

## Knowledge Management Importance in IT Sector, Chennai – Employees' Perspectives



### Social Science

**KEYWORDS:** Knowledge, KM, organizations.

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### ABSTRACT

*Evolving of the concept of Knowledge is an old as the history of human thought, from Plato to Descartes and to Kant, initial attempts were made to define Knowledge as a symbolic representation built on basic primitives that can be manipulated by rules. This idea was latter used as the basic concept of a artificial intelligence, which aimed to provide machines with Knowledge. In this study the researcher has attempt to study the perceptive of IT employees' towards the KM practices, in Chennai. A standardized scale framed by Markand Tare was adopted, researcher sample size is 300 and it was collected by using simple random sampling and adopting lottery Method, results and the discussion are in the full paper.*

### INTRODUCTION

Knowledge Management (KM) is an important subsystem of management of an enterprise and a valuable element of the strategy. It is the basic tool of the future management. It gives a chance to assure effective knowledge usage. Being the collection of knowledge, experience and intuition, it becomes a tool of the effective quality improvement. KM is the process by which the organization generates wealth from its intellectual or knowledge based assets. The management aspect of the concept is that the knowledge available is managed economically and gets optimally used. The concept of KM has been in practice for a long time, and mostly in an informal way. The lack of consensus in defining what is meant by the term KM has led to major confusion reflected in various field. Information technology refers to an entire industry. In actuality, information technology is the use of computers and software to manage information. In some companies this is referred to as Management Information Services (MIS) or simply as information services (IS).

### REVIEW OF LITERATURE

**Karthikeyan (2009)** studied the impact of KM Practices in Indian Automobile Industry The purpose of the paper is to identify the various factors that contribute towards KM practices in an automobile industry in India. The researcher carried out the study by framing a structured questionnaire and the mode of communication was personal interview. Census method was observed by the researcher and the entire 124 (population) has been taken for the study. Some of the major findings are that the new world of knowledge-based organizations is distinguished from the organizations of the last millennium by its emphasis on monitoring and controlling the organization by shared knowledge derived from internal and external data sources. It believes in continual transformation of the knowledge-base according to changing business strategy.

**Ahuja (2011)** carried out an investigation entitled "Effectiveness of KM in Software Industry – A Benchmark Study of 3 Software Companies". Employees differ as individuals, in their needs, expectations and behavior. When their needs are not satisfied or their objectives are not achieved, the result is employee dissatisfaction. It is not an easy task for the management to keep all the employees satisfied and motivated, all the time. There can be different reasons for an employee being dissatisfied. It is important that an organization has an effective KM system to retain the knowledge workers in the organization. This research is conducted to study the impact of effectiveness of KM system in the software organization by comparing three software companies in Delhi. Three software companies have a different impact of different parameters on overall effectiveness of KM.

### RESEARCH METHODOLOGY

#### Statement of the problem:

Information technology is a boon to Indian economy. It has

changed the life style of many people and progressively increases the economy of our nation. In the earlier stages the IT industry set up a very strong basement so that now the development of IT industry is in the peek. Chennai is the third largest IT services in our Country. The growth and evolution of the IT industry in Chennai face number of complex challenges, growth & competitive advantage has become strategic perquisites for the organizations. \

### Scope of the Study

The present study is initiated for the purpose of investigating the employees' opinion about KM and its core attributes. The core challenges are that KM is relatively new and remains a broadly defined concept. Getting it right from a practical KM perspective remains a huge challenge.

### Objectives of the Study

- To know the Socio-demographic characteristics of the employees' in IT sector.
- To study the Importance of KM practices as perceived by the employees'.
- To understand the relationship between the employees' socio-economic conditions and their perception about KM practice in the respective companies.

### Hypotheses

1. There is a significant relationship between the age & number of training programmes attended by the respondents and the overall Importance of KM.
2. There is a significant difference between the gender of the respondent with regard to their perception of Importance given to KM.

### Primary & Secondary Data

The researcher used standardized scale framed by Tare (2003).The reliability as established by the author was found to be: Section One= 0.9839; Section Two Alpha=0.9902 and section three Alpha= 0.8983. The researcher has collected the secondary data from a collection of book, journal, periodicals and web sites constitute the secondary source of data for the study.

### Statistical Methods of Analysis

The investigator applied statistical techniques such as Karl Pearsons Co-efficient of Correlation, 'Z'-test and ANOVA to draw meaningful inferences using the statistical package (SPSS 17).

### Limitations of the Study

- This study has been confined only to the Information Technology sector companies, which are located in Chennai alone.
- In particular, this study used only for employees' of selected five Companies as the key respondent.

