



## Research Paper

## A Study on Information Processing Models of Knowledge Management

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| Abstract  | Manuscript Information  |
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| <p>Memory of present generation is not as quicker as it was of old generation due to growing technology, environmental changes and with varying life styles, we are more dependent on technology and technology has become necessity for us more especially for youth. In olden days, whatever now we store in books all the same man used to store in their brain through poetry, literary fun, riddles, mimicry, stone carving, painting and all they keep on training their young ones physically and verbally, what men learn in their life they keep on passing to next generation, at that time there was no such modern technological devices such as; computer, CDs, hard disk, pen drive and cassettes etc. Even though we have technological edge still we need to learn many things through practice for the up gradation of many new things to store and manage knowledge of growing needs of the society. The process and prospects of technology depends upon; 1. Need of Knowledge 2. Problem recognition, 3. Idea Generation, 4. Filtration of Idea, 5. Finalization, 6. Adaptation, 7. Development of Trust, 8. Generate Originality, 9. Proper Coding and Decoding, 10. Judgmental Analysis, 11. Transfer, 12. Practice and Preservation, 13. Review, 14. Adjustment and Modification. Knowledge is essential for getting employment. Everyone learns how to do his work, and by applying this information to new circumstances, it can be reprocessed later in similar other activities. Data management's primary goal is to make knowledge useful for other people or for an entire organization. This paper examines novel concepts and presents a fresh approach to knowledge management. Additionally, knowledge management is becoming more and more interesting to researchers as well as practitioners in businesses. These days, many companies are starting knowledge management programs in the hopes that their work would improve how knowledge properties are used for commercial purposes, benefit and true application of humanity for sincere human beings for the welfare of the future planet. Through the development of realistic prototype possibilities in information processing modalities, researchers will assess the viability and possibility of preserving knowledge for future generations.</p> | <ul style="list-style-type: none"> <li>▪ ISSN No: 2583-7397</li> <li>▪ Received: 02-03-2024</li> <li>▪ Accepted: 05-04-2024</li> <li>▪ Published: 08-04-2024</li> <li>▪ IJCRM:3(2);2024:141-147</li> <li>▪ ©2024, All Rights Reserved</li> <li>▪ Plagiarism Checked: Yes</li> <li>▪ Peer Review Process: Yes</li> </ul> |
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**Keyword:** Information process, Knowledge management, Models.

## 1. INTRODUCTION

Knowledge is the process of gathering information and storing the same in our mind and uses it whenever we require as per our preference, we keep on receiving millions of thoughts in our day to day life, do we store all, we store only relevant and crucial and useful information, rest we either deliberately ignore or forget very soon. Scientists have proved that whatever information we receive in our life, an average sharp brain forgets 90% of information within 24 hours, rest 8% within one month and we retain less than 2% information for more than one year. After one year we retain only less than 0.25%. Question strike that why we are not able to retain too much information for longer period and the answer is simple that we use our brain very less. An average human being use only 0.001%. Do we know that how much percent of brain Galileo and Einstein used, only 2% and 2.5% respectively and what height both of them have achieved in short span of life, think for a while if all we use even half of them in our real life.

We would have achieved many fold progress in our real life but instead of using wisely and productively, we remain busy in unproductive things and irrelevant issues that is why we need knowledge management. Today we have varieties of things to store knowledge such as books, cassettes, CDs, hard disk, RAM, computer, laptop, pen drive. Think about those ancient days when no such material devices were available and even then they managed all better than today's world. As how lord Rama develop Pushpak-Viman and Bharmatra to destroy Lanka, Most recent is how prophet Mohammad transcribe the holy Quran to entire Muslim community which is still revered among the entire world, the ancient ways of knowledge management were poetry, literary fun, riddles, mimicry, stone curbing and painting. How the live commentary of Mahaabharata was narrated without any cable or satellite network. What we are doing today all would have been achieved much earlier even much more before than today.

An enterprise's most valuable asset is its knowledge. Knowledge is sometimes mistaken for data or information. Additionally, history has demonstrated that knowledge can only be attained by those who put out a concerted effort. Knowledge is defined as the state or reality of being familiar with something through association or experience in the Merriam-Webster online dictionary. The study of knowledge management is expanding in the modern day. Knowledge management is also subject to several management concepts.

