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## **Knowledge Management System in Business Enterprises in India**

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### **1.1 Introduction:**

Knowledge is the key to success, and it has also become a competitive advantage for business enterprises. The history of knowledge management started around the 1970s, when a few management theorists like Peter Drucker and Paul Strassman published some papers focused on the importance of information and knowledge as organizational resources. In 1990, Peter Drucker, A management theorist introduced the concept of knowledge worker and also defined that there is a difference between managing information and managing knowledge. He focused on the importance of knowledge in the success of an organization, by this act the term knowledge management gained popularity. Knowledge management is a systematic process for creating, acquiring, synthesizing, learning, sharing and using knowledge and experience to achieve organizational goals. A proper flow of information is essential for the growth of every organization. Knowledge management is a necessity that can make all the difference between survival and an early demise. Today majority of business organizations have knowledge management program in one or another form. Indian business organizations are also feeling need of new business paradigms. Many organizations in India have started knowledge management initiatives.

### **1.2 Knowledge Management Importance:**

An organization can increase its productivity by using a combination of tools, methodologies, practices and processes known as knowledge management. Knowledge management is a new discipline that can be defined as the efficient handling of various resources and information within or outside the organization. It is a process of identifying, collecting, storing, and segregating the information that is received within the organization. Knowledge management's main objective in a company is to connect teams searching for enterprise content or information with knowledgeable individuals.

### **1.3 Objectives of the Study**

- 1. To study knowledge management system in India.**
- 2. To examine knowledge management system in business Enterprises in India**
- 3. To study Process of Knowledge Management system in India**

## 1.3 Knowledge Management in Business Enterprises.

Knowledge management provides information and resources to the team members which allows them to work better, increasing their efficiency and productivity. It also retains the information for future use.

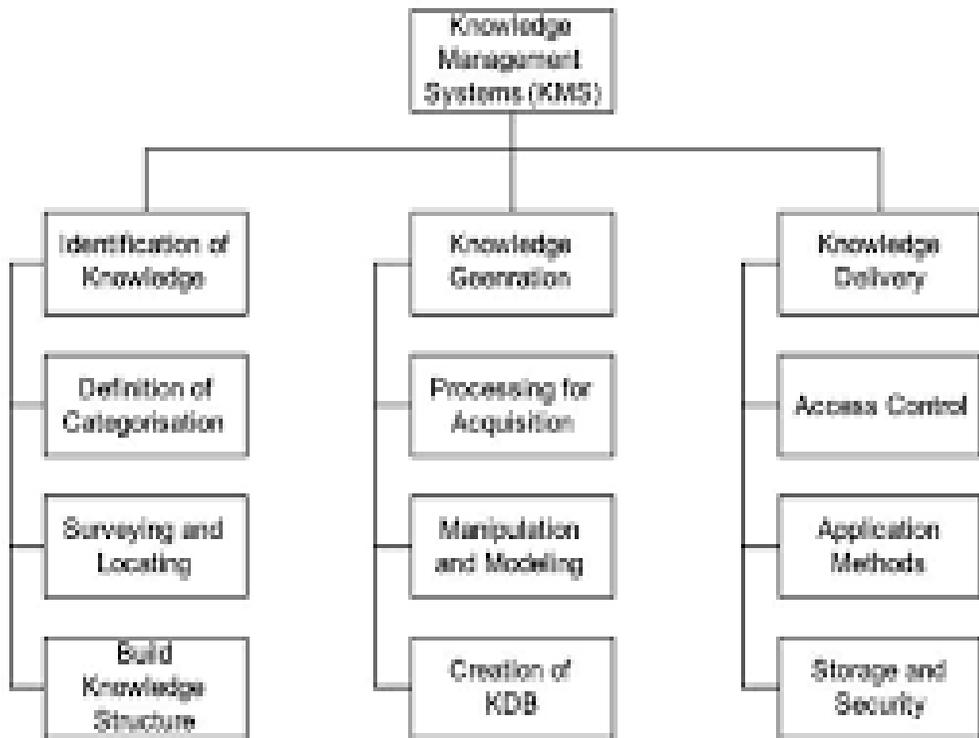
- **QUICK AND BETTER DECISION MAKING:** The decision-making process has become more complex in today's corporate world than it was two years ago. With the help of Centralized knowledge management system, accurate and up to date information can be provided to the employees working at all levels. In turn, helping them to make better and quick decisions after considering the past data of the organization.
- **BOOST INNOVATION AND CULTURAL CHANGE:**  
Knowledge management plays a crucial role in promoting innovation and cultural change. It allows the organization to capture and store the information gained from past experiences which can be later analyzed to get an insight in the newly set goals, avoid the past mistake and take a step forward towards the innovation and change in organizational pattern as required.
- **GREATER ACCESS TO KNOWLEDGE AND INFORMATION:**  
Knowledge management facilitates the sharing of ideas and free flow of information across the organization among various departments. It enhances on having a centralized organized repository where all the information and resources related to the projects of organization are placed and is easily accessible to retrieve information by all the members of the organization.
- **HIGHER CUSTOMER SATISFACTION:** Knowledge management has a significant impact on customer satisfaction. It provides accurate customer support by providing detailed information about the product, FAQs, troubleshooting guides and other practices. It also helps them by providing self-service options where customers can find answers to their queries independently. Knowledge management also stores the information related to the purchase

history, customer preferences and other interactions of the customer which can be used to provide customized services and tailor-made recommendations to them.

