



# THIRUTHANGAL NADAR COLLEGE

(Belongs to the Chennaivazh Thiruthangal Hindu Nadar Uravinmurai Dharma Fund)  
Selavayal, Chennai-51.

A Self-Financing Co-educational College of Arts & Science

Affiliated to the University of Madras

Accredited with 'B' Grade by NAAC

An ISO 9001: 2015 Certified Institution

**NAME OF THE DEPARTMENT: PG & RESEARCH DEPARTMENT OF  
COMMERCE**

**SUBJECT :KNOWLEDGE MANAGEMENT**

**TOPIC : INTRODUCTION TO KNOWLEDGE MANAGEMENT**

**STAFF NAME :Dr.N.SANTHANAVADIVU**

# MANAGEMENT OF ORGANISATIONAL KNOWLEDGE

- ◉ REGULATIONS OF GOVERNMENT.
- ◉ EMPLOYEES.
- ◉ PRODUCTS, SERVICES.
- ◉ COMPETITORS
- ◉ CUSTOMER CHANNELS
- ◉ SUPPLIERS

# PRESSURE OF ORGANISATION

- ◉ COMPETITION
- ◉ EMPLOYEE TURNOVER
- ◉ CUSTOMER DEMANDS
- ◉ TECHNOLOGICAL CHANGE
- ◉ REGULATORY CHANGE

# KNOWLEDGE DOMAIN

- ◉ SHARE KNOWLEDGE
- ◉ DISTRIBUTE KNOWLEDGE
- ◉ CAPTURE KNOWLEDGE
- ◉ CREATE KNOWLEDGE

# INFORMATION

- OBSERVATION & ANALYSIS
- CONSOLIDATION OF KNOWLEDGE
- THEORY GENERATION
- TESTING & APPLICATION

# AFFECTING KNOWLEDGE MANAGEMENT

- ◉ INTELLECTUAL CAPITAL
- ◉ INFORMATION
- ◉ COMMUNICATION TECHNOLOGY
- ◉ NEW ECONOMY
- ◉ GLOBALISATION

# KNOWLEDGE ATTRIBUTES

- ◎ DATA
- ◎ INFORMATION
- ◎ KNOWLEDGE
- ◎ WISDOM

# FEATURES OF KNOWLEDGE MANAGEMENT

- ◉ KNOWLEDGE IS DYNAMIC
- ◉ KNOWLEDGE IS AN INTELLECTUAL ASSET
- ◉ KNOWLEDGE IS EXPLICIT
- ◉ KNOWLEDGE FORMATION
- ◉ KNOWLEDGE INFORMATION



# TYPES OF KNOWLEDGE MANAGEMENT

- ◉ TACIT KNOWLEDGE
- ◉ EXPLICIT KNOWLEDGE

# STAGES OF KNOWLEDGE MANAGEMENT

- ◉ KNOWLEDGE SOURCING
- ◉ KNOWLEDGE ABSTRACTION
- ◉ KNOWLEDGE CONVERSION
- ◉ KNOWLEDGE DIFFUSION
- ◉ KNOWLEDGE DEVELOPMENT.