### Using technology to manage knowledge

Once technology is captured and made easily understandable and useable by others, it can greatly expand the know-how and experience that people are preoccupied with. These days, standard and widely-used devices for storing content in paper format for sharing with others include activity reports, meeting minutes, conference proceedings and document management systems used by businesses. More recently, methods for gathering and sharing information have been expanded by the availability of electronic databases, audio and video recordings, interactive tools, and multimedia presentations. These tools are becoming widely available even if they are not yet available in

many parts of the world. This is a rare chance for emerging nations to gain Knowledge from the technological revolution.

### Knowledge transmission through electronic technologies

The knowledge management movement has benefitted from the advent of the World Wide Web. When used effectively, information technology offers a vast knowledge base that can be quickly accessed, shared, and is immediately useful to the user. The majority of today's technical tools tend to facilitate the transfer of knowledge while providing less support for its application. Traditional technologies like in-person conversations, the phone, email, and paper-based tools like flip charts are among the most approachable ones.

### Reluctance to acquire fresh information

The sad truth is that people find it difficult to learn new information if it contradicts their preconceived notions. Francis Bacon observed the phenomenon, known to psychologists as 'confirmation bias', four centuries ago. It refers to the human tendency to absorb information that confirms and validates an opinion once it has been formed.

When news comes out that contradicts what we believe to be the objective reality, we tend to assume that there must be a problem with the other source quickly. Confirmation bias also helps us in a lot of ways. However, it means that new knowledge is not usually shared just by being made available; this has implications for knowledge transfer. We need to develop other communication strategies if we hope to convey fresh information to those who disagree with us.

## 2. LITERATURE REVIEW

According to **Penrose (1959)**, increasing knowledge not only makes a firm's productive opportunity alter in ways unrelated to environmental changes, but it also adds to the opportunity's "uniqueness" for each individual firm.

According to **Drucker (2001)**, who introduced the terms "knowledge worker" and "knowledge work", the productivity of manual labourers was raised by the first knowledge workers—Taylor's industrial engineers.

Business organizations have an intrinsic interest in utilizing both the company-owned business expertise and the individual knowledge of their employees, according to research by **Gao, Fei, Li, Meng, and Steve Clarke (2008)**. Rather to more general, social and scientific information, what we refer to as business knowledge here is practical knowledge, or knowledge that is helpful for management, production, service, and innovation in industries.

Knowledge is "a fluid mix of framed experiences, values, contextual information, and expert insight," according to **Davenport and Prusak's (1998)** analysis.

"A capacity that builds on information extracted from data or the set of expectations that an observer holds with respect to an event" is how **Boisot (1998)** defines knowledge.

According to **Gao (2002 & 2003)**, this understanding highlights the thinking, feeling, and acting capacities of knowledge agents and contributes to solving the puzzle of how invention, creation,

and discovery are accomplished by them. Acquiring current knowledge and producing new knowledge require an understanding of the significance of novel approaches and methods of doing and thinking.

According to Li and Gao (2003), implicit knowledge, also known as tacit knowledge, is the knowledge that is understood or shared by individuals or groups that are unable to communicate it directly (for example, because of cultural constraints) in an appropriate setting.

Organizations have realized that knowledge management can improve their bottom line, but more significantly, they regard knowledge management as a means of gaining a competitive advantage, according to studies by Gloet and Berrell (2003), Lee and Yang (2000), and Prasad (2001).

According to a research conducted in the USA by Ofek and Saravay (2001), of the top 40 management consultancies, more than 60% of them cited knowledge management as a critical component of their companies' success.

Will work performance be enhanced by knowledge management?

According to a McKinsey Global Institute Report, an effective knowledge management system can increase productivity throughout the entire organization by 20 to 25 percent and cut down on the amount of time needed to find information by up to 35 percent. The importance of a knowledge management system is further supported by International Data Corp. findings, which show that Fortune's 500 businesses lost over \$31.5 billion annually as a result of not sharing knowledge.

