

AN EMPIRICAL STUDY ON ACQUIRING AND SHARING KNOWLEDGE IN CHENNAI CITY- 2016

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ABSTRACT:

Knowledge management is the systematic management of an organization's knowledge filled assets for the purpose of creating value and meeting tactical & strategic requirements. Even, the knowledge acquisition refers to the knowledge that a firm can try to obtain from external sources. Since the Chennai city has been highly influenced with lots of Information technology companies. For every idea shared creates many ideas as they are been acquired. I have taken this opportunity and tried to explain how to acquire knowledge through marketing and business situation from various sources innovatively along with the help of information technology as the base for any organization is marketing about their product or services. Hence it might be useful for people to know how to acquire knowledge and share the same. I have also tried to make know the fact that knowledge acquisition and knowledge sharing takes place at the same time.

KEY WORDS:

Knowledge, acquisition, management, information, sharing

INTRODUCTION:

The world is moving swiftly in the direction of knowledge based system as enterprises adapt more and more cost cutting measure. Knowledge management is much more influential than the harmony of land, labour and capita (i.e. three most important production factors). The sources of acquiring knowledge from the marketing and business are customers, suppliers, competitors, partners/alliances, external experts etc. Communities of practice can extend well outside the firm. A firm's competitive gain depends on its knowledge processing i.e. what it knows, how it uses and how fast it can know something new. Especially when it comes to addition of technology then that goes far beyond what we expect. Knowledge acquisition is a topic that could fill books and extend well outside the knowledge management focus. However knowledge management is inextricably linked to corporate strategy, an overview of the options available to the organization will be helpful to understand the full potential knowledge role.

Here let us discuss the knowledge available from the different sources and even the managerial issues which happens regularly in the organisational levels as well that must be considered. Anywhere and everywhere is the basic concept when it comes to acquiring of knowledge. It gives an enormous pleasure when we learn something new. Some run away from the places where knowledge is thought without knowing the fact that even in that action they learn how to avoid it next with prior symptoms. Even In the case IT field knowledge management refers to any kind of IT system that stores and retrieves knowledge, improves collaboration, locates knowledge sources, captures and uses knowledge or in some other way enhances the Knowledge management process.

OBJECTIVE OF THE STUDY:

1. To show the innovative ways of acquiring knowledge,
2. To show how marketing behaviour helps to acquire knowledge and
3. See how the acquired knowledge has been shared to others.

TYPES OF KNOWLEDGE:

There are three broad types of knowledge they are explicit and tacit. Knowledge management system makes a direct connection between an organization's intellectual assets. Both explicit and tacit are of positive results.

EXPLICIT KNOWLEDGE is that which can be formalized easily and as a consequence is easily available across the organization. It articulates and represents as spoken words, written material and compiled data. This type of knowledge is codified, easy to document, transfer and reproduce. E.g. procedural manuals, online tutorials etc.

TACIT KNOWLEDGE resides in few often in just one person and has not been captured by the organization or made available to others. It is unarticulated and represented as intuition, perspective, beliefs and values that individuals form based on their experiences. It is difficult to document and communicate the tacit knowledge. E.g. special know-how, employee experiences etc.

BLENDED KNOWLEDGE is the combination of both explicit and tacit knowledge. This however can be made only by those few people who are extremely good at their tacit knowledge. This needs extraordinary effort to create such a blended knowledge platform. Here we can find innovations and access to experts may be even 24/7. E.g. creating blogs, sharing the expert ideas online.

MARKETING BEHAVIOURS IN KNOWLEDGE ACQUISITION AND SHARING:

To see the knowledge management in the context of comparison with marketing behaviours and the above two types of knowledge it is very clear that the era has been changed and the knowledge place a vital role. When the explicit knowledge is compared with the marketing it is seen that the customers, suppliers, partners use it in their own ways. In case of customers it is very clear that with the knowledge which they use the suppliers can improve their product and services. In case of suppliers we can get to know the type of knowledge which they have gathered from their dealings with the organization. The competitors use this knowledge acquisition in a way as a customer or supplier to the organization and make the organization feel comfortable that they are not the competitors and later when they turn back as a competitor this helps the organization to use their knowledge management assets especially the tacit knowledge. Hence it is very clear that the knowledge is not learnt on in its own but acquired and shared from one another like supplier from the customer and customer from the suppliers and organization from the competitors.

KNOWLEDGE ACQUISITION FROM THE CUSTOMERS:

Customer behaviour gives open doors to know the knowledge from customers, knowledge about customers and knowledge for customers. This provides more detailed idea about the way the customer handle market situations which basically being the same for the organizations too. The income rise brings changes in the minds of the customers which in turn bring in innovative ideas of buying the products. Situation for customers gives the knowledge that the customers can gain in order to satisfy their knowledge needs. It can include product, market and supplier knowledge. Few situations give us the knowledge that enables us to know the customer better by knowing their motivation. The income rise brings changes in the minds of the customers which in turn bring in innovative ideas of buying the products.

