



A Study on the influence of Socio- Cultural Factors in Motivating workers to participate in Knowledge Management.

Mr.Manikandan.S, Ms.Priya.K, Ms.Anju KJ

Asst.Professor, Asst. Professor and Research Scholar, Asst.Professor
Department of Management Studies,
JPM Arts and Science College Labbakkada, Kattappana, Idukki, Kerala

Abstract: Management as a term can be used as both a noun and an adjective. The term management: used as a noun refers to a group of people who have responsibility for managing people and other organizational resources. Used as an adjective, management refers to the process by which people and organizational resources are controlled and coordinated with the intention of achieving particular objective. The type of knowledge –related challenges and approaches to managing knowledge that are appropriate for different firms will be affected not only by the type of strategies that organizations pursue but also by the nature of the environment that businesses operate in. Both these issues are briefly examined now, starting with how an organizations characteristics will affect its approach to knowledge management. The knowledge related challenges faced by the two types of company are likely to be significantly different and they are likely to manage knowledge in quite different ways. The knowledge management has matured and evolved so has interest in the human, cultural and social dimensions. These factors influence the dynamics of knowledge management processes and workers willingness to become involved.

***Index Terms* - Knowledge Management, Benefits, Strategies, Socio- Cultural factors.**

I. INTRODUCTION

The power of knowledge is increasingly documented as the new strategic tool in the growing organizations. The common pupil trends to hold knowledge towards their organizations knowledge as an asset to their service. Knowledge management is that firms manage know how their employees have about its products, services, organizational systems and intellectual property. Specifically, knowledge management embodies the strategies and processes that a firm employs to identify, capture and leverage the knowledge contained within its corporate memory. It is appropriate towards the basic activity of planning and implementing our tasks in a systematic and efficient manner.

Knowledge management is the conscious process of defining, structuring, retaining and sharing the knowledge and experience of employees within an organization. The main goal of knowledge management is to improve an organization's efficiency and save knowledge within the company. It is well documented that organizations with efficient communication linkages have higher information flow, knowledge sharing, structuring and auditing knowledge in order to maximize the effectiveness of an organization's collective knowledge.

II.OBJECTIVES OF THE STUDY.

- To know the importance of knowledge management in organization.
- To study the different principles of knowledge management.
- To know the socio cultural factors influencing in knowledge management.

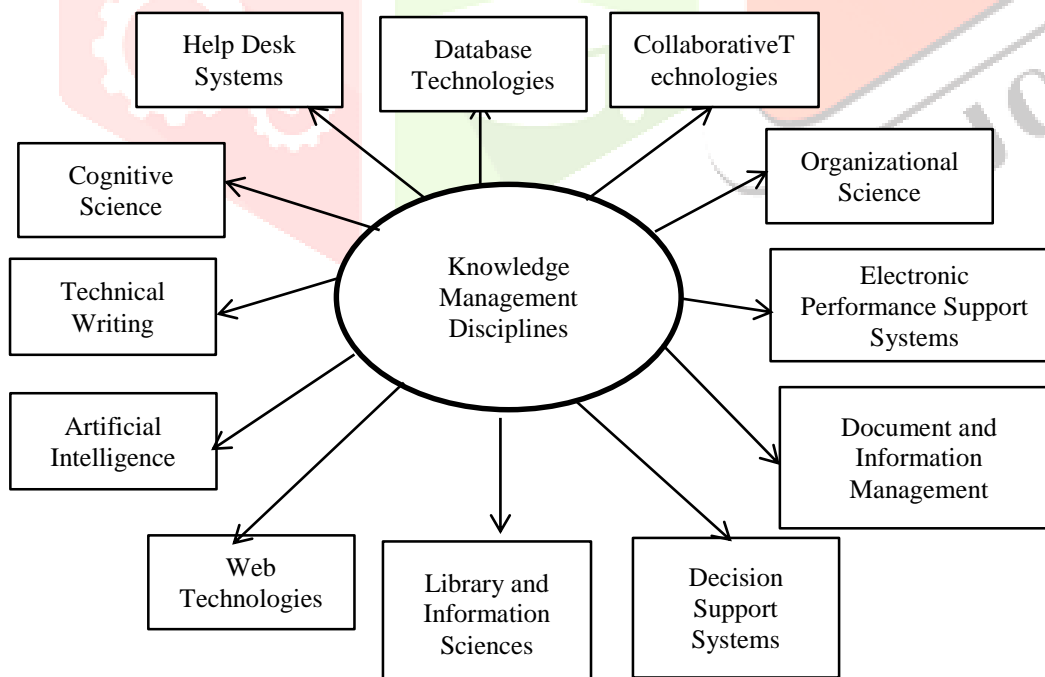
III.AREAS OF KNOWLEDGE MANAGEMENT.

