



# SIGNIFICANCE OF KNOWLEDGE MANAGEMENT TOWARDS JOB SATISFACTION AMONG THE EMPLOYEES OF IT COMPANIES

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## ABSTRACT

Knowledge management could be a way that fosters job satisfaction. This paper aims to propose that knowledge management process does increase the individual employee satisfaction, the likelihood of the employee. The factors considered are knowledge sharing, knowledge acquisition, and knowledge transfer. A theoretical study of job satisfaction and the three processes among the other factors of KM is explained. A survey among 60 members of an IT firm was conducted. Information is regarded as a substance having a certain structure. In contrast, knowledge is information put into practice or at least possessed in a form that makes it immediately available to be put into practice hence using the information received the majority of the respondents strongly agreed to the factors of the knowledge management process to play an important role in their performance that which leads to job satisfaction.

**Keywords:** *Knowledge management, knowledge process, job satisfaction.*

## INTRODUCTION

In the field of strategic management, the phenomenal aspect is as to how the organisations and institutions achieve and sustain competitive advantage. Over the years, strategy researchers have developed some frameworks intended to help them achieve competitive advantage. Information is regarded as a substance having a certain structure. In contrast, knowledge is information put into practice or at least possessed in a form that makes it immediately available to be put into practice (Devlin). From the mid-1980s onwards, researchers (Barney, 1991; Wernerfelt, 1984) began to look within the organisation for sources of competitive advantage, in the process developing what has come to be known as the 'resource-based view'. The resource-based view perceives the organisation as a bundle of resources and capabilities that may potentially lead to competitive advantage; resource refers to 'anything that could be thought of as a strength or weakness of a given firm', or, more formally, 'those

(tangible and intangible) assets which are semi-permanently tied to the firm' (Wernerfelt, 1984:172), such as machinery, skilled personnel and efficient procedures. However, resources on their own are not productive; the organisation needs to have the capacity (i.e. knowledge) to mobilise resources and put them to productive use (Grant, 2005) isolating knowledge as the key source of sustainable competitive advantage. Researchers (Grant, 1996; Nonaka, Toyama and Nagata, 2000; Prahalad and Hamel, 1990; Spender, 1996) have further refined the resource-based view to forming the knowledge-based view.

## **REVIEW OF LITERATURE**

Aino Kianto, Mika Vanhala, Pia Heilmann (2016) the authors had examined the knowledge management, and job satisfaction among the members of a Finnish municipal organisation wherein the knowledge process impact was considered and found that they have a strong impact on job satisfaction.

The activities of discovering, capturing, sharing and applying knowledge to enhance cost-effectively are knowledge management (Becerra-ferndez, Gonzalez and Saberwal (2004) examined the impact of knowledge on the unit goal's achievement.

Lee and Chang (2007) The relationship between employee job satisfaction and KM in an electric wire and cable group in Taiwan were examined, and the results of the study demonstrate a mutually positive correlation between job satisfaction and KM. Singh and Sharm Thata (2011) they researched the Indian telecommunication industries, which also showed a positive association between KM and employee job satisfaction.

Almahamid (2010) focused more closely on the impact of knowledge sharing on job satisfaction in a sample of 160 employees in Jordan. Their study demonstrated that knowledge-sharing practices significantly impact employees' job satisfaction.

Irvine and Evans (1995) they had noticed that the characteristics of work content such as routinisation, autonomy and role conflict and the work environment such as leadership, supervisory relations and participation all relate to job satisfaction

## **NEED FOR THE STUDY**

The obvious corollary is that to be successful; an organisation must create a culture that fosters learning. The question that triggered the researcher is that a professional working in a developing country, work for an organisation with HQ in a developed country how is he/she made aware of the sources by the professionals who work on similar problems in other developing countries. Hence the need for knowledge management arises and how the organisation utilises and support the process for employee satisfaction was concentrated for the study.

## **OBJECTIVE**

To identify if Knowledge Management (processes) improve the likelihood of the employee's job satisfaction.

## RESEARCH METHODOLOGY

The researcher has adopted the descriptive design for the study and conducted a pilot study to find out the feasibility of the research. The study was conducted in three IT firm in Chennai. The researcher had used the questionnaire method for collecting the data for the study. The sample size of the study was 60 respondents. Simple random sampling was adopted. The data was analysed and interpreted to studying the importance of knowledge management for employee satisfaction.

## DATA INTERPRETATION

### Chi-Square

#### KM: Knowledge management

H<sub>0</sub>: There is no significant relationship between the years of experience in the job of the employees and their opinion about KM.

