STRATEGIES OF KNOWLEDGE MANAGEMENT IN E- BUSINESS

DEVIKA SWAMY, RAJESHWARI CHETTIAR

Abstract: Knowledge management is the process of capturing, developing, sharing, and effectively using organizational knowledge. It refers to a multi-disciplined approach to achieving organisational objectives by making the best use of knowledge.

In this paper we focussed on the strategies of knowledge management which will be useful for E business. The strategies which has been studied is Knowledge sharing, Expert directories, Security, Social software and Latest technologies. For this we had used Questionnaire method and administered to 200 employees. snow ball technique was used to collect the data. It has been seen that Latest technologies and security is the top most strategy than the other strategies. All the strategies is important and useful but these two is more important than the other strategies.

Introduction: There have been many firms and organizations that have implemented KM principles, methods, practices or tools. However, academic institutions in particular management institutes have taken more interest recently in introducing KM approaches. From the academic learning point of view Knowledge Management (KM) by its nature especially is suitable.

KM includes courses taught in the fields of business administration, information systems, management, and library and information sciences. More recently, other fields have started contributing to KM research; these include information and media, computer science, public health, and public policy. Many large companies, public institutions and non-profit organisations have resources dedicated to internal KM efforts, often as a part of their business strategy, information technology, or human resource management departments. Several consulting companies provide strategy and advice regarding KM to the organisations. Knowledge management efforts typically focus on organisational objectives such as improved performance, competitive advantage, innovation, the sharing of lessons learned, integration and continuous improvement of the organisation. KM efforts overlap with organisational learning and may be distinguished from that by a greater focus on the management of knowledge as a strategic asset and a focus on encouraging the sharing of knowledge. It is an enabler of organisational learning.

There are strategies such as building a knowledge company and making the staff knowledge workers; processes such as techniques for knowledge management including developing a method to share documents and tools; and metrics that measure the effectiveness of knowledge management. Organizational behaviour and team dynamics play major roles in knowledge management.

By definition, E-commerce involves carrying out commerce on the web, which includes buying and selling of products on the web. The term, e-business, is about carrying out any business on the web and is broader than e-commerce. Various types of corporations are now in e-business, including corporations that provide consulting as well as solutions and products such as IBM, and smaller corporations such as the Dot-Com companies. Some of these smaller corporations can connect consumers with healthcare providers, lawyers, real estate agents and other professionals who provide services of various kinds. Consulting companies may come in and assess the state of a corporation's business practices, and advise it on how to develop e-business solutions. One of the latest trends is to provide fully integrated enterprise resource management and business process reengineering capabilities on the web. A strong business component is essential for e-business. Technology will provide only the tools to make e-business more efficient.

In this paper we focussed on the strategies of knowledge management which will be useful for E business. The strategies which has been studied is Knowledge sharing, Expert directories, Security, Social software and Latest technologies.

Strategies of Knowledge Management:

- Knowledge Sharing - Fostering a culture that encourages the sharing of information, based on the concept that knowledge is not irrevocable and should be shared and updated to remain relevant.
- Expert directories -To enable knowledge seeker to reach to the experts.
- Latest Technologies- The use of Latest technologies will make the E-business effective.
- Social software- Use of wikis, social bookmarking, blogs, etc
- Security- It is the confidentiality regarding the customer's details and the customer's bank details which is used while transaction.

Literature Review: A study conducted by Yahya and Goh (2001) in Malaysia revealed that knowledge management practices would result in improved work quality, organizational efficiency, better decision-making, up-to-date information and customer satisfaction.

Wald and Stammers (2001) proposed a model for e-businesses based on the separation between standard processes and e-processes.

Business, when properly linked with knowledge process and aligned with an organization's culture, aids a firm's strategic growth. The implementation of their e-business application also can benefit from experience acquired from their knowledge management practices. For example, Plessis and Boon (2004) studied e-business in South Africa and found that knowledge management is a prerequisite for e-business and its increasing customer-centric focus and is an integral part of both customer relationship management and e-business. Bose and Sugumaran (2003) found a U.S. application of KM technology in customer relationship management, particularly for creating, structuring, disseminating, and applying knowledge. The development of e-business, focus knowledge organizations is needed to enhance customer relationship management, supply management, and product development (Fahey et al., 2001).

Busaidi and Olfman (2005) examined the effects of knowledge culture, organizational infrastructure, technical infrastructure, management support, vision clarity, reward policy, and economic return on performance measures such as organizational efficiency, customer satisfaction, decision-making, quality improvement and financial benefits.

The authors found evidence of significant correlation with knowledge management practice. Several studies relatively confirmed these findings (Hung et al, 2005; Skyrme and Amindon, 1997). On the other hand, Mason and Pauleen (2003) reported the findings a survey in New Zealand revealing five barriers that inhibit successful implementation of knowledge management including lack of organizational culture, management support, vision clarity, reward, and poor management practices. E-business processes can create additional customer value through knowledge creation with customers (Kodama, 2005).

Research Hypothesis: Use of Latest technologies is more effective strategy of knowledge management in E- business.

Procedure: Questionnaire method was used to find out the dominant strategy. This questionnaire has been administered to 200 employees with no age limit. Snowball technique was used to collect the data.

Result and Discussion: The strategies of Knowledge management which was studied is Knowledge sharing, Expert directories, Security, Social software and Latest technologies.

Table 1: Total response of the employees	
Strategies of KM	Scores
Knowledge sharing	2610
Expert directories	2473
Security	4057
Social software	2031
Latest technologies	4395

Graph 1: Graphical representation of the total response of the employees.

Result shows that Latest technologies and security is the top most strategy than the other strategies. Firstly, Latest technologies because according to them this is the backbone for E- business and when asked for the feedback they reported that it is less time consuming and will get the product at less prise as compared to where we shop manually. Secondly, Security because the customer want their details should be kept confidential. Thirdly, Knowledge sharing then expert directories and finally social software. All the strategies is important and useful but these two is more important than the other strategies. So it is concluded that latest technologies and security is more effective strategies in knowledge management for E- business.

Conclusion: Our research hypothesis "Use of Latest technologies is more effective strategy of knowledge management in E- business." is proved.

References:

1. Al-Busaidi, K.A. & Olfman, L, (2005),: An Investigation of the Determinants of Knowledge Management Systems Success in Omani Organizations. Journal of Global Information Technology Management. 8(3) pp. 6-25

2. Plessis, M., & Boon, J. A., (2004), "Knowledge management in e-business and customer relationship management: South African case study findings", International Journal of Information Management, 24, pp.73-86.

3. Kodama, M., (2005), " Customer value creation through knowledge creation with customers: Case studies of IT and multimedia businesses in Japan", International Journal of Innovation and Learning, 2(4), pp.357-385

4. El Sawy, O. A., (2001), "Redesigning enterprise processes for e-business", Boston: McGraw-Hill

5. Fahey, L., Srrivastava, R., Sharon, J. S., & Smith, D. E., (2001), "Linking e-business and operating processes: The role of knowledge management", IBM Systems Journal, 40(4), pp.889-907

6. Garud, R., & Kumaraswamy, A.., (2005), "Vicious and virtuous circles in the management of knowledge: The case of Infosys Technologies ", MIS Quarterly, 29(1), pp.9-33.

7. Hendriks H. J.Paul and Vriens J. Dirk, (1997), "Knowledge-based systems and knowledge management: Friends or foes?" Nijmegen Business.School, University of Nijmegen.

***

Devika Swamy/ IIBM Intitute/ deviarvind2010@gmail.com

Rajeshwari Chettiar/ SNDT University/ rajeshwari.chettiar@gmail.com