

## Applying Knowledge Management Principles in Managing Projects

***New book by Prof Vittal Anantatmula available from Cambridge Scholars***

1 April 2025 – Cullowhee, NC, USA – A new book written by a professor of project management in the College of Business at Western Carolina University (WCU) is designed to help members of business organizations improve their skills in both project management skills and knowledge management.

The latest publication from WCU's **Vittal Anantatmula**, "***Applying Knowledge Management Principles in Managing Projects***" is set to roll off the presses Friday, Feb. 7, at Cambridge Scholars Publishing, an academic book publishing company in Newcastle upon Tyne, England.

The result of years of research and practical application by Anantatmula, the book examines the complicated processes of the management of knowledge within organizations.

"In the book, I examine the hierarchy of data, information and knowledge, extending it further to encompass wisdom. This progression—from data to wisdom—illustrates what should be the goal of knowledge management: enabling individuals, teams and organizations to make informed and proper decisions while they are managing projects," he said.

"In an era where information is abundant and often overwhelming, the importance of knowledge management has become more crucial than ever," Anantatmula said.

Although much has been written about the subjects of project management and knowledge management as separate disciplines, the relationship between the two processes within an organizational setting is a topic that previously has gone relatively unexplored.

"Both project management and knowledge management have been around for roughly the same amount of time. Existing primarily as separate but equally important activities, project management and knowledge management both have had important impacts on businesses in their efforts to improve performance, despite being mostly located within different parts of the same organizations," Anantatmula said. "With that as a backdrop, one must ask, 'What would happen if we were to combine the best aspects of these two proven disciplines?'"



And that is the focus of “Applying Knowledge Management Principles in Managing Projects.” In the book, Anantatmula looks to explain how data is transformed into information, information into knowledge and knowledge into wisdom.

“By mastering this continuum, businesses and organizations can take advantage of the total capacity of their intellectual assets, creating a culture of continuous improvement and strategic decision-making,” Vittal, pictured at right, said.



The book is designed to serve as a resource for anyone who is looking to understand the complex nature of knowledge management and apply wisdom strategically in managing projects for the good of a business or organization.

Tracey Richardson, project management professor at Embry-Riddle Aeronautical University in Florida, called “Applying Knowledge Management Principles in Managing Projects” a meticulously crafted book that will serve as a comprehensive guide for individuals, teams and organizations, one that offers the tools and insights necessary to address the challenges of project management in contemporary organizations.

“As you read, you will explore the methodologies that underpin project management, highlighting the necessity of capturing lessons learned and integrating past experiences into current practices,” Richardson said. “It discusses the formalization of project management processes and the integration of knowledge management activities across all phases of a project. By leveraging organizational knowledge and institutional memory, project managers can navigate uncertainties and make informed decisions that align with the strategic goals of the organization.”

In writing the book, Anantatmula draws upon decades of personal and professional experience, including serving as a member of the leadership team at the Project Management Institute, said colleague Art Murray, CEO of Applied Knowledge Sciences Inc. and chief fellow and co-director of the Enterprise of the Future Program at the International Institute for Knowledge and Innovation.

“This book will show you how to smoothly and seamlessly integrate proven knowledge management processes into your project management efforts. If you’re a knowledge management leader, manager or practitioner, think about how proficient you currently are at managing yours and your clients’ knowledge management initiatives. Regardless of your organization’s maturity level, this book will help you advance progressively higher,” Murray said.

“As professions, both project management and knowledge management will likely remain in high demand for the foreseeable future,” he said. “Think about how much more value you could produce and deliver by becoming an expert at integrating the two. This book will help you accomplish that – and much more.”

A faculty member in WCU's College of Business since 2005, **Vittal Anantatmula** previously taught at George Washington University. He has served as a global guest professor with Keio University in Tokyo since 2015 and has been a visiting professor with Skema Business School in Lille, France.

Anantatmula is a certified project management professional and was director of the Project Management Institute's Global Accreditation Center from 2016 to 2021 and an elected member of the Academic Insight Team of the Project Management Institute from 2021 to 2024. Recipient of WCU's University Scholar Award in 2017, he is author of more than 46 research journal articles, 14 books, 14 book chapters and 68 conference papers.

Learn more about the book at <https://www.cambridgescholars.com/product/978-1-0364-1721-5>

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