-driven organizations. Effective knowledge management enables firms to capture, develop, disseminate, and apply intellectual resources that enhance innovation capability, operational efficiency, and long-term competitiveness. This paper examines the relationship between knowledge management practices and organizational innovation performance within rapidly evolving business environments.

The study integrates theoretical perspectives from organizational learning, strategic management, innovation systems, and intellectual capital research to develop a conceptual framework explaining how knowledge acquisition, knowledge sharing, organizational culture, leadership support, and technological infrastructure influence innovation outcomes. Particular emphasis is placed on collaborative learning environments that encourage creativity, cross-functional communication, and continuous improvement.

The paper explores digital knowledge management systems, enterprise collaboration platforms, artificial intelligence-assisted knowledge discovery, and organizational memory as essential components supporting innovation processes. These technologies facilitate informed decision-making, accelerate product development, and improve organizational adaptability during periods of market uncertainty. Nevertheless, organizations continue to encounter challenges including knowledge silos, employee resistance, inadequate digital infrastructure, and intellectual property protection.

Keywords: Knowledge Management, Organizational Learning, Innovation Performance, Intellectual Capital, Organizational Culture, Strategic Management, Knowledge Sharing, Competitive Advantage