

## Overview, from a business perspective, on the knowledge economy

**Mr Steyn Heckroodt**

Lecturer, Stellenbosch University Business School, South Africa

### Abstract

In providing an overview, from a business perspective, on the knowledge economy, this paper attempts to elucidate knowledge as the centre of economic growth and development by comparing developed and developing countries, as a phenomenon, with one another. In doing so, it critically analysis the role played and contribution made by knowledge in each scenario.

The paper focuses on the phenomenon of the lack of skills, which in effect translates into a lack of “know how” – knowledge and information. It compares the notion of planning to develop regions throughout the African continent, with the stark reality of how a lack of knowledge dampens economic growth and prosperity and leads to failure of these plans.

The paper also, in this respect, touches on the effect that a lack of knowledge and information has on the confidence of the business community. The business community translates a lack of knowledge into a lack of ability to do, hence a reduction in local labour uptake in many African countries, and a subsequent increase in expatriate labour for purposes of mitigating business risk against investments made.

Although not the key focus of this paper, it does reflect on the ongoing debate of whether knowledge should be viewed and applied as a product of, or as a tool for, economic development. In doing this, it positions knowledge relative to the traditional four key economical aspects, which contributes to economic growth, being capital, labour, land and entrepreneurship.

It further more draws a comparison between global economic growth and the human population’s ability to feed this growth in order to progress from a position of crime to stability in the economic scale of balancing supply and demand.

Mr Steyn Heckroodt is a Masters graduate in Business Administration of the Stellenbosch University Business School. Currently he is pursuing a PhD in the field of Business Environmental Scanning at the same institution, an endeavour, which he aims to complete in 2010.

In his professional capacity, he lectures part-time as a member of the Stellenbosch Business School’s virtual faculty, Business School of the Netherlands as well as the Da Vinci Institute. His subject matters pertain to business development, management and sustainable growth, with a strong Systems Thinking undertone.

He is also co-founder and owner of the Business Consulting firm Lateral Dimensions, and currently the appointed business developer partner of the International Consulting and Training firm, Nyansa Africa, registered and established in Ghana, West Africa.

Heckroodt tries to balance his work-life by spending two weeks at a time in Ghana and other African countries, like Sudan, Botswana, Kenya and Nigeria and two weeks of the month at home in Durbanville, South Africa, with his family.

