

# A Study on the Awareness of Knowledge Management in Building up the Career With Reference To Coimbatore District, Tamil Nadu

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**ABSTRACT:** Knowledge Management is a process of Discovering, Capturing, Processing and sharing its benefits. It is very important that everyone in the organization understands the need and importance of sharing knowledge and developing the interest towards continuous learning. Some people are well aware of Knowledge Management practices and they make the best use of it. In some organizations there are Knowledge Transfer sessions that are given to the employees to circulate the knowledge within the organization and develop new skills through other practices such as workshops, training sessions and many more. It is important to understand how far people realise the need of Knowledge management and help them to reinforce its practices to become more successful. In this project we have used pie charts and frequency distribution table to understand how much and how many people are aware of knowledge management and its process and to what extent they follow it in their work place.

**Keywords:** Discovering, sharing, organization, training and knowledge management.

## I. INTRODUCTION

The process of Knowledge Management (KM) is of creating, sharing, using and managing the knowledge and information of an organisation to become successful. It is a multidisciplinary approach that focuses on achieving organisational objectives by making the best use of knowledge. The classic one-line definition of Knowledge Management that was defined up by Tom Davenport early on (Davenport, 1994) is: "Knowledge Management is the process of capturing, distributing, and effectively using knowledge." The prime objective of knowledge management is to improve the organization's

efficiency by saving and enhancing the knowledge within the company. The company has to have a clear idea about the potential of its employees and a wide knowledge about its customers. The KM cycle consists of creating, sharing, structuring and auditing knowledge, in order to maximize the effectiveness of an organization's collective knowledge.

Three main areas of knowledge management:

- ✓ Accumulating knowledge
- ✓ Storing knowledge
- ✓ Sharing knowledge

The goal of knowledge management is to encourage organizational learning and create a learning culture, where the sharing of knowledge is encouraged and those who seek to learn to better themselves find it easy to do so. When thinking about knowledge management, it is helpful to consider the different types of knowledge and how possible it is to share that knowledge within an organization. Tacit knowledge and explicit knowledge are the two main types of knowledge covered within the stream of knowledge management.

- Tacit knowledge is more intuitive, less easy to package and share with others in the organization. Examples of tacit knowledge are innovative thinking and understanding body language of the employees. These are things that one had to experience and learn themselves.
- Explicit knowledge is information that is easily codified and taught, such as to solve a mathematical equation or to write an article.

The Knowledge Management process or best practices will depend on the nature, need and culture of the company, some of the best practices are:

- Transferring of Knowledge directly from the Knowledge holder through in-person training, company-wide training session, online chats, webinars and group discussion.
- Written communications are great for storing knowledge such as documentation, guidelines, FAQ and tutorials and people learn from their past experiences.
- Many speakers use the art of Story Telling to capture their audience and their interest.
- Intranet facility will help collaboration of many experts and bring them into one platform and facilitate in transfer of knowledge and boost teamwork.

#### **Benefits of knowledge management**

1. Create a more efficient workplace
2. To help make faster and better decisions
3. Increased collaboration of employees and teams within organization
4. Building organizational knowledge as a whole
5. On-boarding and training process is optimized to bring in fresh talent and ideas.
6. Increased employee happiness and retention, due to the valuing of knowledge, training, and innovation will help the organization grow faster.

Knowledge management is an important tool in any company that wants to increase their bottom line and market share for the efficiency of the organization.

Knowledge Management Process consists of: Discovery, Capture, Process, and Share & Benefit.

#### **Knowledge management framework:**

- **People** –employees and their skills are an asset to the organization. The organization should have Knowledge Management as a very important segment in its work culture.
- **Process** - There needs to be a clear system for all steps of knowledge management and its best practices while also leaving room for innovation.
- **Technology** - Technology supports knowledge management in many ways; it allows knowledge to be searched for, found, and accessed within the organization via intranet and in large across the world through internet access. Technology also allows people to communicate better and reach people across the globe.
- **Governance** - The organization's governance must prioritize and reward knowledge sharing practice. Without this step, instituting

knowledge management systems will be a struggle. Recognition and reward will encourage people to follow Knowledge Management practices.

