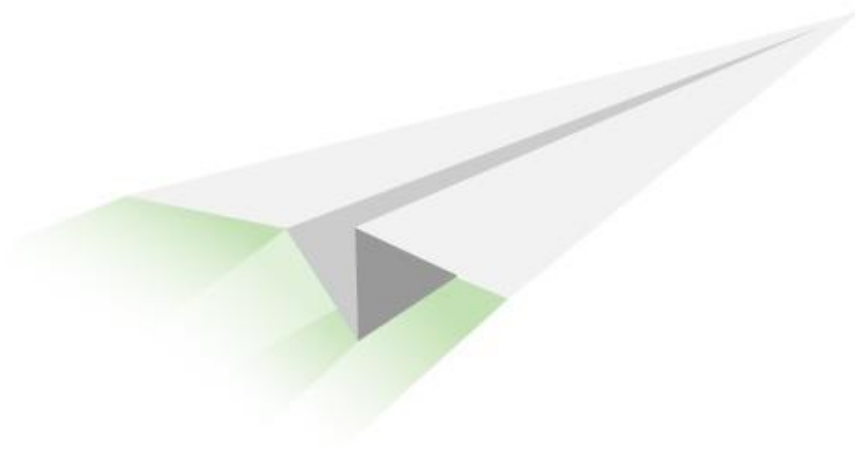


| January 2022 |

2Know

KM Newsletter



ROM News



- ROM company congratulates Dr. Moriah Levy upon the beginning of her term as the chairman of the international knowledge management forum KMGN which unites the knowledge management forums in the world - for cooperation and knowledge sharing. KMGN round table series will hold a session on Blockchain and KM implications.
- A good, healthy and successful year to everyone!
- Conferences:
 - International Conference on Knowledge Engineering and Management ICKEM
February 15-16, 2022
Istanbul, Turkey
<https://waset.org/knowledge-engineering-and-management-conference-in-february-2022-in-istanbul>

01

Come over and play: gamification in organizations

Gamification is not just child's play, it is a serious tool that organizations can use to enhance their processes. Implementing gamification can provide various benefits, such as increasing knowledge sharing, improving collaboration among workers, and enhancing problem-solving skills. There are infinite ways to gamify organizational processes, including debriefing, retaining knowledge, change processes, and special events. The key is to remember that gamification should be fun and must suit the organization's needs and resources.



[To full article](#)



[To full article](#)

02

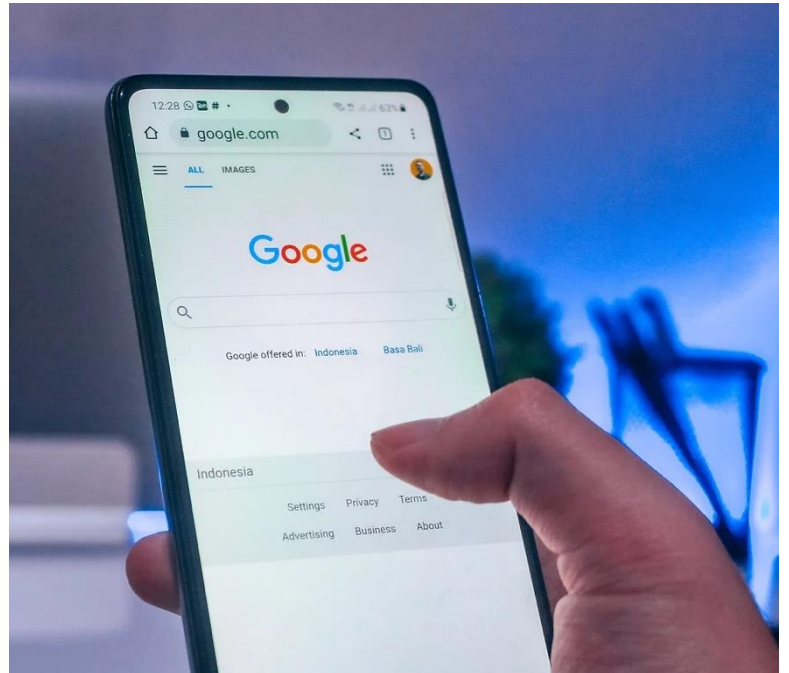
A Call for Collaboration: Advancing Knowledge Management Globally

Moria, the new chair of KMGN, highlights the importance of Knowledge Management (KM) in driving organizational growth and performance. She emphasizes the responsibility of KM professionals to turn KM into an easy-to-understand discipline, achieve fast outcomes, and offer advanced solutions. Moria invites KMers around the world to join KMGN, take part in courses, and collaborate in implementing KM practices that provide a better value proposition.

03

Trends in the field of search engines/ AI in service of search engines

AI advancements have transformed search engines, exemplified by Google's Knowledge Graph for quick answers. Tools like BERT and RankBrain enhance natural language understanding, while machine learning detects spam and copied content. AI also powers voice and visual searches by analyzing patterns. Despite these advances, human input remains essential for fine-tuning and improvements.



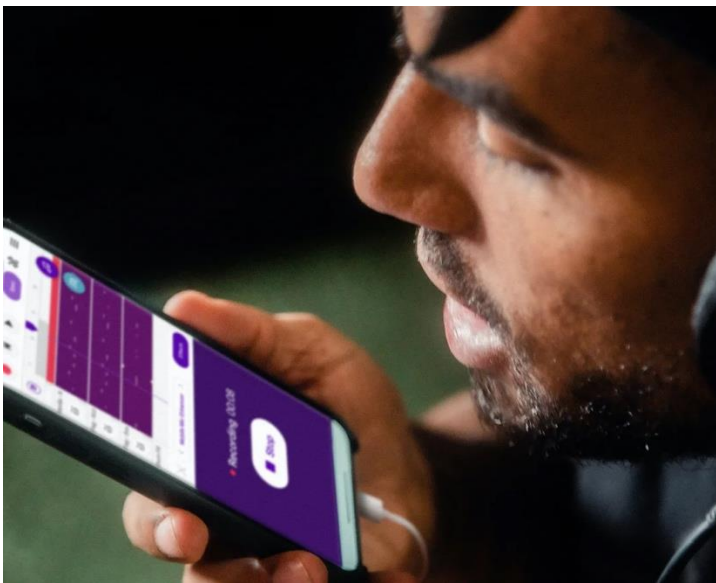
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04

NLP and support in Hebrew: converting and deciphering for voice and text

Natural Language Processing (NLP) faces challenges when adapting to Hebrew due to its unique syntax and grammar. The lack of vowels and variable word order makes it difficult for machines to decipher meaning. The ICT Authority is addressing this by creating a database of tagged Hebrew sentences to train machines. Another approach is the use of Big Data modules like Google's BERT, which can understand context and guess missing words. With the advancements in technology, it is hoped that Hebrew voice and textual chatbots will soon be fully supported.

[To full article](#)



05

The Principal – Book review

"The Principal: Three Keys to Maximizing Impact" by Michael Fullan explores the vital role of school principals, offering insights applicable to leadership in any organization. It emphasizes collaboration, continuous learning, and successful change implementation for lasting success.



[To full article](#)



[To full article](#)

06

Knowledge Management in the Digital Age

"Knowledge Management in the Digital Age" explores classical and innovative aspects beyond digital realms, including energy, providing valuable insights for knowledge managers.