

Study on the General Awareness Level of B.Com Students towards Knowledge Management

Satheesh Kumar. C

Mcom, NET

Research scholar, Khadirmohideen college, Adirampattinam, India

Abstract

Nowadays business environment is characterized by highly transparent markets and global competition. Technology life cycles are decreasing due to the fast change at which development of new technologies is progressing. To compete with this environment, it is necessary to identify new trends and innovation upcoming innovations and trends as early as possible to decrease uncertainty, implement technology leadership, and create competitive advantage. In this situation managing knowledge asset is critical task for any organization. Knowledge management provides road guidelines for the business houses to acquire utilize and analyze their knowledge assets to become successful. Knowledge is spirit of competitive world. As knowledge been always available, it can be accessed as and when required. It is versatile and can be transferred formally or informally. The main reason for an organization to develop a knowledge management system is to earn a competitive advantage in the marketplace, by changing intellectual assets into value through innovation. Now knowledge management is emerging as the solution to an increasingly fragmented and globally-dispersed workplace. This paper aims to check the awareness level of b.com students about knowledge management. Besides that, this study tries to test whether teacher motivation is effective or not. Understand the concept of knowledge management is also considered. This paper concludes that, the awareness level is not too good. steps should be taken to improve the awareness level.

Key words: knowledge management, awareness level, knowledge management framework.

I. INTRODUCTION

Present scenario demanding for knowledge and subsequently its management. It is required for securing competitive advantages and learning capacity organizations are ready to invest on knowledge based

work and knowledge workers are treated as an intellectual capital. The industry oriented economy is now transforming into knowledge based economy. Knowledge management includes all the elements of organization like people, technology and processes. Knowledge is an intangible and intellectual asset that must be managed. Knowledge management deals with crucial issues organization's adaptations, survival and competence in the face of increasingly discontinuous environmental changes. Essentially it co-ordinates organizational processes that seek synergetic combination of data and information processing capacity of information technology, and the creative innovative capacity of human being. The key challenge of the knowledge based system is to produce innovation. An organization aims at developing knowledge culture where employees are free to build and share knowledge. The essence of knowledge management lies in

- Understanding and valuing intangible assets over tangible.
- Understanding that human and intellectual capital is the greatest resources.
- Managing the skill and competencies that lie within an organization, and allowing them to flourish.
- Allowing people to be the best that they can be optimizing performance.

A. Objectives

- To identify the composition of knowledge management framework.
- To check the basic awareness level about knowledge management.
- To test the teachers motivation and its effectiveness.

B. Research methodology

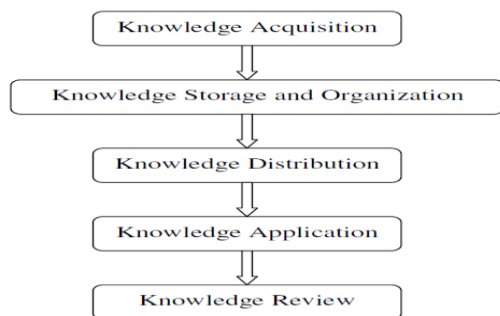
Descriptive research methodology is used for the study. Primary data are collected by using simple random sampling method from fifty B.Com students of Assabah Arts and Science College Valayankulam. The collected data are analyzed by using diagrammatical

representation like table. Chi Square test is used to test the independence of teacher’s motivation and its effectiveness. Secondary data are also collected for the study from various journals, books and reviews.

C. Need for Knowledge Management

Knowledge has no internal or intrinsic value of its own-it is only relevant when it is used. The real value of knowledge is only valuable if it can able to change the way business is done. The increased need of knowledge management is attributed to recent rapid developments for shifting towards knowledge driven economy and rapid advancements in information technology. Knowledge is spirit of competitive advantages. As knowledge been available, it can be accessed as and when required. It is flexible and can be transferred formally or informally. Knowledge can be implanted in products, systems, and controls. The knowledge generate action which becomes base for easily possible courses of action, for judging whether courses of action will get the intended result and for using this judgments in selecting among them, for deciding how actions should be implemented and for actually implementing actions. The important reason for an organization to develop a knowledge management system is to get a competitive advantage in the marketplace, by changing intellectual assets into value through innovation. The actual differentiation lies in using innovation to create value and ongoing growth. If organization is really expecting knowledge grid, it is necessary to capture the knowledge that resides in the minds of employees. Then only, it can be easily shared across the organization. Success in competitive advantage is lies in how organization can able to manage their intellectual asset. It is necessary to retain talented people, use their knowledge there by reducing downsizing and reengineering. In the present scenario knowledge management is emerging as the solution to an increasingly fragmented and globally-dispersed workplace.