Organizations considering the advantage of knowledge management are better able to react quickly to changing market conditions, offer better services to their customers and increase their innovation and efficiency in all aspects.

## **II. SCOPE OF THE STUDY**

Through the study we understand the relation between Knowledge Management and organizational development. There is a growing need for effective Knowledge Transfer and Knowledge Transfer sessions in an organization for producing better quality output. There must be a balance between theoretical and practical knowledge which comes with exposure and experience. One has to keep track with changing time and advancements in their respective domains. Making the effective use of available resources and knowledge is a key factor for success and to overcome the increasing competition.

## **III. STATEMENT OF THE PROBLEM:**

Knowledge Management is a key to success but it is a growing subject and is still developing. It is important to understand how far the employees in any organization know about Knowledge Management and what steps the management takes to implement it into their work culture, because many employees feel difficult to cope up with the fast-moving environment and competition, they lack guidance and support. Many Organizations are still in the process of inculcating Knowledge Management into their system as per its nature, type and goals, and encourage its employees to share knowledge and boost collective development.

## **IV. OBJECTIVES OF THE STUDY:**

- To understand the concept of Knowledge Management process, any why it is important and much needed in today's corporate work environment.
- To understand people's awareness and understanding on Knowledge Management and its practices in their work place.

## **V. RESEARCH METHODOLOGY**

A research process consists of stages or steps that guide the project from its conception through the final analysis, recommendations and ultimate actions of the study. The research process

provides a systematic planned approach to the research projects and ensures that all aspect of the research projects is consistent with each other. This chapter aims to understand the research methodology establishing a framework of evaluation and reevaluation of primary and secondary research in an effective manner.

**RESEARCH DESIGN:**

Descriptive method of research has been used, which includes surveys and fact finding enquiries of different kinds. Questionnaire method has been used to collect various data from the respondents.

**METHODS OF DATA COLLECTION:**

**Primary Data:**

It was collected from general public of the Coimbatore city and employees through a structured questionnaire.

**Secondary Data:**

Secondary data was collected from reliable websites and published journals.

**SAMPLE SIZE:**

Sample size used for the study is 50 that was considered for the study respondents in Coimbatore city.

**STUDY AREA:**

This research study is restricted to the area of Coimbatore.

**SAMPLING PROCEDURE:**

Convenience sampling technique has been followed in this study with a sample size of 50 respondents.

**DATA ANALYSIS TECHNIQUES**

The data is analyzed through simple analysis technique. The data tool is percentage method. Percentage method is used in making comparison between two or sense of data. This method is used to describe the relationship.

**Percentage of respondents = (no. of respondents / total number of respondents) x 100**

Other tools like Bar graph are used.

**QUESTIONNAIRE**

The best way to collect the data for research is to personally administer the questionnaires. The advantage of this method is the data that can be collected from the respondents within a short period of time. Any doubts that the respondents might have on any question could be clarified on the spot of enquiry. We also get a chance to speak to the respondents face to face.

**BAR GRAPH**

A bar chart or bar graph is a chart or graph that presents categorical data with rectangular bars with heights or lengths proportional to the values of data that they represent. The bars can be plotted vertically or horizontally.

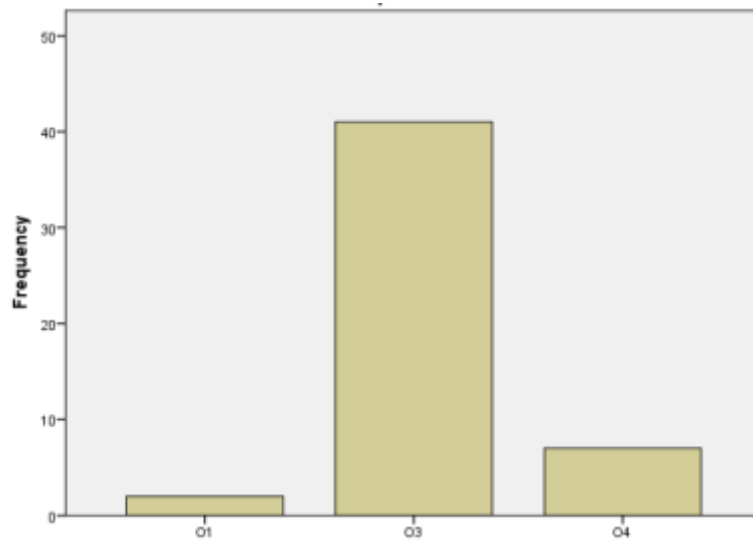
Bar graph is usually used for presenting data collected in an organized way usually with reference to a certain timeline.