- **AVOIDS MONOTONOUS WORK:** Knowledge management is a discipline that gathers, categorizes, stores and analyzes information within an organization. Although knowledge management cannot eliminate all the repetitive work, it can minimize the impact of monotonous work. By using knowledge management tools organizations can automate the task of repetitive nature and diversify the human resource to more complex tasks.
- **EFFICIENT ORGANIZATIONAL KNOWLEDGE BASE:** With the help of knowledge management, an organization can capture and categorize the information collected from various sources within and outside the organization. It provides an environment of Information sharing and collaboration by individual employees according to their expertise, this inbuilt a culture of sharing in an organization. Knowledge management ensures quick retrieval, easy access, continuous updating and maintenance of organizational knowledge base.
- **INCREASED EMPLOYEE SATISFACTION:** Efficient knowledge management system enhances employee's satisfaction as employees can focus on more important tasks rather than wasting time in collecting information. All the relevant information if arranged in a proper manner will help employees in reaching the desired organizational goals with the limited time frame and allow employees to focus on more impactful and outcome driven tasks.

## 1.5 PROCESS OF KNOWLEDGE MANAGEMENT

Knowledge management is the process of gathering, storing, categorizing, analyzing and disseminating knowledge within an organization. It implies leveraging both explicit knowledge and tacit knowledge to enhance the decision making, increase employee productivity, allow competitive advantage, boost innovation, support customer satisfaction, and inculcate a sense of coordination and collaboration among the employees. Let's take an overview of the process of knowledge management.



KMS Architecture

- **DISCOVERY OF KNOWLEDGE:** The first step in the knowledge management process is discovery of useful information using surveys, interviews, knowledge audits and data mining tools that can prove to be of great help to your organization for the purpose of operations, communication, strategy and relationship development. Knowledge can be discovered accidentally or deliberately by team members.
- **CAPTURING OF KNOWLEDGE:** Knowledge capturing is considered the second step in the knowledge management process; it involves storing of information and converting knowledge into a format that can be shared and utilized within the organization. Explicit knowledge is an orderly, documented, coded and easily accessible type of knowledge that can be captured through guidelines, procedures, manuals, knowledge repositories, content creation and regular sessions or meetings. Tacit Knowledge is deeply embedded in an

individual's skills, insights and experiences and it can be captured in interviews, a community of practice, mentoring, apprenticeship and job shadowing.

- **ORGANIZING OF KNOWLEDGE:** Knowledge needs to be organized and structured for its easy retrieval and access. Organizing knowledge involves arranging, structuring and categorizing knowledge by using techniques like tagging, metadata assignment and taxonomy development. Knowledge should be organized in a user-centric way keeping in mind the context, needs and preference of the intended user.
- **SUMMARIZING OF KNOWLEDGE:** Summarizing knowledge involves compressing and storing the main points, essential information and insights from various knowledge sources. It aims to concise a lengthy knowledge asset into an easily understandable format. This also includes condensing, simplifying, structuring, highlighting the key insights and contextualizing the summary according to different users while retaining the integrity of the knowledge.
- **ANALYZING KNOWLEDGE:** Analysis helps the organization to understand the relevance and applicability of the information gathered through various sources. Analysis of knowledge can be done through knowledge mapping data mining text analysis comparative analysis quantitative and qualitative analysis impact assessment expert validation knowledge metrics and feedback. The organization can uncover hidden facts, make informed decisions, identify opportunities, enhance intellectual capital, support Innovation and problem-solving and effectively use knowledge for attaining organizational goals.
- **SYNTHESIZING KNOWLEDGE:** At this level, the result of the analysis is combined together to derive various concepts, patterns and behavior. It involves reviewing and selecting knowledge from various sources such as reports, articles, research papers and internal documents. Integrating the knowledge in a logical structure that represents dependencies and relationships between different components. It also identifies any contradictions, gaps and

inconsistencies to address these issues by seeking additional information and ensuring its accuracy and reliability.

- **DECISION MAKING:** At the stage of the knowledge management process the knowledge collected, analyzed and synthesized is used for decision making. This involves making informed choices and taking actions in alignment with organizational goals and objectives.

By effectively managing knowledge, an organization can foster a culture of learning and gain competitive advantage. It enables faster decision making, reduces repetition of work, promotes collaboration and teamwork, and it also facilitates transfer of information from experienced employees to new ones.**1.6**

## **1.6 CONCLUSION:**

In conclusion, this paper on knowledge management in business organization provides a comprehensive view of the principles, practices and strategies involved in effectively and efficiently managing organizational knowledge. Critical role of knowledge in today's fast-paced and competitive business landscape is highlighted and emphasis has been laid on the need for organizations to harness and leverage their intellectual assets.

SEVERAL aspects of knowledge management including knowledge identification, organizing, analysis, categorizing, storing, dissemination and its application. It brings forth the transformative power of knowledge by emphasizing on building a knowledge sharing culture and maintaining a central repository system in the organization.

This paper serves as a valuable resource for professionals, managers, and executives. It explains to us that knowledge is not only limited to individuals but it is an organizational resource therefore it must be captured, nurtured and utilized for collective purpose in the best possible manner.

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