

Abstract

This thesis analyses the process of knowledge-base adoption in the enterprise environment. Using data from two knowledge-management systems operated by the company, Semanta, s.r.o. we studied the day-to-day interactions of employees using the system and identified the important drivers of system adoption.

We began by studying the effect of co-workers' collaborative activities on knowledge creation within the system. It was found that they had a positive and significant impact upon overall knowledge creation and thus on adoption. Secondly, we explored how the newly defined concept of gamification could help determine and encourage an increase in knowledge creation. The use of gamification tools, such as the "Hall of Fame" page, turned out to have significant influence in the adoption process. Thirdly, we examined how users continually seek knowledge within the system and how asking for missing information and being supplied with answers has an impact on adoption rates. It was shown that the quicker the responses and the more experts dealing with requests the greater the impact on knowledge base adoption. Finally, we showed that the size and character of the company deploying the knowledge management system does not influence the adoption drivers.

This thesis represents an effort to fill the literature gap surrounding effective knowledge-base adoption in an intra-company environment. Moreover, as far as we know, it represents the first attempt to estimate the relationship between gamification concepts and knowledge-base adoption not only in the Czech Republic but also worldwide.