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# MASTERS BY RESEARCH

**DURATION: (2 YEARS)**

## THE ROLE OF SOP'S IN INTRA AND INTER ORGANISATIONAL KNOWLEDGE TRANSFER IN THE HOSPITALITY INDUSTRY ALONG THE WAW

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DEPARTMENT OF BUSINESS STUDIES

## OVERVIEW

Contemporary innovation research emphasises the importance of linking knowledge management to the strategic objectives of the organisation. Modern hospitality organisations aspire to being knowledge-generating, knowledge-integrating and knowledge-protecting entities. This requires the creation, diffusion, storage and application of either existing or new knowledge. Knowledge management improves the 'wisdom' of the organisation, facilitates decision making and enhances innovation and performance. Hospitality knowledge is embedded in interactions between people, tasks and tools and research has centred on two themes; the role of knowledge within an organisation and secondly, the movement of knowledge between and within organisations. This knowledge transfer requires an ability to learn, to transfer that learning and act upon it to gain competitive advantage.

Explicit and tacit knowledge can be transferred through standard operating procedures (SOP's), where SOP's are defined as the written aims at standardising general activities. SOP's allow all parties to be aware of specific rules and guidelines and ensure the smooth and efficient running of an organisation. Yet poorly written or ambiguous SOP's can frustrate knowledge transfer. This proposal explores the dyadic relationship between the codification of knowledge and the utilisation of an appropriate taxonomy of knowledge transfer and specifically assesses the implications for SOP's in the Irish hospitality industry.

## POSTGRADUATE EDUCATION AT THE SCHOOL OF BUSINESS

The School of Business incorporates three vibrant departments in Business Studies, Design & Creative media and Law & Humanities which offer a mix of taught, research and executive education masters/postgraduate programmes. The School has over ten years' experience in industry focused postgraduate programmes which are developed in partnership, and, a dynamic community of over 100 student and staff researchers working on a range of areas reflecting the complexities and challenges which the 21<sup>st</sup> century brings. For further queries please contact the School of Business on 074 9186210.

## RESEARCH MASTERS SUPPORTS

By undertaking a Masters by Research in the School of Business at LYIT, not only will you receive a Level 9 qualification, but you will also receive:

- A stipend of €10,000 per annum for 2 years. Programmes fees will also be waived
- Structured and Accredited Research training/support
- Dedicated Research workspace and Laptop

## APPLICATION PROCESS

- This is a funded Research Masters, therefore normal programme fees of €5,000 per annum do **not** apply.
- The minimum requirement for recruitment is a Level 8, Degree in Business (minimum 2.1) or equivalent. Applicants will be called for interview, please note that shortlisting may apply.
- Further information available at:  
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