

KNOWLEDGE MANAGEMENT IS AN ASSET TO BUILD CAREER: A CASE STUDY

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Abstract: *The process of creating, storing, Transferring, applying. saving organization knowledge is nothing but Knowledge Management. Especially, in an environment of intensive competition increased with globalization; creating knowledge has been a vital factor for organizations, in which they want to gain an advantage by innovative production. Every organization runs successfully with the advancement in knowledge and technology. Education institution has to play a great role in the creation of the valuable knowledge to develop the society. Education institution provides a strong platform to produce skilled knowledgeable human resources to the corporate and other sectors of the country. This paper designed with the intention that to know the knowledge transformation from the educational institution to the students to build our nation. The methodology adopted for the present study is observation and a structured questionnaire designed to collect the opinion of the respondents. The major intention of this paper is to produce skill and knowledgeable students as an output from every educational institution. The major finding for the present study is a good knowledge is the real asset of every student. A suggestion to implement is a good learning environment has to be created to develop professional qualities in the students.*

Keywords: innovative, skill, advancement.

Introduction

Knowledge means it's an eagerness to understand the new issues that arise across the planet. it is a food for thought which comes out from the fruitful discussion and reading knowledgeable materials. to make creative minds of youngsters in society the education institution has got to play a serious role. Education institutions or any organization has to maintain an honest library with the newest edition for the user. In most companies, they're maintaining a separate library for the sake of employee development. Organizational learning is one among the important sectors within the development of the organization. this will be maintained by the utilization of obtainable knowledge in their daily operation. A sound knowledge-based economy will always move a rustic within the development path to realize its entire dream to return true.

In a corporate, we've a separate department to empower the human resource on the idea of the knowledge so education institution has to work more to enhance the IQ level of the scholars to realize success in their field. Educational institutional libraries and lectures should match

the company expectation or other related areas during which students have an interest to develop their career. At present we will see that advancement in technology like usage of the web will give more advanced result and knowledge within the various fields. So library and school members even have to debate the useful information within the classroom. during a library, students even have to understand the usage of e-library or access free journals to develop their knowledge. So, students and lecturers even have to require a lively part in enriching their knowledge by effective use of school library and e-resources.

Effective Knowledge Management allows individuals and company employees to innovate, solve problems and communicate vital information to increase productivity within a business or organization. It enables people to seek out the knowledge at right time and it fosters efficiency and improves quality.

KM is defined as “Knowledge management is that the systematic management of an organization's knowledge assets for the aim of making value and meeting tactical & strategic requirements; it consists of the initiatives, processes, strategies, and systems that sustain and enhance the storage, assessment, sharing, refinement, and creation of data .” the main understanding of this definition in order to get a competitive advantage, organization must aim for knowledge management. There must be a correct channel for storage, assessment, sharing, refining, and creation of data. Any organization and Institution must have clarity and must communicate with its employees or users about the supply of data existence and it must create a cultural environment that conduces learning, sharing and knowledge creation.

The right knowledge should be available at the proper place to the proper person at the proper time therefore the structure of the organization must be cultured in such a way, that it enhances learning. Even institutions shouldn't be excluded from it, students must tend the proper knowledge at the proper time in order that they need more clarity regarding their careers. In today's world most frequently people confuse the words knowledge, Information, and data. So, it's more important to differentiate the method and these words. Within more technologically oriented disciplines- particularly involving information systems- knowledge is typically treated very similarly to information. it's seen as something one can codify and transmit, and where IT plays a pivotal role in knowledge sharing. as an example , the encyclopaedia at fact-archive.com defines it as: "information that features a purpose or use."

This kind of simplistic view of knowledge was particularly widespread during the 90s when information technology became increasingly more common. However even today, some KM systems are little quite information management systems using knowledge as a virtual

synonym for information. for instance , Theirauf (1999) defines the three components as follows: data is that rock bottom point, an unstructured collection of facts and figures; information is that subsequent level, and it's considered structured data; finally, knowledge is defined as "information about information".

