

KNOWLEDGE CREATION

ORGANIZATIONAL KNOWLEDGE CREATION STRATEGIES

Knowledge creation in the organizational leads to innovation. In order to build creative products and to provide creative services, organizations implement different strategies. One of the basic ingredient for building innovative products, lies in the minds of the individuals in the form of tacit knowledge. The tacit knowledge capture residing in the minds of various stakeholders of the organization and the market has to be captured for building creative products that will make an organization to be an innovative one.

Organizational challenges for knowledge creation

The challenges involved in creating knowledge are grouped into people centric, knowledge location centric and technical centric.

People centric issues: People need to use the organization environment to create knowledge. People including knowledge workers, managers, customers and suppliers possess tacit knowledge and also make use of explicit knowledge. The challenging decisions are to decide the people from whom knowledge has to be come from, for what duration and using which knowledge capture tool.

Knowledge location centric issues: After locating the people from whom knowledge can be captured, the knowledge centres in organization have to be located. In a retail organization, the knowledge may reside in centres such as sales, customer service, human resources and marketing. The knowledge centres identifies the individual and teams who could be candidates for knowledge capture process.

Technical centric issues: The technical centric issue deals with communication network that links databases. It includes the hardware and software issues involved in the knowledge capture from people. The ways to leverage knowledge creation are focusing in real knowledge not on artificial intelligence, concentrating on capturing the source of know-hows, collaboration, concentration on realism and making sense of knowledge management system.