Business firms will require access to a trustworthy knowledge base as it expands in order to function efficiently, satisfy customers, and boost sales. In the absence of a knowledge management system, the staff members will have to retain themselves on procedures and knowledge. That is an expensive and ineffective practice. Furthermore, if a knowledge leader or legacy employee quits the organization, it could also be at danger of losing that procedures or data.

Individuals' knowledge and expertise can go a long way if they document and explain it in a way that makes it accessible to others and facilitates their utilization.

In his dialogues, the Greek philosopher Plato distilled and clarified the ideas of his teacher, Socrates, so that generations after him could learn from and discuss Socrates' ideas, reinterpret them, and be inspired to generate new ideas and original thought. Similar knowledge-sharing roles have been performed by the pyramids of Egypt and Mexico, the Analects of Confucius, and Sun Tzu's *The Art of War* in other cultures.

These days, standard, widely-used mechanisms for storing content in paper format for sharing with others include activity reports, meeting minutes, memorandum, conference proceedings, and document filing systems used by businesses.

More recently, methods for gathering and sharing content have been expanded by the availability of electronic databases, audio and video recordings, interactive tools, and multimedia presentations. While these tools are not yet widely available in developing nations, they are spreading quickly and offer a special chance for these nations to gain the most from the current

technological revolution: low-cost telecommunication systems can help nations advance through remote health and education programs, as well as improved access to foreign markets and private sector partners.

The process of transferring knowledge is still intrinsically challenging, even with the aid of contemporary instruments, as people who possess knowledge may not be aware of it, appreciate its value, or be able or ready to share it with others. It is frequently not evident when someone is willing to embrace the knowledge of others, even when they do so. As a result, knowledge is "sticky" and retains in people's minds.

## FIVE OUTSTANDING EXAMPLES OF KNOWLEDGE MANAGEMENT

### 1. Spartan Race

The knowledge base of Spartan Race is an illustration of a knowledge management system. First, on our knowledge management list is Spartan Race, a leader in obstructing forces with a global following, thanks to its customer-focused self-service approach. Spartan Race is aware that no two consumers are the same when it comes to their relationship with the brand, and that providing information that is tailored to each customer's particular demand is essential to the company's success in knowledge management. Spartan Race, first and foremost, offers 40 assistance centres that are tailored by nation. Customer inquiries about events unique to their area, for example, frequently differ based on the customer's location in the world. Next, inside each assistance centre, information is tailored to certain user groups, such as volunteers or racers. Spartan Race can guarantee that customers can quickly locate the appropriate content for their unique needs by utilizing best practices for content organization, such as labels. Furthermore, Spartan Race leverages artificial intelligence (AI) to apply its expertise prior to a consumer accessing its support centre. Spartan Race included Answer Bot in the Web Widget to provide self-service alongside live help options, such as on the homepage of their website, after getting a high volume of commonly asked questions over chat. AI enables the company to provide knowledge that is customized for every person and their environment, allowing clients to receive assistance from their current location. Additionally, Spartan Race keeps consumers at the centre of content maintenance by using data from how customers engage with Answer Bot to continuously update help centre articles. Due to the fact that races are usually held on weekends, Spartan Race, a small team, has found Answer Bot to be especially useful when customer inquiries surge during races. This allows consumers to receive prompt responses in real-time. In general, it enhances the agent experience by enabling agents to divert incessant inquiries and boost efficiency. Spartan Race has witnessed a 9.5 percent decrease in conversation volume after implementing Answer Bot, and it has been able to grow its live chat support crew, daily availability by three hours due to time savings.

## 2. Vend

Accessing the fundamental information on getting started or when something isn't working is made simple using Vend's help centre. The retail management software provider approaches knowledge management from a user-centered design perspective, organizing content around product sections for easy navigation and featuring the most popular content at the top that users may further filter by category. Knowledge Centered Service (KCS® approach), a sophisticated knowledge management program operating behind the scenes, supports the elegantly straight forward knowledge base that is visible to us on the front end. Knowledge management strategies, or KCSs, allow a support team to be flexible and enhance their help centre over time by enabling agents to take part in the production, exchange and maintenance of knowledge. This implies that each agent at Vend has the ability to create content and functions as a knowledge manager.