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.578 <sup>a</sup>	6	.362
Likelihood Ratio	7.048	6	.316
N of Valid Cases	60		

Experience * opinion of KM			Crosstabulation				
			the opinion of KM				Total
			Strategic Activity	Management Fad	Never heard	Beneficial to the organisation	
Experience	below 5 years	Count	9	5	3	11	28
		Expected Count	13.1	5.1	2.3	7.5	28.0
	6 to 15 years	Count	18	6	2	5	31
		Expected Count	14.5	5.7	2.6	8.3	31.0
	Above 15 years	Count	1	0	0	0	1
		Expected Count	.5	.2	.1	.3	1.0
Total	Count	28	11	5	16	60	
	Expected Count	28.0	11.0	5.0	16.0	60.0	

Source: Computed Data

There is no significant association between the experience of the employees with their opinion about KM. Employees do not have proper knowledge of the term KM though they have enough experience in their job. Hence at 5% level of significance, the null hypothesis is accepted.

## ANOVA

### Satisfaction vs Gender

**H<sub>0</sub>:** There is no significant difference among the gender of the respondents with that of the satisfaction level toward their job.

<b>Job Satisfaction</b>					
	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	.334	1	.334	2.146	.148
Within Groups	9.019	58	.156		
Total	9.353	59			

Source: Computed Data

There is no significant difference between the gender and the job satisfaction of the employees on the knowledge management process be it male or female there is no much variation among their opinion towards knowledge process and job satisfaction. Hence at 5% level of significance, the null hypothesis is accepted where the p-value is 0.148.

### Satisfaction vs Designation

**H<sub>0</sub>:** There is no significant difference between the designation and their satisfaction level towards their job.

<b>ANOVA</b>					
<b>Satisfaction level</b>					
	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	1.394	2	.697	4.991	.010
Within Groups	7.959	57	.140		
Total	9.353	59			

Source: Computed Data

There is a significant difference between the designation of the employees and their satisfaction towards the job with an impact on knowledge management. Hence at a 5% level of significance where the value is 0.010, the null hypothesis is rejected.

## **FINDINGS**

### **Profile of the respondents**

In the study majority of the respondents (75%) were male and fell in the age group of (31-40) are about 51.7%. Nearly 50% of the respondents are postgraduates, and majority 51.7% of the respondents had work experience of about 6-15 years in the field of which the majority 61.7% of them were at the analyst level.

### **Response to KM**

When checked with their awareness of the term knowledge management majority (60%) of the respondents have heard of the term and were aware of KM. Almost 46.7% of the respondents' opinion about KM was that it is the most effective or strategic activity of the business.

The time is taken to intimate, or either shares the information required for executing the job would be done within minutes (50%) of the respondents had accepted.

### **Satisfaction Level**

Assumption: there is a connection between performance and job satisfaction.

Majority of (61.7%) respondents have strongly agreed to the factor that knowledge sharing is one among the most effective strategic activities. Majority 61.7% of the respondents have agreed that activities designed for the knowledge acquisition will improve their performance.

The majority (78.3%) of the respondents had agreed that internal meetings and proper communication channels pave the way to knowledge transfer. (63.3%) of the respondents had strongly agreed that proper management of the knowledge process would improve their competitive advantage.

It is clear from the above that good knowledge management will lead to better performance of the employees that will, in turn, give the individual employee satisfaction towards the job that he/she had executed.

## **SUGGESTIONS**

Intra organisational sharing was found to be the key to KM process; hence the organisation must try to build up proper streams to promote job satisfaction of the employees.

When there is ample support, encouragement and positive work climate, they could also act as strong enablers of job satisfaction and performance.

Future research suggestions: knowledge process from the perspective of the well-being at work. That is each process can be made an elaborate study also each characteristic can be done for like experts and other knowledge sectors.

## CONCLUSION

Knowledge management is gaining importance and is yet to be made clear to the public. Though every organisation is it, any sector uses or requires knowledge management, but the problem is that employees do not realise that everything that is grouped in their learning process of training strategies any information collected and accumulated is all knowledge management it is not only the fresher's, even those with experience are not aware of the term. The reason is that the organisations from the US and UK are considering it as knowledge management. However, the organisation in India or of India is still not into it, but without a doubt, it is the information that forms the knowledge in each be it any organisation or every human being. Knowledge is the information that is put into practice or at least possessed in a form that makes it immediately available to be put into practice.

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