

Chapter-05

IN THE INFORMATION TECHNOLOGY INDUSTRY, A STUDY OF THE IMPACT OF KNOWLEDGE CREATION IN WRITING BUSINESS AND E-BUSINESS STRATEGY

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An organization's business and e-business strategy serves as a road map to help them select the right tools and solutions to achieve their goals and the context in which they operate on the internet. This study aims to shed light on the importance of Intellectual Capital (KM) in e-business plans, as well as the dependency of the growth of e-strategy and the bank's other existing strategies. In this study, tries to uncover all conceivable benefits of Organizational Learning (KM) and its tools, all possible gains of KM and its tools will be revealed. Conclusion: Organizational learning has significant consequences and benefits that can lead to the formation of new strategies, increased business process efficiency, and decision-making support.

Electronic commerce has transformed business operations but has yet to integrate well with internal knowledge management efforts. It is possible to accomplish three critical tasks by developing e-business-focused knowledge:

In the e-business environment, it is important to know what type of work organizations are doing. Make sense of how they're accomplishing their goal (know-how).

Learn why some company practices and practices are likely to alter in the coming years. (four) (know-why).

We look at how e-business knowledge helps three basic operating processes: management CRM, supplier management, and design and development management in this article. The success of an organization in attaining superior market results is dependent on these fundamental processes well as how on impact these processes. As a result, this study emphasizes the need of organizational learning in diagnosing and monitoring e-business-related changes.

THE OBJECTIVE OF THE RESEARCH

Primary Objective

- To study the role of KM in strategy formulation with reference to IT & Industry.

Secondary Objective

- To investigate the challenges and obstacles faced in Knowledge Management in the IT sector (TCS, IBM, Accenture, Infosys).
- A comparison of the KM tools used by the above-mentioned organizations.

CONCLUSION

Research shows that KM has a positive impact on IT organizations, but it also presents some challenges. Knowledge management is ensuring that all team members participate in knowledge sharing, collaboration, and reuse in order to achieve business goals. A combination of training, motivation/recognition, assessments, incentives and rewards is used to achieve this goal on a small scale within the organization's culture.

The only way to get people excited about a company's culture of learning, sharing, changing, and improving is not through technology. There is no point in launching a tool if there is no desire to disseminate the information.

Keeping up with technology and figuring out how to disseminate knowledge quickly and effectively is a big challenge. Because organizations' structures are constantly shifting, it is essential that a knowledge management (KM) tool be nimble, quick, agile, and responsive.

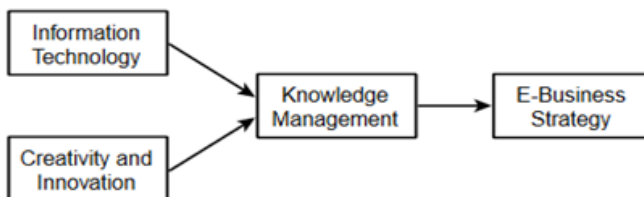
Decide where KM should be located within the organization. Is KM a part of HR, IT, or comm? Decisions made here will have a significant impact on the knowledge-sharing initiative and the community's long-term viability.

As a result of this study, knowledge managers looking to implement effective KM systems may want to focus their attention on the contributions and key roles of KM in business and e-business strategy in the IT industry.

Businesses are being forced to adopt new strategies as a result of the rapid advancements in information technology. The goals, culture, policy, and current strategies of the business should all be considered when developing an e-business strategy and plan (knowledge resources).

If the business has an effective knowledge system in place, CKO can lead the tion strategy project as a project manager. The company may develop an appropriate e-business strategy, effectively manage changes, and assess and estimate the project's cost/benefit/risk.

The sharing and exchange of knowledge should be supported by technology platforms. As a result, knowledge management is a blend of human, technological, and information resources.



IT vendors and industry solution providers have recently shown an increased interest in and use of the term "knowledge

management" in the corporate world over the last few years. Accordingly, despite their popularity, most implementations have been based on outdated business models and information-processing perspectives. If anything, it's difficult to explain why certain IT solutions fall under the category of "knowledge management" and not just "information management" or "data management," as some have argued. There are some consultants who believe that knowledge management is nothing more than the latest craze.

Knowledge management as an enabler of information strategy in the E-world of business necessitates a deeper and more precise understanding. A new approach to knowledge management was presented and discussed, departing from the industrial world's perspective on information processing. Human creativity and innovation must be combined with advanced information technology in order for businesses to meet the agility requirements of today's rapidly changing business environment. "Strategic" knowledge and knowledge management are explained to differentiate the proposed model from the outdated one.