ANALYSIS AND INTERPRETATION

**Table 1**  
**SOCIO DEMOGRAPHIC CHARACTERISTICS**

S.No	Variables	No. of Respondents	Percentage
I	Age		
	21 to 25 Years	59	19.7
	26 to 30 Years	122	40.7
	31 to 35 Years	59	19.7
	36 to 40 Years	42	14.0
	Above 40 Years	18	6.0
II	Present experience		
	Less than 1 year	47	15.7
	1 to 3 years	168	56.0
	4 to 6 years	71	23.7
	Above 6 years	14	4.7
III	Domicile		
	Rural	35	11.7
	Urban	127	42.3
	Semi -Urban	138s	46.0
IV	Number of Training Programmes Attended		
	Only One	27	9.0
	Two	69	23.0
	Three	36	12.0
	Four	51	17.0
	Five	38	12.7
	More than Five	79	26.3

40.7% of the respondents are in the age group of 26- 30 years. With regard to the training programme attended, more than one fourth (26.3%) of the respondents attended more than five training programme,

**Table 2**  
**DISTRIBUTION OF THE VARIOUS DIMENSIONS OF IMPORTANCE GIVEN TO KM**

S. NO	VARIOUS DIMENSIONS	DEGREE OF IMPORTANCE GIVEN TO KM					
		Low	%	Moderate	%	High	%
1	KM Inclination						
2	KM Strategy	89	29.7	125	41.7	86	28.7
3	KM Initiatives	91	30.3	131	43.7	78	26.0
4	information technology	77	25.7	147	49.0	76	25.3
5	KM Benefits	77	25.7	112	37.3	111	37.0
6	KM Culture	86	28.7	115	38.3	99	33.0
7	KM training	81	27.0	123	41.0	96	32.0
8	Overall Importance on KM	77	25.7	146	48.7	77	25.7

It is evident from the above table shows that majority of the respondents (44.7%) have a high level of understanding the Importance of KM Inclination. (41%) of the respondents have moderate levels of understanding the KM Training. (43.7%) of the re-

spondents are moderate level of understand the KM Initiatives, (38.3%) of the respondents have a moderate level of understand the KM Culture, (41.7%) of the respondents have a moderate level of awareness pertaining to the dimensions of KM Strategy.

**Table 3**  
**KARL PEARSON'S CO-EFFICIENT OF CORRELATION BETWEEN AGE, PRESENT EXPERIENCE & NUMBER OF TRAINING PROGRAMME ATTENDED OF THE RESPONDENTS AND THE IMPORTANCE GIVEN TO KM**

VARIABLES	AGE	PRESENT EXPERIENCE	NUMBER OF TRAINING PROGRAMME ATTENDED
KM Inclination	.002 P > 0.05 Not Significant	.155 P > 0.05 Not Significant	.233 P < 0.05 Significant
KM Strategy	.129 P < 0.05 Significant	.191 P < 0.05 Significant	.274 P < 0.05 Significant
KM Initiatives	.093 P > 0.05 Not Significant	.145 P < 0.05 Significant	.238 P < 0.05 Significant
KM Information Technology	.115 P < 0.05 Significant	.158 P > 0.05 Not Significant	.320 P < 0.05 Significant
KM Benefits	.128 P < 0.05 Significant	.213 P < 0.05 Significant	.270 P < 0.05 Significant
KM Culture	.105 P > 0.05 Not Significant	.182 P < 0.05 Significant	.276 P < 0.05 Significant
KM Training	.074 P > 0.05 Not Significant	.172 P < 0.05 Significant	.173 P < 0.05 Significant
Overall Importance on KM	.130 P < 0.05 Significant	.194P < 0.05 Significant	.268 P < 0.05 Significant

There is no significant relationship between the age of the respondent with regard to the KM Inclination, KM Initiatives, KM Culture and KM Training. There is a significant relationship between the age of the respondents with the regards to Overall Importance of KM.

**MAJOR FINDINGS**

40.7% of the respondents are in the age group of 26- 30 years. More than half (56%) of the respondents were having experience of up to 3 years.

More than one fourth (26.3%) of the respondents attended more than five training programme. Majority of the respondents (44.7%) have a high level of understanding the Importance of KM Inclination.

Nearly half (49%) of the respondents have a moderate level of understanding the KM Information Technology.

**SUGGESTIONS:**

- The organizations must create extensive awareness about the importance of KM as it was found that a lot of employees' have moderate level of importance of KM in all dimensions. The social worker can organize various type of training to the employees'.
- The Management should conduct relevant training programmes to enhance their employees' knowledge skill on their current practices that would be both beneficial to the industry growth as well as to the employees' development.

**CONCLUSION**

The KM is a very wide, interdisciplinary problem treating the intellectual capital as the basic attribute of the organizations competitiveness. The KM is the system solution which makes

the radical increase of usage efficiency of possessed implicit and explicit knowledge possible causing that it will be the knowledge of the whole organizations. The researcher has attempted to contribute to developing an understanding of importance of KM. To achieve the research purpose, first of all, this research investigated and summarized previous studies by the means of three aspects including KM role of Human Resource Managers and Information Technology. KM differs from organizations to organizations within the same sector. As conclude that, employees' in these organizations believe that KM is in moderate level. The employees' should be made aware of the benefit of using KM in every work; a new employee should be made to understand the KM efforts of the organizational in the induction itself. KM is an exciting, vibrant field of practice, full of cross-disciplinary applications and the need for innovation.

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