



T A PAI MANAGEMENT INSTITUTE

MANIPAL - 576104

Research Seminar

**WILL RAZORS SELL IF CONSUMERS NO LONGER
USE BLADES?
EXPLORING A PARADOXICAL PROPERTY OF
ORGANIZATIONAL KNOWLEDGE.**

Speaker

Prof. Ajith Kumar J

TAPMI, Manipal

2:30 PM, June 22, 2011 (Wednesday)

F2 Class Room, TAPMI Campus

ALL ARE INVITED

Abstract

If consumers stop using blades, will razors that are used to mount the blades, sell? Can carefully nurtured knowledge that is so beneficial to the organization and is the fuel for its success, ever be harmful to it? I address these seemingly unrelated questions during this seminar. I draw upon a review of academic literature and a study of a set of organizations, based on published material, to illustrate how knowledge has a double-edged paradoxical nature, and the use of simplified and polarized notions is inadequate to correctly understand its role in the organization. Realizations from this study have implications for the management of knowledge and organizational learning, and organizational strategy

Contact:

Research Promotion Committee (RPC),
T A PAI Management Institute (TAPMI)

Email: rpc@tapmi.edu.in

Web: www.tapmi.edu.in