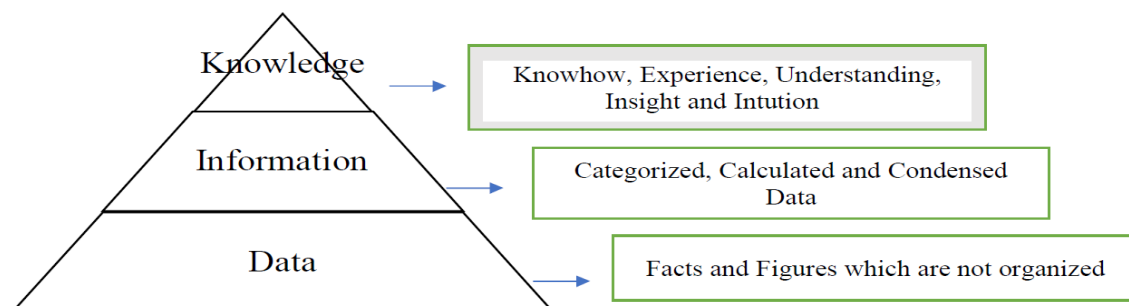
However, These treats knowledge as a more complex and personal concept that comes with quite just information. The Longman online dictionary has one definition that begins to approach the way that knowledge is usually regarded within KM. It states "the information, skills, and understanding that you simply have gained through learning or experience." Although still closely associated with information, concepts like skills, understanding, and knowledge begin to surface.

Defining Knowledge, Information, and Data

Data: These are the facts and figures which relay something specific. But there's no contextual information regarding pattern and Context.

Information: To convert data into information it'd be contextualized, categorized, calculated, and condensed. it's going to convey a trend within the environment or indicate a pattern of sales for a given period of your time .

Knowledge: Knowledge is closely linked to doing and implies know-how and understanding. The knowledge transferred by a person may be a product of his/her experience and it encompasses the norms at which he evaluates his surroundings.



Objectives of the study

To develop a knowledge-based economy in the education institution.

To create awareness about the latest happening in the world.

To know the students and lectures interaction in the development of knowledge.

To know the library part in the development of students and institutions.

To produce quality output from the education institution to corporate.

Methodology Applied

The present study has used both primary and secondary sources of data. The primary data was collected through the observation method and by issuing questionnaires. The theory was developed on the basis of the field study and by referring to secondary sources such as books, journals, and magazines. The present study was conducted by collecting the opinion of the 50 respondents who are passed from the institution.

Statistical tool

Chi square distribution and tabulation methods were used for sample analysis.

Importance of Knowledge in the present generation

1) Develop Professionalism

Knowledge based study creates qualified professionals like CA, Managers, scientist and Academician etc. Knowledge based work build professionalism in the career of the students.

2) **Identify career option:** A sufficient knowledge in the different subject matter will guide the students in which path they have to move. Knowledge will guide the students to move in a progressive path to build their career and also towards the development of the nation.

3) **Self employment:** A good knowledge in the area of the industry will encourages the young generation to become an entrepreneur in the society. So there is a much scope for the students to establish their own business or develop the small scale industry and create employment opportunity for the others.

4) **Team work:** Knowledge is also spread on the sharing basis between the students and faculty members. In this concept it will build a good relationship in the college. At present in the corporate sector we have the concept of team work in which each team members knowledge will be contributed to execute the project completely.

5) **Case Analysis:** In the industries each problem will be de defined in terms of case. The problem solving skill of the corporate will always depends upon the efficient and creative knowledgeable persons handling that task.

6) **Leadership:** Inspiring the students by providing referred journals or books on success stories of great leaders in the business field will make the students to follow the footsteps of the leaders. This will encourage them to build leadership quality from the student's day its self.

- 7) **Risk analysis:** Every business has to take risk to survive in the market. If the business man able to understand the risk that he has to take in the various segment of business then he will invest his capital through careful analysing various factors. This makes a creative knowledge over the subject will helps to analyze the risk and achieve a milestone in their business.
- 8) **Ethical Value:** If college library have a good books on ethics will inspire the students to follow its principles in their life. If the students follow ethical values in their college life itself it will create a new revolution in the country.
- 9) **Communication:** To market your qualification and place in a good company communication will play major role. A good book on communication will helps the students to improve their communication. .
- 10) **Positive thinking:** A good knowledgeable book will always create a positive impact on the reader. This will help the students to take any type of challenging job with a positive mind set.
- 11) **Technology Usage:** Now in a modern world each work will depends on the technology. Up gradation of your skill to meet the requirement of sophisticated technology is must. To develop the career he must be very flexible to adopt the changing technology. Knowledge up- gradation is also one of the important factors to improve our-self in the changing environment.

Empirical Approach

SA- Strongly Agree, A- Agree, N- Neutral, DA- Disagree, SD-Strongly Disagree.
 Note: M = Male, F = Female.

