



International Conference on Knowledge Management, ICKM 2016, 10-11 October 2016, Vienna, Austria

Factors influencing knowledge management use in technology enterprises in Southern United States

Tereza Raquel Merlo*

*Adjunct Professor, University of North Texas, 3202 Picton Court, Leander, 78641, United States
PhD Candidate, Capella University, 3202 Picton Court, Leander, 78641, United States*

Abstract

The purpose of this quantitative study is to investigate the factors influencing with the Knowledge Management (KM) use process in Information Technology (IT) enterprises in the Southern United States. This study aims to present an analysis of the use of information systems by IT managers, IT supervisors, and Chief Information Officers (CIOs) from several information technology enterprises. It utilizes the theoretical Knowledge Management Successful model developed by Kulkarni, Ravindran, and Freeze (2007)³⁹, which investigated the use of Information Systems (IS) for successful KM practices in organizations through the examination of available knowledge systems built to the use and reuse of information, content quality, and determinants of users' perceptions of usefulness, user satisfaction and organizational support structure for knowledge management. In this study the data was collected from a sample size of 166 individuals, per G*Power 3 statistical power analysis program, to determine the sample and effect between the 8 (eight) predictors variables for estimating change among scores depicting Knowledge Use. Statistical analysis used SPSS package to test the hypothesis. The relationships between the predictor and criterion variables were evaluated using simultaneous multiple regression modelling to support inferences related to the omnibus research questions. The 8 (eight) predictors variables (Explicit Knowledge, Knowledge Systems, Supervisor, Co-Worker, Leadership, Incentive, Perceived Usefulness, and User Satisfaction) in this model were regressed independently onto scores on the Knowledge Use scale. This study concludes that the model predicting knowledge use is both statistically significant and practically significant, and that scores associated with Explicit Knowledge, Leadership, Perceived Usefulness, and User Satisfaction yielded statistically strong predictive relationships.

© 2016 The Authors. Published by Elsevier B.V. This is an open access article under the CC BY-NC-ND license (<http://creativecommons.org/licenses/by-nc-nd/4.0/>).

Peer-review under responsibility of the Organizing Committee of ICKM 2016

* Corresponding author. Tel.: +1-512-775-1333
E-mail address: terezamerlo@my.unt.edu

Keywords: Knowledge Management; Information Systems; Organizational Support; Intellectual Capital

1. Introduction

The foundation of a valuable knowledge management process in an organization is to allow ways to connect three critical elements (technology, processes, and individuals) in a manner that will promote a learning organization through the establishment of a knowledge sharing culture⁶³.

In spite of all the advances in technological apparatuses and the simplification of information access, there are still debates and unanswered questions regarding standards for effective organization of information and knowledge management practices and use in organizations, strongly affecting the capability of an organization to understand and optimize technological and human resources and ensure competitiveness. According to Sabri (2014)⁵⁷ “knowledge is considered as one of the most important asset that achieves competitive advantage in organization. It includes all vital knowledge and intellectual skills possessed in employees’ minds” (p. 160).

The application of knowledge management (KM) practices is essential for organizations to integrate, identify, manage, and share departments’ information assets¹⁴. Knowledge systems and information systems are a critical enabler of Knowledge use and sharing in organizations^{39,62}.

Ravidan and Iyer (2014)⁵⁵ present an investigation exploring the knowledge use ambiguity and tolerance questioning the knowledge management systems and success in the use of knowledge repository.

The authors contribution leads to the conclusion that the consolidation of an organizational environment that will enable information and knowledge sharing and intellectual capital is strongly related to the leaders’ ability to support and articulate practices influencing knowledge related behaviors through providing technological (software, hardware, databases, groupware, etc.) and motivational tools (reward, continuous feedback, transparent communication, and so on) which value an individuals’ ability to collectively create solutions that generate business intelligence and increase productivity and innovation. The key element for effective knowledge sharing has its foundation in a set of beliefs and behaviors that will facilitate the understanding of KM tools and their applicability for performance enhancement and the individual’s approach to knowledge.

Hughes (2012)³² stresses the importance of individuals for successful information systems projects by stating that behavioral, cultural and cognitive perspectives are valuable aspects of discussions about information technology processes. According to the author, people cannot be treated as technology, and leadership, business goals, and diversity of personnel in the workforce are some of the aspects to be contemplated for superior performance, which would minimize issues and dilemmas as well as increase motivation, incentives, and reward initiative.

Managers, leaders, and supervisors are responsible for making knowledge management tools available in the organization, creating an environment that will facilitate the use and share of information and knowledge, and foster a workplace of learning³⁹. The effective use of knowledge tools and technologies allow individuals to connect and likely share information and knowledge; therefore, contributing to a knowledge flow that is favorable to the increase of knowledge use and share among all individuals in the organization. Nevertheless, technologies without leadership’ commitment and actions aiming at influencing and motivating employees’ behaviors and enable the use and sharing of knowledge is of little value.

McDermott (1999)⁴⁵ highlights that the processing and leveraging of knowledge requires a unique combination of human and information systems that will make the information available and easily accessible, and at the same time face the challenge in creating an organizational culture of knowledge sharing community that will learn how to “think together”, creating value to knowledge and promoting sharing.

The value of KM in organizations is well documented, and Geisler and Wickramasinghe (2009)²⁶ defend that: “KM helps an organization gain insight and understanding from its own experience. Specific KM problem solving, dynamic learning, storing, and using knowledge for such things as problem solving, dynamic learning, strategic planning, and decision making” (p. 6). The challenge of effectively managing and sharing information and knowledge remains and many authors like Ganesh and Nagarajan (2014)²³ investigated the crucial role of people for the knowledge management sharing process. The authors indicate that KM sharing “should be everyone’s responsibility” (p.6).

Download English Version:

<https://daneshyari.com/en/article/4961901>

Download Persian Version:

<https://daneshyari.com/article/4961901>

[Daneshyari.com](https://daneshyari.com)