**VI. DATA ANALYSIS AND INTERPRETATION**

**Table 1: Knowledge Sharing would be**

Responses	Frequency	Percentage (in %)	Cumulative percentage (in %)
O1	2	4.0	4.0
O2	41	82.0	86.0
O3	7	14.0	100.0
<b>Total</b>	50	100.0	

- O1 - Risky in the work place as it increases the competition
- O2 - It is done only during the training period
- O3 - An opportunity to share and learn information



**Chart 1: Knowledge Sharing would be**

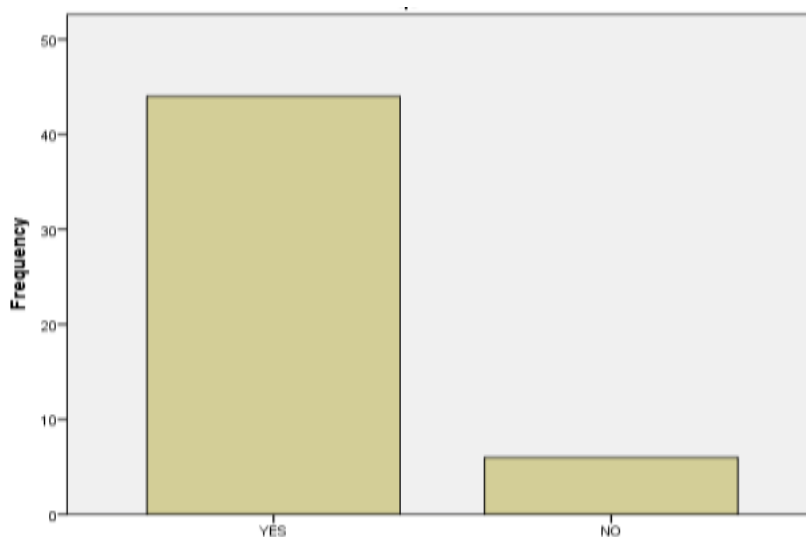
**Interpretation:**

From the above table it is inferred that there are 2 respondents who feel it is risky to share their knowledge at work place as it might increase their internal competition and there are 41

respondents who feel it is something done only during the training period while there are only 7 respondents who feel that it an opportunity to share and learn information.

**Table 11: Providing Reward for creative ideas and innovation**

Responses	Frequency	Percentage (in %)	Cumulative percentage (in %)
Yes	44	88.0	88.0
No	6	12.0	100.0
<b>Total</b>	50	100.0	



**Chart 2: Providing Reward for creative ideas and innovation**

**Interpretation:**

From the above table it is inferred that there are 44 respondents say that their organization

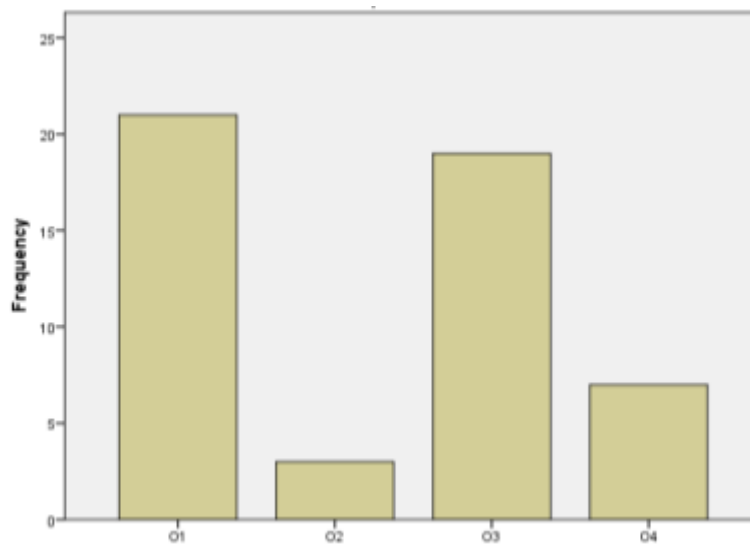
or team rewards them for their creativity and innovation while 6 respondents say that there is no such recognition given.

