A STUDY ON KNOWLEDGE MANAGEMENT IN WHITE HOUSE INDIA EXPORT PRIVATE LIMITED CHENNAI

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ABSTRACT: Knowledge management becomes day by day a very critical issue for organizations by being considered as one of the most important competitive advantages. Globalization brings more complexity in to business environments and communication and information technologies are very critical for control and coordination. IT gained much importance allowing organizations to manage knowledge in global scale. In the recent literature about knowledge management there are pessimistic and optimistic views on the role of IT. Optimistic views put lot of emphasize on the role of IT on knowledge management. On the contrary, pessimistic views on the role of IT show the importance of tacit components of knowledge which cannot be shared via IT.

INTRODUCTION
In the current decade knowledge as competitive asset is accepted universally and interest in Knowledge Management (KM) continues to grow and most of the companies.
Gradually, it has become a regular approach of business and now can be observed to develop into a vital part of many organization’s business strategies (Principe and Tell, 2001). Basically knowledge management is based on the idea that an organization most valuable resource is the knowledge of its people. This is not a new idea – organization have been managing “human resources” for years. What is new is the focus on knowledge. This focus is being driven by the accelerated rate of change in today’s organization and in society as a whole. Knowledge management recognize that today nearly all jobs involve “knowledge work” and so all staffs are “knowledge workers” to some degree or another – meaning that their job depends more on their knowledge than their manual skills. This means that creating, sharing and using knowledge are among the most important activities of nearly every person in every organization. However, KM in projects is emerging as a condition to maintain a competitive advantage. That is why there have been a plenty of KM initiatives in project organizations. Likewise, corporate spending on KM initiatives has increased significantly over the years. This fact is stimulated by the growing recognition of the knowledge based view of the firm in which knowledge acknowledged as the key sustainable competitive resource. As a result organizations are implementing various KM initiatives to identify, and exploit their knowledge assets. But with this increasing trend still companies are not expert enough in handling their knowledge assets gained during the projects. The current study attempts to understand some critical factors that what kind of impact they have on knowledge management particularly when these are taken in projects.

REVIEW LITERATURE
According to Hibbard, 1997, “Knowledge management is the process of gathering a firm’s collective expertise wherever it resides - in database, on paper, or in people’s heads-and distributing it to where it can help produce the bigger payoff.” In the words of Bair (2001), “Knowledge management is a disciple of identifying, capturing, retrieving, sharing, and evaluating an enterprise’s information assets.” According to Scarborough et al, KM is, “any process or practice of creating, acquiring, capturing, sharing and using knowledge, wherever it resides, to enhance learning and performance organization.” Knowledge management has also been defined by Tan (2000) as: The process of systematically and actively managing and leveraging the store of knowledge in an organization. According to Andrew Mayo, “knowledge management refers to the efforts to systematically find, organize, and make available a company’s intellectual capital and to foster a culture of continuous learning and knowledge sharing so that a company’s activities build on what is already known”.

RESEARCH METHODOLOGY
Our survey report is conducted to know the current practices of knowledge management in banking sector of Bangladesh. Companies involved in this study are mainly private Banking Sectors as well as public banking sector. Basically primary data are used for the study and information collected from structured questionnaire. The study community consists of all the managerial levels in 6 specialized banks that they are questionnaires had been distributed on random sample that has given to managers,
Executive for rating then questionnaires had been returned and had been analyze that mean most of the data from all responds, returned and analyzed.

**Primary data:**
- The primary information was collected from different level of employees of banks by discussion in different banks in Dhaka.
- Interview with the executives and officers.

**Secondary data:**
- Website
- Journal and other study report, research report.

### TABLES AND CHARTS

**TABLE 1**
Table showing information and knowledge relevant to job requirements

<table>
<thead>
<tr>
<th>Responses</th>
<th>Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Disagree</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Disagree</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Mildly Disagree</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Mildly Agree</td>
<td>28</td>
<td>28</td>
</tr>
<tr>
<td>Agree</td>
<td>54</td>
<td>54</td>
</tr>
<tr>
<td>Strongly Agree</td>
<td>14</td>
<td>14</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>100</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

**Interpretation:**
4% of the employees show their disagreement with the fact that there is an intranet portal where they could retrieve information when and where required. 28% of the employees mildly agreed with the fact, while 54% agree and 14% strongly agree with the fact that there exists an intranet portal. The above analysis shows that majority of the respondents agree that intranet portal exists in the organization.

**CHART 1**

![](chart1.png)

**TABLE 2**
Table showing new ideas and knowledge are frequently applied and recorded for future use

<table>
<thead>
<tr>
<th>Responses</th>
<th>Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Disagree</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Disagree</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Mildly Disagree</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Mildly Agree</td>
<td>20</td>
<td>20</td>
</tr>
<tr>
<td>Agree</td>
<td>44</td>
<td>44</td>
</tr>
</tbody>
</table>
Strongly Agree | 32 | 32
TOTAL | 100 | 100

Interpretation: 4% of the employees mildly disagree with the fact that ideas generated are recorded for future use. 20% of the employees agree with the fact, 44% agree and 32% strongly agree with the statement. We can say that majority of the employees agree with the fact that new ideas are stored.

CHART 2

CONCLUSION:
This study investigated how modern Portuguese organizations from different business sectors, as mentioned before, generate and share the life cycle phases of the management and transfer knowledge in different sectors of the Portuguese business sectors, thus it provides a better overview of the different implementation of Knowledge management processes in different industries proving a global and more comprehensive overview of its implementation and results obtained, thus if their applicability increase the organizations' performance. The lack of a project department or a team dedicated to projects within the organization seems to be limiting the effectiveness of knowledge management and lifecycle transfer between several different projects. In the other hand, organizations that make the greatest use of their knowledge assets understand the competitive advantage they can develop as they manage projects smartly and more efficiently, which become crucial in a digital and competitive world.

REFERENCE