Introduction to Knowledge Management

Lecture #1

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Lecture Objective

Students can explain Knowledge Management basic concept, brief history of Knowledge Management, and the importance of Knowledge Management for individual, community, and organization.
Knowledge

- Knowledge is an intellectual asset
- Using knowledge won’t consume it
- Transferring knowledge won’t lose it
- Knowledge is abundant but hard to use
- Knowledge could “leave” an organization
Shift of Age

- Industrial Age → Knowledge Age
- More worker doing less work → Less worker doing more work
- Cheap, homogenous labor → Expensive, expertise labor
Knowledge-based Organization

Organization which learns, remembers, and acts based on the best available information, knowledge, and know-how
Knowledge Management

The process of applying a systematic approach to capture, structure, management, and dissemination of knowledge throughout an organization in order to work faster, reuse best practices, and reduce costly rework from project to project (Nonaka & Takeuchi, 1995; Pasternack & Viscio, 1998; Pfeiffer & Sutton, 1999; Ruggles & Holtshouse, 1999)
KM Objectives

The basic aim of knowledge management is to leverage knowledge to the organization’s advantage (Nickols, 2000)

→ Facilitate transition of retiring and its successor
→ Minimize corporate memory’s loss
→ Identify critical areas and resources of knowledge
→ Build toolkit of methods to manage intellectual capital
KM is Multidisciplinary

- Organizational science
- Cognitive science
- Linguistics
- Information technologies
- Information & library science
  - Technical writing & journalism
  - Anthropology & sociology
  - Education & training
  - Storytelling & communication studies
  - Collaborative technologies
From Data to Knowledge

Data: content that is directly observable or verifiable

Information: content that represents analyzed data

Knowledge: content that is more subjective, based on individual values, perceptions, experience
Knowledge Classification

Tacit knowledge:
- Difficult to articulate, to put into words, text, or drawings
- Tends to reside within the heads of knowers

Explicit knowledge:
- Represents content that has been captured in some tangible form such as words, audio recordings, or images
- Usually contained within a tangible or concrete media
Brief History

1969 → ArpaNet
1980 → Expert System
1986 → KM concept
1989 → Start internal KM projects
1991 → Nonaka & Takeuchi
1993 → First KM book
1994 → First KM conference
Mid 1990’s → Start KM services
Late 1990’s → Implement KM and benefits
2000-2003 → KM courses in universities
Why KM is Important?

- Globalization of business
- Leaner organization
- “Corporate amnesia”
- Technological advances
KM for Individual

- Helps people do their jobs, thus saving time through better decision making and problem solving
- Builds a sense of community bonds within organization
- Helps people to keep up to date
- Provides challenges and opportunities to contribute
KM for Community

- Develops professional skills
- Promotes peer-to-peer mentoring
- Facilitates more effective networking and collaboration
- Develops a professional code of ethics that member can follow
- Develops a common language
KM for Organization

- Helps drive strategy
- Solves problems quickly
- Diffuses best practices
- Improves knowledge embedded in products and services
- Cross-fertilizes ideas and increases opportunities for innovation
- Enables organization to stay ahead of the competition better
- Builds organizational memory
Class Activities

Find an article on the Internet regarding Knowledge Management, summarize it, and discuss it on class
Thank you!

This is the end of today’s lecture.