**Table 3: Updating on new trends**

Responses	Frequency	Percentage (in %)	Cumulative percentage (in %)
O1	21	42.0	42.0
O2	3	6.0	48.0
O3	19	38.0	86.0
O4	7	14.0	100.0
<b>Total</b>	50	100.0	

O1 - Your work is your passion  
 O3 - To Improve your knowledge

O2 - In the fear of losing due to high competition  
 O4 - For promotion



**Chart 3: Updating on new trends**

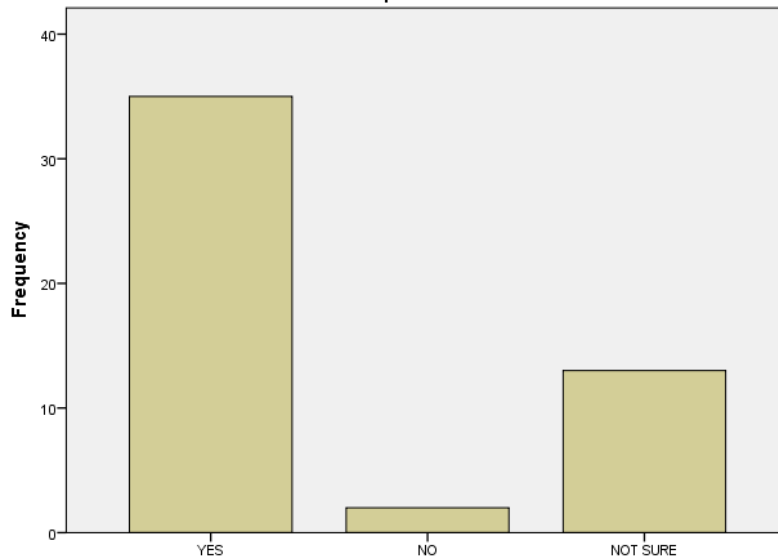
**Interpretation:**

From the above table it is inferred that there are 21 respondents feel it is important to get updated about the new trends in their work domain as they are passionate about it, while there are 3

respondents feel it due to their fear of losing due to high competition, 3 respondents feel it a way of improving their knowledge and 7 respondents see it as a step for promotion.

**Table 4: Knowledge Management towards organizational policy**

Responses	Frequency	Percentage (in %)	Cumulative percentage (in %)
Yes	35	70.0	70.0
No	2	4.0	74.0
Not Sure	13	26.0	100.0
<b>Total</b>	50	100.0	



**Chart 4: Knowledge Management towards organizational policy**

**Interpretation:**

From the above table it is inferred that 35 respondents are sure that Knowledge management is a part of their organization policy while 2 say

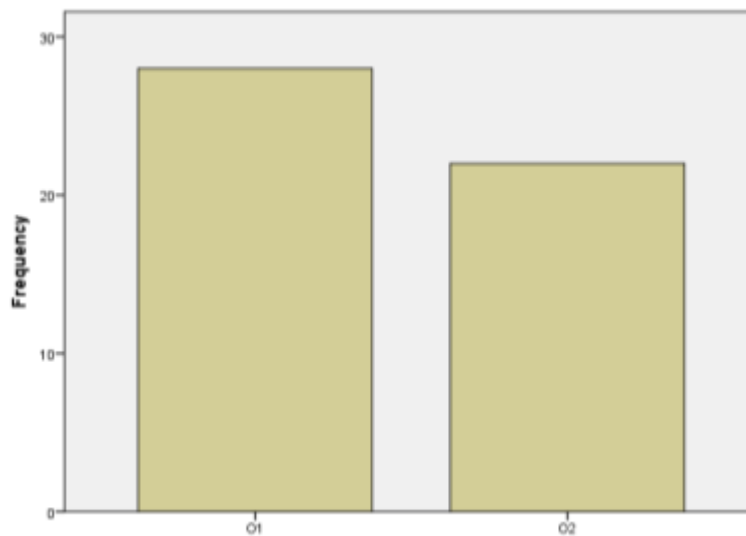
that it is not in their organizational policy and 13 respondents are not sure of whether Knowledge Management is a part of their Organizational policy or not.

