

AN EMPIRICAL STUDY ON HUMAN RESOURCE MANAGEMENT INNOVATION BASED ON THE VIEW OF KNOWLEDGE MANAGEMENT

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Abstract: The Human Resource department commonly known as HR department plays a key role in the management of the knowledge of a resource. Grooming one's knowledge not only helps the individual but also help the organization to meet customer satisfaction. The department of Human Resource should promote its employees for enhancing their knowledge. It has been observed in many start-ups that the department of Human Resource brings out new ideas and strategies to accelerate the knowledge acquisition of their employees. The current paper focuses on the innovation of the knowledge management of the employees and the role of Human Resource practitioners to prolonged results.

Key Words: Organization, customer satisfaction, knowledge, strategies, etc

Introduction:

As the market of today emerges the window for small scale industries and start-ups has widened. It is not inadequate to say that the emphasis is on fanatical support. To meet the requirements of customer it is highly essential to have a skilled staff trained on latest technologies. This helps the companies to hire employees with adequate expertise and enhance the grasp of their current employees in new and trending technologies, Human resource department.



Image 1.1: Pillars of Knowledge Management

As shown in Image 1.1 there are eight major steps to knowledge management namely advice, insights, information, practice, technology, people, improvement and process. It helps the HRM to improve the quality of skill in an employee.

Literature Review:

- **International Journal of Trend in Scientific Research and Development - IJTSRD**

Knowledge management and predictive analytics are considered to be unusual partners in today's technology.

- **Hannele Vayrynen:** Organizations operate in an increasingly rapidly changing business environment and forces them to develop new kinds of problem solving capabilities. In order to

remain competitive, there is not only the need to constantly develop products, services and processes, but also to create totally new innovations.

- **Colin Ting Si Xue:** Knowledge management has become a factor that ensures the success of the organizations and the continuity of their businesses. Especially in today's 21st century, organizations are competing to stay competitive.
- **Mercy Adeyeye:** The shift from the industry-based economy to the knowledge-based economy has placed an importance on knowledge management for organizational sustainability.
- **Nonaka and Takeuchi (1995)** explained the role of knowledge workers in the organizational culture. They said "Another aspect of culture is the way knowledge workers perceive knowledge as a delectable resource that needs to be hoarded or as an asset whose value increases with sharing.

Objectives of study:

- To study the problems faced by HRM in implementing Knowledge management
- To suggest the remedies to overcome the problem of HRM in Knowledge management.

Research methodology:

The interview & questionnaires method was used for the current study with the management of Personal visit to employees. The records were collected and observed information is analyzed. There were two sources of data collection is used as:

1. **Primary data:** The Primary data is the data which is directly collected through interview & questionnaires from the respondents.
2. **Secondary data:** Secondary data is collected from the information which is available in printed form i.e. Magazines, Journals, Books, Company records etc .

Data Collection:

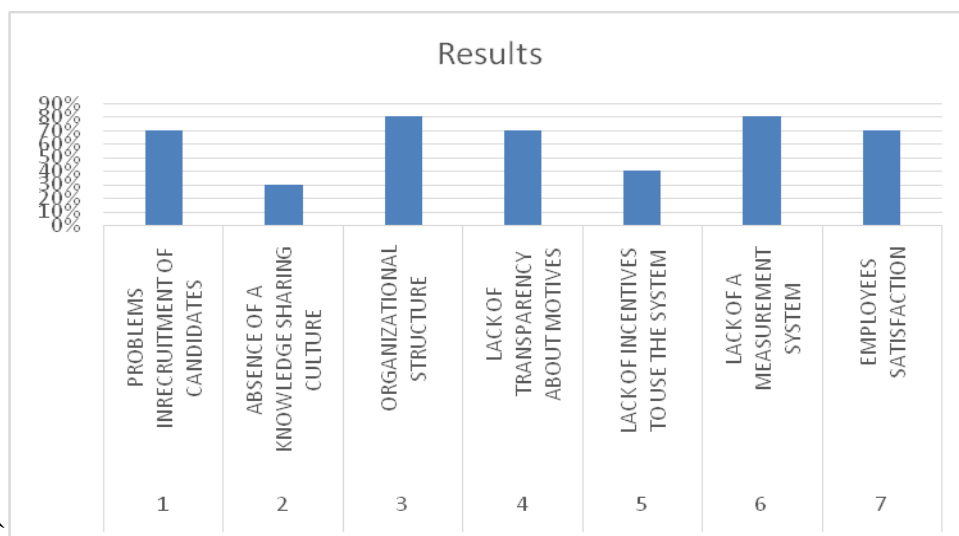
As the current study is empirical study, the researcher has selected 10 industries as sample size. For the current study, the researcher has focused on those respondents willing to participate and co-operate in order to ask the proper responses.