There is no significant difference that performance is always depends upon the knowledge of the person.

Sl. No	Questions	Place	SA	A	N	DA	SD	X ²	Accept/Reject
1	A good knowledge will always build with a help of lectures guidelines and referring library.	M	9	11	3	1	1	.79	Accept
		F	7	12	3	2	1		
2	Knowledgeable person is always respected in the all the sector.	M	9	10	3	1	2	.17	Accept
		F	8	14	1	1	1		
3	Students have to develop creative search for	M	9	13	1	2	0	.16	Accept
		F	10	11	2	1	1		

	knowledge.								
4	Education will guides us in which direction we have to develop our career.	M	7	14	2	1	1	.36	Accept
		F	9	13	1	2	0		
5	A good knowledge is the real asset of the every student.	M	11	12	2	0	0	.16	Accept
		F	10	13	2	0	0		
6	Knowledge always develop research mind in the students.	M	9	8	3	3	2	.33	Accept
		F	11	8	3	2	1		

Source: Primary Data

Note: Degrees of Freedom: 4. Value = 9.488 at 5% of level of significance.

From the above result it clear that all the statements are falls under acceptance region. So, from this it's clear that majority of the students feel that knowledge is the one of the important factor to develop themselves in their career. Knowledge helps the students to acquire the required skill to make them employable or create employment opportunity in the society. A knowledge-based library is the real asset of every institution.

Proficiency in managing the knowledge helps a person to achieve his goals.

SL No	Questions	Place	SA	A	N	DA	SD	X ²	Accept/Reject
1	A sound knowledge helps the people to take decision effectively.	M	11	11	3	0	0	.33	Accept
		F	9	11	2	2	1		
2	Develop professionalism	M	10	12	1	1	1	.35	Accept
		F	8	13	2	1	1		
3	Helps to build their career	M	9	13	1	1	1	.17	Accept
		F	8	12	2	2	1		
4	Develop ethical values	M	7	14	2	1	1	.37	Accept
		F	9	11	2	2	1		
5	Helps to understand the technology	M	11	12	1	1	0	.33	Accept
		F	9	12	2	1	1		
6	Knowledge makes man perfect	M	9	14	2	0	0	.01	Accept
		F	9	13	3	0	0		
7	Knowledge helps to achieve the desired task	M	7	13	2	2	1	.36	Accept
		F	9	13	2	1	0		

Source: Primary Data

Note: Degrees of Freedom: 4. Value = 9.488 at 5% of level of significance.

The above statements are formed on the students who are actually working on the organization. From this analysis it clear that all the statements are falls acceptance region under chi square test. It makes us that students are really benefited from the basic ground work done by the educational institute to promote their life. Some of them also express that company also maintains a separate library in the work place to improve the knowledge of the

employees. It makes that knowledge is needed in the every organization to survive and develop their career in the corporate or any sector. Knowledge is the powerful weapon for the employees to achieve their dreams in their career.

Findings

1. Knowledgeable person is always respected in the all the sector.
2. Knowledge helps the students and employees to match their performance with a desired result.
3. It and guides the students in deciding their career path in which they are interested.
4. Knowledge helps to achieve the desired result within a given period of time.
5. A good knowledge is the real asset of the every student.

Suggestions

1. College has to create and develop the knowledge for the use of society. It must understand the users of the knowledge and make available of the knowledge resources to the needy so that it will be utilized in the right way.
2. Students have to be encouraged to take up research projects to create new knowledge. When more emphasis on research is given it will encourage the students to search for resources and make use of the knowledge available in the institution.
3. A good learning environment has to be created to develop professional qualities in the students. In order to create that knowledge should be managed well in the institution. Sufficient amount of guidance and knowledge must be procured to the students so that they are very keen on their professional career.
4. A good ethical value oriented books will inspire the students to follow its principles in their career. So institution must maintain collection of such books and focus on circulation of it.
5. In college knowledge club must be formed to share and exchange of information. So that there wont be any sort of barriers to knowledge flow.

Conclusion

College is the one of the best place to share and exchange of valuable information. Knowledge will be always generated from the college library. So it's the duty of the college authority to develop a well established library with all the facilities for the development of students. Internet is also one of the important factor to get the latest information updates in the various field. Knowledge makes the person to achieve his dreams in the short span of time and to lead a happy life in the society.

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