**Table 5: Senior management support on Knowledge Management**

Responses	Frequency	Percentage (in %)	Cumulative percentage (in %)
O1	28	56.0	56.0
O2	22	44.0	100.0
<b>Total</b>	50	100.0	

O1 - Very active and supportive

O2 - Not much and sees it as time consuming



**Chart 5: Senior management support on Knowledge Management**

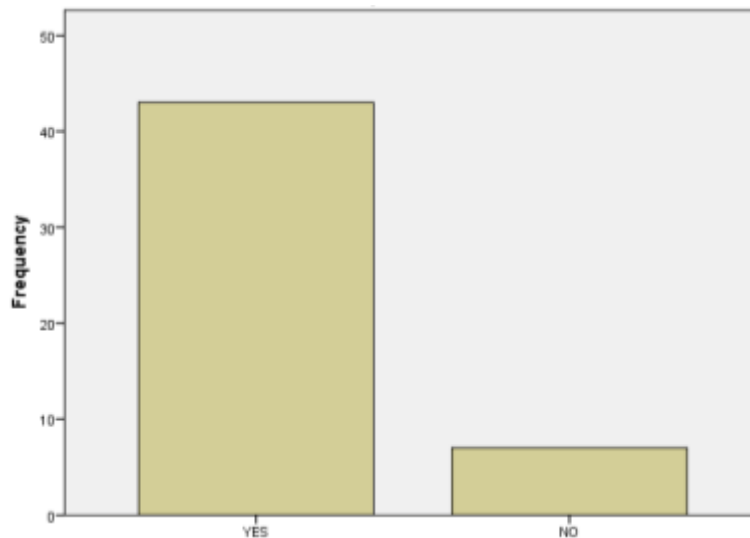
**Interpretation:**

From the above table it is inferred that 28 respondents are working in an organization where the senior management is very active and

supportive about Knowledge Management while 22 respondents work in an organization where the senior management is not very supportive and see it as a time-consuming process.

**Table 6: Job training programs at work place**

Responses	Frequency	Percentage (in %)	Cumulative percentage (in %)
Yes	43	86.0	86.0
No	7	14.0	100.0
<b>Total</b>	<b>50</b>	<b>100.0</b>	



**Chart 6: Job training programs at work place**

**Interpretation:**

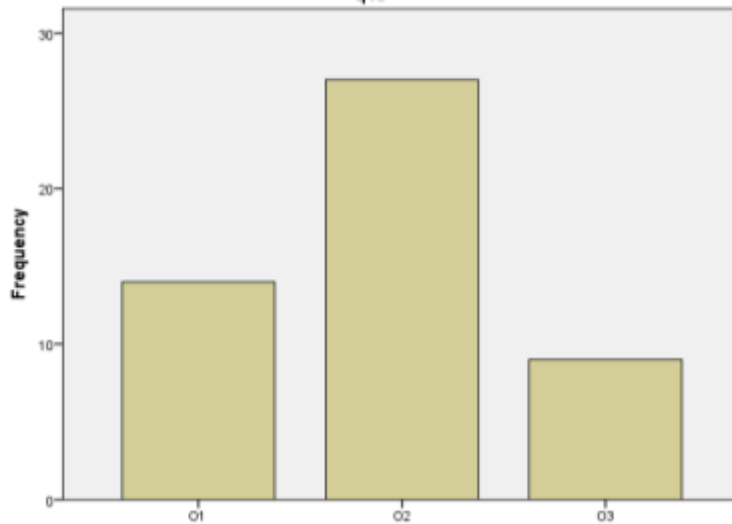
From the above table it is inferred that there are 43 respondents who have job training

programs in their work place while 7 respondents do not have job training at their work place.