Result of the Study:

The data collected from the selected ten industries were analyzed and the average performance of it is given in the below table with the selected parameters of current study:

Sl.No	Parameters	Results
1	PROBLEMS IN RECRUITMENT OF CANDIDATES	70%
2	ABSENCE OF A KNOWLEDGE SHARING CULTURE	30%
3	ORGANIZATIONAL STRUCTURE	80%
4	LACK OF TRANSPARENCY ABOUT MOTIVES	70%
5	LACK OF INCENTIVES TO USE THE SYSTEM	40%
6	LACK OF A MEASUREMENT SYSTEM	80%
7	EMPLOYEES SATISFACTION	60%

Table number 1.1 Result of the Study



Graph 1.1 Result of the Study

As shown in the table 1.1, the result of the current study is shown and described as below:

- **PROBLEMS IN RECRUITMENT FOR CANDIDATES**

There are various methods used by small scale industries for the recruitment as campus interview, reference interviews, personal interviews, group interviews and even through private agencies interview. But the problem lies in getting the procedure of hiring the candidate who is aware of the changing trends in the market.

- **ABSENCE OF A KNOWLEDGE SHARING CULTURE**

Behind the success, or failure, of knowledge management process is the knowledge sharing culture is the prime reason. And to compound the problems, if an organization continues to ignore the fact that employees are hoarding content as opposed to sharing it, they are going to have a difficult time implementing it successfully.

- **ORGANIZATIONAL STRUCTURE**

The profound reason for the failure of knowledge management initiatives is the formal structure of most teams. Most such teams are organized by function, channel, division or product unit, each complete with its own recruitment, induction, and reward systems based on its “own” bottom line. This often results in confusion regarding the optimal enablement of a knowledge management strategy. Often the individual units start working in silos, without seeing the need for knowledge sharing within themselves.

- **LACK OF A MEASUREMENT SYSTEM**

For any process to succeed, there needs to be a well-defined measurement system for measuring its effectiveness. Knowing for sure that something works out of the box, is a great initiative for employees to contribute.

- **LACK OF TRANSPARENCY ABOUT MOTIVES**

All teams need to address transparency concerns. It’s important to acknowledge and address problems your team is facing head on. If the team employees are struggling to find the information they need to execute a campaign within budget and in a timely fashion, or if they have noticed a lack of consistency in the brand messaging, or if it’s taking too long to onboard new customers, etc., the senior management needs to hear it, and assure those concerned that these problems will be addressed with the implementation of a knowledge management solution.

- **LACK OF INCENTIVES TO USE THE SYSTEM**

A lot of managers tend to make the mistake of rewarding employees that submit the newest knowledge articles. While adding information to the knowledge base repository is important, this is the biggest reason junk gets collected in this repository, making it hard to find the relevant information.

Conclusion:

It is never is to change within a team, and especially one that’s as complex as a full-fledged marketing team. But if you follow the steps mentioned above, and epically avoid the pitfalls mentioned, then successfully launching a knowledge management solution shouldn’t be a difficult task.

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