

**LA GESTIÓN DEL CONOCIMIENTO EN LAS ORGANIZACIONES  
Y LAS REGIONES: UNA REVISIÓN DE LA LITERATURA**

**THE KNOWLEDGE MANAGEMENT IN THE ORGANIZATIONS AND THE  
REGIONS: A REVIEW OF THE LITERATURE**

**GESTÃO DO CONHECIMENTO NAS ORGANIZAÇÕES E REGIÕES:  
UMA REVISÃO DA LITERATURA**

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**RESUMEN**

Este documento, presenta una revisión de la literatura, tomando como eje central la gestión del conocimiento y su desarrollo a nivel empresarial y regional. Esta investigación documental se ha realizado en el marco del proyecto “*Red de Formación de Talento Humano para la Innovación Social y Productiva*” con el objetivo de ser un referente para la formulación de una maestría en Gestión de Conocimiento y la Innovación en la Universidad del Cauca. En la primera parte se encuentra la conceptualización, los principales enfoques y autores más representativos. La segunda parte presenta la aplicación de la gestión del conocimiento en organizaciones basadas en conocimiento y las principales temáticas asociadas a este campo. Por último, está la gestión de conocimiento en el ámbito regional. Aquí se presentan el

rol del conocimiento en el desarrollo regional, los principales modelos de innovación regional y los modelos de la gestión del conocimiento para la gestión en las regiones.

**Palabras clave:** Gestión del conocimiento, regiones, organizaciones de conocimiento

**JEL:** D83, O32, R11

### **ABSTRACT**

This document presents a literature review, taking as the central focus the knowledge management and its development at the business and the regional level. This documentary research was conducted under the project “Human Resources Training Network for Social and Productive Innovation in the department of Cauca” with the aim of becoming a reference for the formulation of a master’s degree in Knowledge Management and Innovation at the University of Cauca. In the first part there is the conceptualization, the main approaches and the most representative authors. The second part presents the application of knowledge management in knowledge-based organizations and major topics associated with this field. Finally, there is the knowledge management at the regional level. Here the role of knowledge in regional development, major regional innovation models and models of knowledge management for management in the regions are presented.

**Keywords:** Knowledge management, regions, knowledge organization

**JEL:** D83, O32, R11

### **RESUMO**

Este documento apresenta uma revisão de literatura, com foco principal em gestão do conhecimento e o seu desenvolvimento a nível empresarial e regional. Esta pesquisa documental foi conduzida com o projeto “Rede de Formação de Recursos Humanos para Inovação Social e Produtiva” com o objetivo de ser uma referência para a formulação de um mestrado em Gestão do Conhecimento e Inovação na Universidade de Cauca. Na primeira parte se encontra a concei-

tualização, os enfoques principais e os autores mais representativos. A segunda parte consiste na aplicação de gestão do conhecimento em organizações baseadas em conhecimento e os principais tópicos associados com essa área. Por último é apresentada a gestão de conhecimento em nível regional. Aqui apresenta-se o papel do conhecimento no desenvolvimento regional, os principais modelos de inovação regional e os modelos da gestão do conhecimento para a gestão nas regiões.

**Palavras-chave:** gestão do conhecimento, regiões, organizações do conhecimento.

**JEL:** D83, O32, R11

## I. INTRODUCCIÓN

En la economía del conocimiento, se considera que éste es un factor clave para la innovación y la competitividad de las organizaciones. Por tanto, surge la necesidad de buscar mecanismos para su creación, transformación y transferencia. Estos procesos hacen parte de la denominada gestión del conocimiento. Enfoque que ha sido ampliamente estudiado en el campo investigativo y que es uno de los principales paradigmas de la gestión empresarial.

Así mismo, se ha empezado a estudiar la incidencia que tiene la gestión de conocimiento en el ámbito regional, a través de la interacción de los diferentes actores, públicos y privados, de un territorio.

En tal sentido, este artículo proporciona una revisión de la literatura para resaltar la importancia de la gestión del conocimiento tanto en el ámbito organizacional como regional. La revisión de la literatura incluyó una búsqueda de bases de datos electrónicas y revistas en línea. La búsqueda se hizo por tema, es decir que los resultados arrojaron aquellos documentos que contuvieran la búsqueda en el título, el resumen o las palabras clave del artículo. El filtro se realizó de acuerdo con las categorías de las bases de datos, las áreas de investigación y títulos de fuentes. Todas estas categorías, relacionadas con las áreas de gestión de negocios y planeación del desarrollo.

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