**Table 7: Preferred mode for Knowledge Sharing**

Responses	Frequency	Percentage (in %)	Cumulative percentage (in %)
O1	14	28.0	28.0
O2	27	54.0	82.0
O3	9	18.0	100.0
<b>Total</b>	<b>50</b>	<b>100.0</b>	

O1 - Internet and social media    O2 - Face to face talk    O3 -Reading books and newspaper



**Chart 7: Preferred mode for Knowledge Sharing**

**Interpretation:**

From the above table it is inferred that 14 respondents prefer internet and social media as a

model for sharing their knowledge while 27 respondents prefer face to face talk while 9 respondents prefer reading books and newspapers.

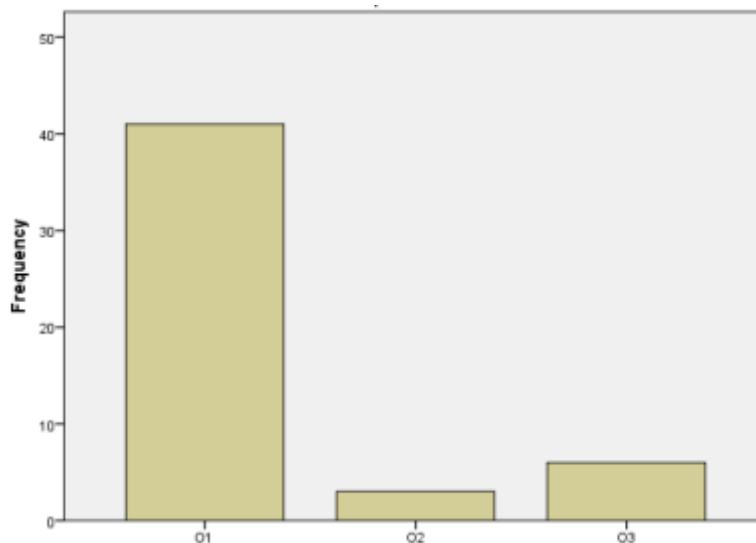
**Table 8: Organization Knowledge Transfer session**

Responses	Frequency	Percentage (in %)	Cumulative percentage (in %)
O1	41	82.0	82.0
O2	3	6.0	88.0
O3	6	12.0	100.0
<b>Total</b>	<b>50</b>	<b>100.0</b>	

O1 - When required

O2 - Only when requested

O3 - Not implemented in the workplace



**Chart 8: Organization Knowledge Transfer session**

**Interpretation:**

From the above table it is inferred that 41 respondents work in an organization that provide Knowledge Transfer sessions whenever required

while 3 say that it is provided only when requested and 6 feel that it is not implemented in their work place.

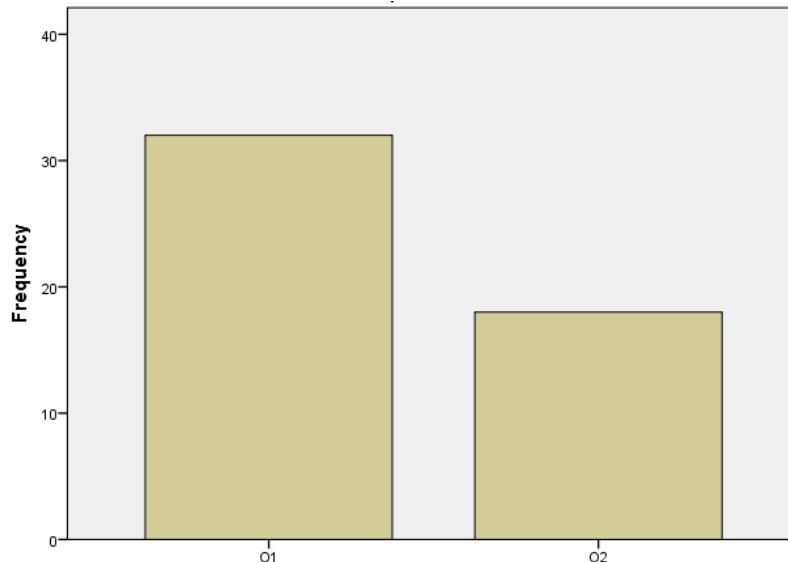


**Table 9: Attending Knowledge Transfer session at work**

Responses	Frequency	Percentage (in %)	Cumulative percentage (in %)
O1	32	64.0	64.0
O2	18	36.0	100.0
<b>Total</b>	<b>50</b>	<b>100.0</b>	

