

**Social media in knowledge management:  
Understanding the motivation to participate in  
knowledge exchange 2.0**

**Dissertation**

der Mathematisch-Naturwissenschaftlichen Fakultät  
der Eberhard Karls Universität Tübingen  
zur Erlangung des Grades eines  
Doktors der Naturwissenschaften  
(Dr. rer. nat.)

vorgelegt von

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Tübingen

2014

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