

## ***Critical Factors in the Knowledge Creation - The Approach of Two Types of Communities***

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The purpose of the study is to discuss knowledge creation both on the individual level and on the individual-community relationships' level. The focus is on the individual's process and the interaction with the other members of the work community, the international pharmaceutical company, among two groups: the laboratory technicians and academic workers. The framework of the study is built on the pragmatism of John Dewey and on the theories of communities in the knowledge creation process: communities of practice, and epistemic communities. The conclusion is twofold. Firstly, the knowledge creation crystallizes on three points: to the questions of trust, power and quality of interaction. Secondly, there are exploitable opportunities to benefit the various types of communities in the knowledge creation management.

Keywords: Ideas, Interaction, Knowledge Creation, Pharmaceutical Company, Work communities.