II. KNOWLEDGE MANAGEMENT FRAMEWORK



1. Knowledge Acquisition: It is the process of collecting or identifying knowledge asset of the organization. As well as locating the space where it is available.
2. Knowledge Storage and Organization: This is the place where knowledge data can be stored. It also concerned content, use and accessibility of knowledge base.
3. Knowledge Distribution: It is a technique, such as an Intranet or Internet, allows the data in the warehouse to be quickly disseminated throughout an organization.
4. Knowledge Application: It is the process of use of available knowledge and its effective utilization. It also deals with opportunities of using knowledge asset and value addition for the organization.
5. Knowledge Review: It is the process of checking whether it has really increased value, its maintenance, better usability and feasibility of new opportunities in future.

A. The ways for Attaining Knowledge Management:

These are the factors which provide guidelines and channels to implement the Knowledge Management in the organization.

1. Firms Leadership and knowledge leadership.
2. Firms Culture
3. Reinvention of knowledge through continuous learning
4. Technology
5. Sharing and Accessibility for knowledge

B. Data analysis

Table 1. Awareness about knowledge management

	Fully aware	Less aware	Not aware
Knowledge management	15	30	5
Knowledge management is an intellectual asset	16	30	4
Knowledge is spirit of competitive spirit	13	35	2
Industry driven economy now transforming into knowledge based economy	14	32	4
Technology is a mean for knowledge management	13	33	4
Knowledge management provide workers with a more democratic place	16	29	5

Interpretation

From the above table, it is evident that most of students having less awareness regarding the basic knowledge management.

Chi-square test

H0= Teachers motivation and its effectiveness are independent.

Level of significance 5%

Degree of freedom 3

Table.2 : Table showing the effectiveness

	motivated	Less motivated	Not motivated	
Effectiveness	29	5	2	36
Not effective	6	4	4	14
	35	9	6	50

O	E	$(O-E)^2$	$(O-E)^2/E$
29	25.2	14.44	.57
6	9.8	14.44	1.47
5	6.48	2.19	.34
4	1.68	5.38	3.20
2	4.32	5.38	1.24
4	1.68	5.38	3.20
			10.02

Interpretation

From the table.3 indicates calculated value is 10.02 and table value is 7.815 at 5% level of significance. So the investigator concluded that null hypothesis is rejected.

III. FINDINGS

1. 60% of students are less aware about knowledge management. 30% of them are aware and 10% are not aware about Knowledge Management.
2. 32% of students are aware that Knowledge is an intellectual asset. But 60% of them are less aware.
3. 70% of them are agree with Knowledge is spirit of competitive edge.
4. Only 30% of students are fully aware that, industry driven economy now transferred into knowledge economy. 60% only less aware about it.
5. 66% of students are not aware that, technology is means for Knowledge Management.
6. 58% of the students are aware that knowledge Management provides workers with a more democratic place. Only 16% are fully aware about

IV. SUGGESTION

1. Seminars should be conducted for the development of students' Knowledge Management.
2. Training should be given to teachers to convey the real message of Knowledge Management.

3. Arrange the meeting with professional experts who employed in the famous companies.
4. Arranging debates and group discussions with the resource person who engaged in the field of Knowledge Management.

V. CONCLUSION

The study shows that of knowledge management is vital aspect of any organization. Organization should arranged their strategies and follow them for continuous knowledge enhancement, increment and there by lead towards the success. In the context of making business strategy, knowledge management caters to the critical issues of organizational adaptation, survival, and competence in face of increasingly discontinuous environmental change. The successful handling of knowledge management initiative leads to personal development of employees and thereby increases in employee satisfaction and productivity which in turn helps in saving of money. Another advantage is to access knowledge globally. This study can be concluded that effective knowledge management attempt be able to sustain through cultivating learning organization culture for change.

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