Collective Intelligence - As A Way of Sharing and Creating of Knowledge Towards Sustainable Rural Area Development*

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Abstract

Nowadays, socioeconomic development, along with rural development, has received a new character and accelerated due to the fact new properties of external environment have determined an extraordinary increase in the value of knowledge. Knowledge has been as a new source of change. Compiling knowledge that really is ready to be used is one of the common challenges throughout Europe.

The first aim of this article is to bring together problems in rural development with modern concepts such as Knowledge Management and Collective Intelligence. The findings of the basic project, which established five key knowledge management processes and two potential knowledge management system models, are a valuable contribution to potential implementations in rural institutions. On this basis, the expert analysis on the organizational models of Collective Intelligence has produced interesting results and states a second goal of this article.

Keywords: Collective Intelligence, Knowledge Management, Rural Area, Development