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### ROLE OF KNOWLEDGE MANAGEMENT IN IT-ITS EFFECTIVENESS & IMPORTANCE

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#### ABSTRACT

**K**nowledge is a fundamental resource for corporate competitiveness, effectiveness and there are number of information technology solutions that provide support to knowledge management. One of the relevant issues to be discussed is- Role of IT in organizatione



for implementation of KM. The purpose of this study is to explore the role of technology in facilitating knowledge management.

**KEYWORDS** :Information Technology, IT, Knowledge Management, Organization

#### INTRODUCTION

Knowledge Management is the management of an organization's knowledge for the use of creating value and meeting strategic, tactical level requirements of the organization; It consists of the new startup, processes, strategies that maintain and enhance the sharing, storage, retrieval, refinement, & creation of knowledge. KM is about making the right knowledge available to the right people. It is about making sure that an organization can learn, and that it will be able to retrieve and use its knowledge assets in current applications as they are needed. In the words of Peter Drunker it is "the coordination and exploitation of organizational knowledge resources, in order to create benefit and competitive advantage" (Drunker 1999). It is important to remember that knowledge management is not about managing knowledge for knowledge's sake.

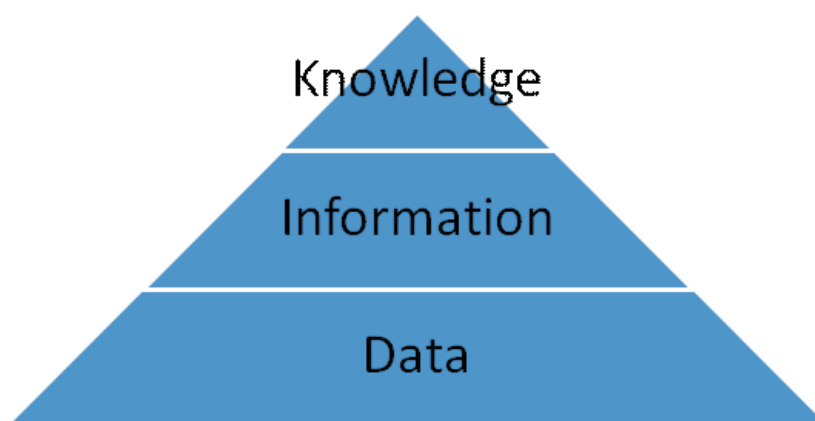
The overall objective is to create value and to leverage, improve, and refine the firm's competences and knowledge assets to meet organizational goals and targets. Implementing knowledge management thus has several dimensions including:

- **KM Strategy:** Knowledge management strategy must be dependent on corporate strategy. The objective is to manage, share, and create relevant knowledge that help to meet the requirement of all the level of management.
- **Organizational Culture:** The organizational culture influences the way people interact, the context within which knowledge is created, the resistance they will have towards certain changes. The environments & systems enable KM to be implemented in the organization.
- **Management & Leadership:** KM requires leadership at all levels. There are a wide variety of KM-related roles that an organization may or may not need to implement the Technology:

As we all know raw facts & figures is known as Data. Useful Data is known as information & the information which useful to us become knowledge. So Knowledge management (KM) therefore implies a strong tie to organizational goals and strategy, and it involves the management of knowledge that is useful for some purpose and which creates value for the organization.

Survival and success of any organization depends on organization’s adaptability to the changing business environment. The competitive environment is no longer predictable and it is changing rapidly in terms of complexity and uncertainty. In consequence knowledge Management (KM) has been recognized as a source for enhancing organization’s capabilities resulting in success of the organization. For understanding knowledge Management it is important to distinguish knowledge from information. Thus we can say:

- 1) Information consists of facts and data describing a problem and knowledge covers truths and beliefs, concepts and Know-how.
- 2) Information relates to description or definition while knowledge comprises of strategy, practice, method or approach. We cannot consider data and information as knowledge until we grill the facts and values from it. In the hierarchy knowledge is at the highest level, Information at the middle level and data at the lowest level.



The concept of Data processing started in 1960 & reached to the knowledge level in 1990 when knowledge was not concise & for different people knowledge has different perspective.

Management is basically is set which involved creating knowledge, collecting, organizing, retrieval, dissemination & retrieval of useful knowledge which is further useful. The concept of

knowledge management and its History Knowledge definition is: ideas, perceptions, and lessons learned over time. Knowledge is a valuable asset that must be managed. Basis Knowledge management is to fine strategy that the right knowledge with the right shape put in the right people. (Milton et al, 1999). Knowledge management with productivity and knowledge development belong to the organizations in order to its goal are associated.(Davenport and Prusak 1998).

### **Knowledge organization - Components & structure**

KM involves people, process and technology. All three KM Components work together for decision making process to get maximum benefits.

