

# Tutorial on Knowledge Commerce

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Knowledge and innovation played an important role in the development of society through history. The transformation from agrarian society to industrial society to information and knowledge society has largely been brought about as a result of accumulation of knowledge and the products and services derived from the knowledge process. Knowledge commerce is a relatively new term that looks at leveraging knowledge in business. It encompasses the sales and transaction of knowledge products as well as capitalizing on knowledge to improve products and services. Knowledge commerce goes beyond e-commerce to look at the issues that make e-commerce successful. Some of these include customer capital and customer relation management, Internet business model and Internet strategies. It also looks at the knowledge embodied in processes and practices within the organization.

This tutorial will cover the following areas:

- 1 Introduction
- 2 From e-commerce to k-commerce
- 3 Capitalizing on knowledge to do improve business practices
- 4 Customer relations and customer management
- 5 Intellectual Capital
- 6 Knowledge products and services

## **About the Speaker**

Dr. Hawamdeh has extensive teaching and working experience in areas such as knowledge management, electronic commerce, document imaging, information retrieval, Internet and digital libraries. He worked as a consultant to several private and government organizations. He is the Founder and Program Director, Master of Science in Knowledge Management, MSc(KM) in the School of Communication and Information at Nanyang Technological University. He is also the Founder and President of the Information and Knowledge Management Society (iKMS), a professional organization dedicated to the advancement of information and knowledge management profession. He is author of two books on Knowledge Management, "Information and Knowledge Society" Published by McGraw-Hill, and "Knowledge Management: Cultivating the Knowledge Professionals, Published by Chandos Publishing (Oxford). He is the editor in Chief of the Journal of Information and Knowledge Management (JIKM). He is on the editorial board of the Information Research Journal and the Business Process Management Journal.