

CERCETĂRI ȘI REZULTATE EXPERIMENTALE PRIVIND MANAGERIEREA CUNOAȘTERII LA NIVEL ORGANIZAȚIONAL PRIN MODELAREA MATEMATICĂ A ARHETIPURILOR ȘI A EMOȚIILOR

RESEARCH AND EXPERIMENTAL RESULTS ON KNOWLEDGE MANAGEMENT AT ORGANISATIONAL LEVEL THROUGH MATHEMATICAL MODELLING OF ARCHETYPES AND EMOTIONS

Dr.ec., drd. Călin-Marian DRĂGEANU
Universitatea „Babeș-Bolyai” din Cluj-Napoca

Prof.dr.ing., ec. Laura BACALI
Universitatea Tehnică din Cluj-Napoca

Abstract: The development of human potential to generate new knowledge at the organisational level is dependent on the abyssal structure of man. In this sense, the archetypes of collective unconsciousness and emotions represent the coordinates of knowledge management that most accurately express the abyssal reality of man. In this context, based on some mathematical processes, archetypes and emotions have been modeled in order to obtain the most effective ways to manage knowledge at organisational level. The mathematical modeling of emotions and archetypes of the collective unconscious allowed the creation of the identity coefficient, C_{ident} , as a new instrument for knowledge management. This paper presents the experimental results obtained by implementing the identity coefficient at the organisational level, analysing the results and presenting efficient solutions for knowledge management in organisations.

Keywords: knowledge management, organisations, archetypes, emotions, identity coefficient