Any business skills that is in form of documents (explicit knowledge) or there in manager memory (tacit knowledge) can be captured by KM process. It's seen that 95% of information is stored as tacit knowledge which helps business in winning competitive environment. In effective organization, people exchange knowledge with the help of technology

### **BACKGROUND**

Here we will discuss the development of KM. The reason to study is to find the correlation between the technology & the activities that support KM.

a)KMS is nothing but the integration of Integration of technology and KM.IT support to KM .It include DSS,ERP,MIS,A.I. etc which support information system at different level of management.

b) Transformation of organizational learning to KM Organizational learning(OL) takes place either by through the learning of its members or by offering this service by adding new members who are already having this knowledge earlier. The convergence of OL and KM started in 1996 and it was introduced in paper by(Ponzi,2002)for distinguishing the two concepts. OL and KM are the processes that facilitate knowledge change.OL researchers see KM as a part of OL (Gibbs and Keysl 1998; Ponzi 2002) on the other hand KM researchers consider KM beyond OL (DiBella and Gloud 1995; Ponzi 2002). an appropriate balance of technology, process, people and content is needed and should be supported by proper strategy and change program. Companies must have a clear understanding of what KM entails or how to manage knowledge. (P-2 Mitali 2013)

### **Information technology, information systems**

Information Technology refers to suite of applications, techniques and methods of storing, processing, updating and retrieval of information.Infact We can say that IT is collection people procedure technology hardware software personnel combine together to achieve a common objective i.e. skill knowledge. Information systems are a collection of information resources that designed for collection, processing, storage and use, share, distribute or provide information.

### **The role of information technology in knowledge management**

Though knowledge is not solely IT products, but IT has been involved in creation of knowledge & knowledge management in past.ICT act as a tool for capturing, sharing and applying knowledge. Capability of information technology to search, index, integrate, archive and transfer information can provide a change in the collection, organization, classification, and dissemination of information. The technology itself is not the heart of knowledge management and any project just for the use of the latest information technology hasn't changed to Knowledge management. Information technology plays only a supporting role in knowledge management (Sarлак and forati, 2008). Some knows

knowledge management as a part of information management knows that over time adherents of this theory be fewer (Afrazeh, 2003). Knowledge management is much more than just technology, but technology is undoubtedly part of knowledge management. (Davenport and prusak, 1998). Information technology guide to find information. For converting data into knowledge, people need information, interpret, and understand. However with the help of good infrastructure IT can contribute to the success of Knowledge management. Growth and excellence in the development of information technology and communications training for resource management and manpower solutions are outlined below: Governments and policymakers should care information technology and see it as an essential component of sustainable development.

KM process	Enabling IT	Role of IT
Knowledge	<ul style="list-style-type: none"> <li>• Data mining</li> <li>• Learning tools</li> </ul>	<ul style="list-style-type: none"> <li>• Discovering knowledge</li> <li>• Combining new sources of knowledge</li> </ul>
Knowledge storage/ retrieval	<ul style="list-style-type: none"> <li>• Knowledge repositories</li> <li>• Databases</li> <li>• Data warehouses</li> <li>• Electronic bulletin boards</li> </ul>	<ul style="list-style-type: none"> <li>• Support individual and collective knowledge storage</li> <li>• Facilitate inter-group knowledge access</li> </ul>
Knowledge transfer	<ul style="list-style-type: none"> <li>• Electronic bulletin boards • Knowledge directories</li> </ul>	<ul style="list-style-type: none"> <li>• Extend knowledge network and communication channels</li> <li>• Easy access to knowledge sources</li> </ul>

**TABLE 1 ROLE OF IT IN DIFFERENT KM PROCESSES (ADAPTED FROM ALAVI & LEIDNER, 2001)**

**The following technologies contribute in organization’s knowledge management environment:**

- a) Intranets-as we all know Intranets is a private network that is contained within an enterprise. It may consist of many interlinked local area networks and also use leased lines in the wide area network. Which can be used the user.
- b) Document management systems- A document management system (DMS) is a system used to track, manage and store documents and reduce paper. Most are capable of keeping a record of the various versions created and modified by different users. Document management systems are vital knowledge repositories that must be integrated into knowledge infrastructure of an organization.
- c) Search engine for information retrieval- Information retrieval helps in natural language querying, summarizing, searching and others for satisfying the needs of information.
- d) Data warehousing and mining tools- organization helps Knowledge workers to use data warehouse & provide various data mining tools to take decisions. With the help of this managers can generate reports in predesigned template format.

**CONCLUSION**

The study in this paper focus on the technological aspects of Knowledge management and IT. we can say that from above mentioned Study that Organizations have given importance to the Knowledge now which was already there in the organization but was not used properly. Organizations been practicing Knowledge management with the help of Information Technology. Organizations have used a wide variety of methods for the knowledge management, as there are no bench mark & standard parameters for its implementation. the best possible way in which organization can achieve knowledge management with the help of IT by implementing it in the already established structureIT

supports the categorization and collaboration of explicit forms of knowledge at low cost (Pinho, Rego, (2012)). We can also conclude that in this context, knowledge management must create appropriate links between the key elements of the IT & knowledge management by appropriate measures and its functions: development or creation, sharing, storage, application and knowledge evaluation as effectiveness. Information and communication technologies cause the growth of knowledge and have a direct effect on it. So they play a vital role in knowledge management. So in we would say that There is a strong relationship between knowledge management and information technology that increases efficiency in relation to each area.

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