

INTERGENERATIONAL KNOWLEDGE DIFFUSION IN THE CONTEXT OF MANAGING DIVERSITY IN THE ORGANIZATION

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Abstract

In many social processes, e.g. the communication process, to be effective, beside the communicate, there must currently exist: the sender and the recipient with its willingness to participate. Similarly, in case of knowledge, all its accumulated wealth will not bring benefits to both individuals and the organization if it is not subject to social processes, e.g. the exchange and sharing of sharing between units. It is necessary to transfer and absorb the knowledge, that is, transfer from the source to the acceptance that accepts and properly uses it. Especially important is the type and the "wealth" of knowledge sources. Diversity brings greater possibilities to use for this "prosperity". The concept of diversity refers to the characteristics that constitute the identity of individuals.

More specifically, the diversity is all the aspects, in which people are different/similar with both visible (gender, age, disabled/not disabled, race, etc.) and invisible features (knowledge, education, experience, beliefs, attitudes, personality, etc.). Diversity management is all the activities of organizations that seek to take into account and optimally use the diversity in the place of work.

In this paper we have discussed the problems of intergenerational diffusion of knowledge, that is, penetration, sharing, mutual use of different kinds of knowledge between different categories of age, on planes of process management. The main objective is the identification and evaluation of the intergenerational diffusion of knowledge in the context of diversity management. Also there are highlighted benefits and barriers encountered on the example of selected organizations.

Keywords: intergenerational diffusion of knowledge, diversity, diversity management.