O1 - Yes, it was very helpful

O2 - Not much, as it was not done to the fullest



**Chart 9: Attending Knowledge Transfer session at work**

**Interpretation:**

From the above table it is inferred that 32 respondents feel the need to attend the Knowledge Transfer session to be very helpful while there are 18 respondents who feel that it was not implemented to the fullest.

**VII. FINDINGS**

- Maximum of 41 respondents feel that knowledge sharing at work place is done during the training period while minimum of 2 respondents feel that it is quite risky to share knowledge at work place as it might increase their competition.
- Maximum of 44 respondents say that their organization or team rewards them for their creativity and innovation while minimum of 6 respondents say that there is no such recognition given.
- Maximum of 21 respondents feel it is important to get updated about the new trends in their work domain as they are passionate about it, while there are other respondents feel it due to their fear of losing due to high competition, way of improving their knowledge and as a step for promotion.

- Maximum of 35 respondents are sure that Knowledge management is a part of their organization policy while 2 say that it is not in their organizational policy.
- Maximum of 28 respondents are working in an organization where the senior management is very active and supportive about Knowledge Management while rest of the 22 respondents work in an organization where the senior management is not very supportive and see it as a time consuming process.
- Maximum of 43 respondents who have job training programs in their work place while minimum of 7 respondents do not have job training at their work place.
- Maximum of 27 respondents prefer face to face as a mode to transfer Knowledge while the rest prefer social media, internet and books.
- Maximum of 41 respondents work in an organization that provide Knowledge Transfer sessions when ever required and the rest feel that it is given only when requested or not implemented in their work place effectively.
- Maximum of 32 respondents feel the need to attend the Knowledge Transfer session to be very helpful while there are minimum of 18

respondents who feel that it was not implemented to the fullest.

### VIII. SUGGESTIONS

- The major concern is that employees and the organizations have to understand the importance of Knowledge Management and it should be effectively implemented in their organizational policy.
- In today world of growing competition the organizations have to understand that working with just profit based motive is not enough, the organizations have to creative awareness and importance to manage the knowledge available to the fullest.
- People should also realize that sharing knowledge will help in making better decision and it has to be recorded properly keep the flow and learning's from past experiences will improve one's performance in future by reducing the occurrence of errors.
- It would be great when the top management make it a necessary criterion to have Knowledge Transfer sessions when ever required so that it helps them to understand the new emerging trends in their domain and improve their ideas and working process.
- People have to understand the fact that their earlier days of childhood is something that shaped their values and family and upbringing played a important role in it. Sharing one's experience and problems with family and friends will help them solve thing better rather than over thinking.
- Even in the era of social media and internet most of the respondents prefer face to face talk to share information as it creates a personal connect and better understanding.

### IX. CONCLUSION

Knowledge is something that everyone will receive throughout their life by word of mouth or through personal experiences. People feel that experience always gives them great learning and in their earlier days they received knowledge mostly by listening to stories and during local gatherings. These days even if social media and internet have become a mode of sharing knowledge, most of the people still prefer face to face talking to share the [6].

information. When people are passionate about their work they tend to be more active in updating themselves about new trends in their work domain this indeed increases their creativity and innovation in their work for which people mostly prefer participative and positive leadership style that encourages them to work more enthusiastically. In growing and developing organizations it is important to have knowledge transfer sessions to give the employees an opportunity to learn and update themselves about their work and it should be made clear that Knowledge Management is a part of their organizational policy so that the employees make the best use of the available resources. Most businesses have the main purpose of increasing revenue, but this can be a bit difficult when competition increases. By managing knowledge properly, employees gain access to valuable information and deliver better results. The organization stimulates innovation and directly, achieves growth a lot easier.

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