- Accumulating knowledge.
- Sharing knowledge.
- Storing knowledge.

IV.PRINCIPLES OF KNOWLEDGE MANAGEMENT.

- Universal
- Dynamic
- Timeless
- Changeless
- Applicable to all

V.NATURE OF KNOWLEDGE MANAGEMENT.



VI.KNOWLEDGE MANAGEMENT STRATEGY.

The various cross functional teams of knowledge based organization follows various knowledge strategies to accomplish their objectives.

- Business strategy.
- Culture and people.
- Organization development process.
- Infrastructure and Facilities.
- Intellectual Asset.

VII.BENEFITS OF KNOWLEDGE MANAGEMENT.

- More efficient workplace.
- Faster,better,decision making.
- Increased collaboration.
- Building organizational knowledge.
- Employee on broading and training process is optimized.
- Increased employee satisfaction.
- Employee retention.
- Training and innovation.

VIII.Socio-cultural Aspect in Knowledge Management.

Social knowledge management can be defined as applying social media in the knowledge management context to identify, share, document, transfer, develop, use or evaluate knowledge. Another Definition of social Knowledge Management is the management of social knowledge - where the aim is then more economic development - not only individual competitive advantage by companies

- Increase knowledge quantity through leveraging user generated content
 - Use social review methods like ratings, comments to increase the quality of knowledge
 - Integration of social media tools and applications into organizations business context to improve knowledge access and sharing - and leverage the benefits of social media in all relevant work contexts
 - Leverage social media concepts to increase motivation to share knowledge, e.g. gamification, communities of practice
 - Use advanced, self-learning search providing context relevant results
 - Help to learn on demand and informally using social learning tools
- Social Knowledge Management can be applied in many organizational processes, like in customer service, employee-supplier collaboration, or in people development & education.

Cultural Aspect.

According to De Long and Fahey (2000), there is a strong link between organizational culture and knowledge management. Cultural context is necessary to adequately analyze and apply knowledge. According to De Long and Fahey (2000) and Wei and Miraglia (2017) organizational culture influences behaviors central to knowledge management, i.e.:

- culture shapes assumptions about what knowledge is and, hence, which knowledge is worth managing;
- culture mediates relationships between individual and organizational knowledge;
- culture creates the context for social interaction that ultimately determines how effective an organization can be at creating, sharing, and applying knowledge and to what extent it manages the processes.
- Culture shapes the processes by which new organizational knowledge - with its accompanying uncertainties - is created, legitimated, and distributed. The other type of culture which hampered knowledge sharing was a market culture where competitiveness and productivity were the core values. Those findings are consistent with previous research on values that contribute to knowledge management.
- Organizational culture regulates two important areas from the perspective of knowledge management: readiness to collaborate and trust between employees.
- Knowledge sharing requires human interaction, an exchange of ideas and openness
- Therefore, management should promote such values as: a focus on the establishment of collaborative goals and open communication .
- Trust influences the scope of sharing knowledge between individuals
- The organizational culture oriented towards effective knowledge management encourages employees to question established practices and search for new possibilities. The development of conditions of freedom of opinion and acceptance for mistakes supports such attitudes
- Another important dimension is ensuring the autonomy of the employees as this increases motivation and engagement.

IX.CONCLUSION.

Successful knowledge management will improve an organization in several ways. It will ensure that the specialized knowledge of employees does not leave with them or go unutilized by other employees who would benefit from that knowledge. It allows for better situational awareness as well as opening doors for learning about best practices, lessons and overall organizational improvement knowledge management is important because its boost the efficiency of firm's decision making ability and success. The organizations are introduced different strategies for improve the knowledge management system. At the same time the socio cultural factors influencing the knowledge management. Knowledge management motivate employees to participate in the decision making process of organization.

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