KNOWLEDGE ACQUISITION FROM THE SUPPLIERS:

In the markets, the supplier will conduct 'learning' to improve his strategic bidding in order to obtain greater profit each supplier faces the problem of how to improve its strategic bidding to maximise its own profit based on its production cost, its expectation about rivals' behaviour, and some other available market information. The suppliers side knowledge also is well useful not only for suppliers but also for the customers to know about the suppliers. There are few amount of knowledge to be shared by the customers to the suppliers since they require it and includes production needs and forecasts, inventory, products, customers and markets. Knowledge from suppliers is acquirable and also can be shared as they have gathered from their dealings with the organization.

KNOWLEDGE ACQUISITION FROM THE COMPETITORS:

In recent years, competition has been introduced to all the sectors at all side as everyone wants to grow by pushing back the leading organizations. For which they use enormous knowledge and innovative ideas to create heavy competition. The competition deserves mention but it is fairly a straightforward aspect of knowledge management. It simply involves collecting, organizing and presenting the data, information and knowledge that the firm has acquired in such a way that one can search. Information technology systems are very useful in this case, since the sources are largely explicit and presumably require frequent updating and manipulation. Hence through this we can see the way in which the knowledge can be acquired and also it is very clear that if the organization comes to know the ways how competitors are watching out them then that would be called as knowledge sharing even though the competitors would not wish for the same.

REVIEW OF LITERATURE:

Dr.khaled, Abdul-rahman, Ali al jeraisy (oct 2008) "An analytical study of the family's purchase decisions"At present knowledge management is facing a lot of contextual changes, such as rapid changes in the modern consumer's desires, inflation in world economies, growing consumer awareness and consumer protection. The changes require proper solutions, which care for consumer needs and the public interest while achieving the business aim of profit-making.

Gerbert et al (sep 2002)"knowledge acquisition" Knowledge sharing is important, although it may take many different forms depending on the area of business. Knowledge management is particularly important for business to business relationship where the buyers are usually more prominent and the products are more likely to be customized to the needs of the customer. This can and often should result in a closer relationship with more detailed communication and feedback. Where the customers are involved as partners while discussing modifications and improvements.

Manjit bains (dec 2009) "Different approaches to knowledge management" the value chain is the one which shows the hierarchy of culture of the organisation starting from collecting and finishing with decision making having organizing, summarising, analysing and synthesizing in between. Building communities of practice, facilitating open communication, leading to enhanced information discovery and delivery and allow employees to discuss ideas, post news, ask questions and share news.

Y.F. Liu, Y.X. Ni and F.F. Wu (sep 2005) "Impacts of suppliers' learning behaviour on market equilibrium under repeated linear supply-function bidding" In the markets, the supplier will conduct 'learning' to improve his strategic bidding in order to obtain greater profit. Therefore, it is significant to explore the impacts of such learning behaviour on market equilibria and market-clearing price (MCP). First the mathematical model for supplier's optimal bidding is established. This is then used to solve for

market equilibrium. Under certain conditions the overall learning behaviour will reduce the MCP, which in turn increases consumers' surplus and decreases suppliers' profits, while in some other conditions the results are just the contrary.

SCOPE OF THE STUDY:

The conceptual study focuses in understanding the ways in which the knowledge can be acquired from the marketing behaviours or from the situations happen in the markets through customer, supplier and the competitors. It seems to be clear that the new ideas from others has been shared to others without the knowledge of the person who basically found that idea. This seems that the knowledge is acquired and shared everywhere.

RESEARCH METHODOLOGY:

Secondary data has been collected from various sources like magazines, newspapers, journals, internets, books and primary data from own experience.

CONCLUSION:

Knowledge management has become one of the key function for all the organizations especially in the city of Chennai as it is one of the metro cities having large number of organizations and growing information technology companies. It seems to be very clear that they all use knowledge management as their own assets and try to recruit more employees with tacit knowledge rather than any person with explicit knowledge which just to improve the worth of the organization. It is also seen that the market behaviour well coincides with the organizational behaviours and the customer, supplier and the competitors playing a vital role in that. All the innovative ideas created and invented by each customer, supplier and the competitors are the best examples of sharing the knowledge when they implement those ideas. when all those ideas are implemented these ideas is been stolen or to decently say as acquired in different places in different ways. Hence it is well known that any idea created is shared even without the knowledge of the creator and also been well put to use may be even better than the tacit person who invented the idea.