

Features of the Development and Implementation of the Knowledge Management Mechanism for the Development of a Quality Management System of Franchised Networks

O. S. Artamonova, N. V. Zlobina

Tambov State Technical University, Tambov, Russia

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Abstract: The concept of franchising is considered and the mechanism of knowledge management in this format of a business entities network is proposed. A number of models that describe the process and system approaches to knowledge management for the development of quality management of a franchised network have been developed; and an algorithm for its implementation is proposed. This knowledge management mechanism is implemented in the Federal network of children's gaming centers Legoteka LEFUNGO. The ways of its further development for the sustainable success of the network are identified.