

CHALLENGES OF THE NEW HUMAN RESOURCES MANAGEMENT STRATEGIES

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This article deals with the use of knowledge management in the strategic administration of an airline company in Porto Alegre, Brazil. For this approach, an exploratory research has been conducted in order to measure the organizational settings and diagnose the company's cultural environment. This research is a management tool that allows tracing the cultural aspects that could affect the settings and, consequently, make the contributors less efficient and less motivated. It also presents guidelines so that the company may adopt the new globalization paradigms.

KEY WORDS: *knowledge management; strategic administration; organizational culture; new paradigms.*