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**Programme: M.A.HUMAN RESOURCE MANAGEMENT**

**Course Title :KNOWLEDGE MANAGEMENT**

**Course Code :22HRM4CC16**

**UNIT – V**

**Importance of KM to Organizations**

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# Knowledge Management in Organizations

Importance, Processes, Challenges, and Strategies

# Overview

- • Importance of KM to Organizations
- • A Knowledge Competent Organization
- • Knowledge Functions in Organizations
- • KM Processes in Organizations
- • Conditions for Organizational Knowledge Creation
- • Five-Phase Model of Organizational Knowledge
- • Challenges in Creating Organizational Knowledge
- • Promoting KM for Organizational Effectiveness

# Importance of KM to Organizations

- • Definition of Knowledge Management
- • Role of knowledge as a strategic asset
- • Examples of organizations that leverage KM successfully

# Importance of KM to Organizations

- • Enhanced decision-making
- • Innovation and competitive advantage
- • Improved efficiency and productivity

# A Knowledge Competent Organization

- • Characteristics of knowledge-competent organizations:
  - - Knowledge-centric culture
  - - Knowledge-sharing infrastructure

# A Knowledge Competent Organization

- • Examples of knowledge-competent organizations
- • How these organizations adapt to change and innovate

# Knowledge Functions in Organizations

- • Core knowledge functions:
  - - Creation, sharing, storage, and application



# Knowledge Functions in Organizations

- • Role of technology in facilitating these functions
- • Examples of tools (e.g., knowledge repositories, collaborative platforms)

# KM Processes in Organizations

- • Key processes:
  - - Knowledge discovery
  - - Knowledge capture
  - - Knowledge sharing
  - - Knowledge application

# KM Processes in Organizations

- • KM process cycle (visual representation)
- • Explanation of how these processes interlink

# Conditions for Organizational Knowledge Creation

- • Prerequisites:
  - - Supportive culture
  - - Leadership commitment
  - - Technological infrastructure

# Conditions for Organizational Knowledge Creation

- • Examples of enabling conditions:
  - - Open communication
  - - Continuous learning environment

# The Five-Phase Model of Organizational Knowledge

- • Five phases:
  - 1. Sharing tacit knowledge
  - 2. Creating concepts
  - 3. Justifying concepts
  - 4. Building prototypes
  - 5. Cross-leveling knowledge

# Challenges in Creating Organizational Knowledge

- • Common challenges:
  - - Resistance to change
  - - Lack of resources
  - - Silos within the organization

# Challenges in Creating Organizational Knowledge

- • Strategies to overcome challenges
- • Case study/example of overcoming challenges



# Promoting KM for Organizational Effectiveness

- • Importance of aligning KM with organizational goals
- • Key strategies:
  - - Leadership buy-in
  - - Employee engagement

# Promoting KM for Organizational Effectiveness

- • Tools and techniques to promote KM:
  - - Knowledge audits
  - - Reward systems for knowledge sharing

# Case Study (Optional)

- • Highlight a real-world example of an organization benefiting from KM

# Summary and Key Takeaways

- • Recap of main points covered
- • Emphasize the strategic importance of KM