"After an agent finds the solution, they apply it to the ticket and solve it, or write the answer as an article to be published in our help centre if the article doesn't already exist" - Vice President of Support at Vend, Talei Wood.

Vend has witnessed a 40 percent rise in one-touch solves, a 650 percent increase in help centre articles, and a 29 percent improvement in customer satisfaction since deploying KCS. Vend encourages agents to modify information in response to consumer requests, obtains a priceless chance to enhance its commercial procedures overall and learn from its clients. Because of this, the support staff must have a knowledge management system that gives agents the resources they need to share and distribute content. Benefits of doing so include the following: knowledge base software, which enables agents to record their expertise and add to or edit help articles, is almost three times more likely to be used by High Performers, according to Zendesk research.

## 3. Khan Academy

The non-profit Khan Academy, which aims to provide free education to everyone, anywhere, knows that one of the key components of its success is consumer interactions on its website, particularly at the busiest times of the school year or, more recently, when schools went online because of COVID-19. With a clear search bar, well-organized knowledge base, and well-organized content categories based on its target customer segments—parents, teachers, and students—its help centre is easy to navigate. However, Khan Academy's knowledge management approach also incorporates something special: a vibrant community that is centrally located within its support centre. Utilizing the potential of peer-to-peer information exchange is a fundamental component of Khan Academy experience, and a superb illustration of knowledge management. Customers are the greatest people to ask questions if they have any. Members frequently ask questions about exponents or require help on how to make a child who dislikes math like it.

"Our neighbourhood is a treasure. Such a genuine and helpful bunch of folks is difficult to come by on the internet". Laurie Le Duc, Khan Academy's Senior Community Support Manager.

## 4. Canva

As they say on Top Chef, presentation and plating are crucial. Canva, a visual design platform, is one of the people who understand the significance of presenting one's knowledge as neatly and artistically as possible. The finest aspect, Even for non-designers, Canva's knowledge management procedure and help centre design tactics are quite easy to use. With its comprehensive sidebar of information, straight forward category titles, and well-thought-out organization techniques, Canva's help centre makes it easier for users who are self-sufficient to locate solutions. It also features clear images on frequently asked customer issues and a visible search bar, which is an essential knowledge management strategy. Another feature of Canva's knowledge management is a clear "Contact us" part to guarantee that clients may get in touch with assistance whenever they require it.

## 5. Tesco

Self-service can help employees— internal customers—have a better experience, much like it does for customers. For that reason alone, Tesco, the massive grocery chain, made co.'s list of knowledge managers. Tesco's internal knowledge base is essential in relieving the load on its help centre managers, who handle over 40,000 requests a week in its technology department alone. This enables the managers to divert attention from short, repetitive questions. Its knowledge repository serves as a one-stop shop for information for its 460,000 employees spread across 9 countries by consolidating all of the organization's service desk capabilities into one location. Similar to other businesses that we are aware of management list, Tesco is aware that effective back-end procedures and methods are necessary to enable a flawless front-end assistance centre. Tesco encourages its designated help centre managers throughout the organization to edit and submit material as part of its internal knowledge management strategy. This helps to ensure that articles are current and best meet the needs of Tesco's internal customers.

### **A good knowledge management system should include what?**

One thing unites all five of these information management case studies: they provide an elegant front end bolstered by intricate backend techniques and procedures. A well-designed knowledge management system should be simple to use and responsive to the needs of the clients. Thus, keep in mind that effective knowledge management systems necessitate the clear and concise presentation of the knowledge, as well as strategic presentation.

## 3. THE OBJECTIVE OF THE STUDY

The broad objectives of the study are;

1. To examine how the information moves in the field of Knowledge management.
2. To develop modal for the execution and implementation of knowledge when there is total vacuum.
3. To generate viable source for succeeding source.



**4. RESEARCH METHODOLOGY**

The present study is exploratory as well as descriptive. It is based on primary information. Comprehensive survey has been carried out before the introduction of the knowledge processing model. Based on broad analysis of secondary source of information from e-books, e-journal interaction with experts, study of old scriptures keeping in mind the changing environment and philosophy of man and society with multi-dimensional changes of nature and with impact on the human mind. For the introduction of knowledge processing model a circle diagram has been used.

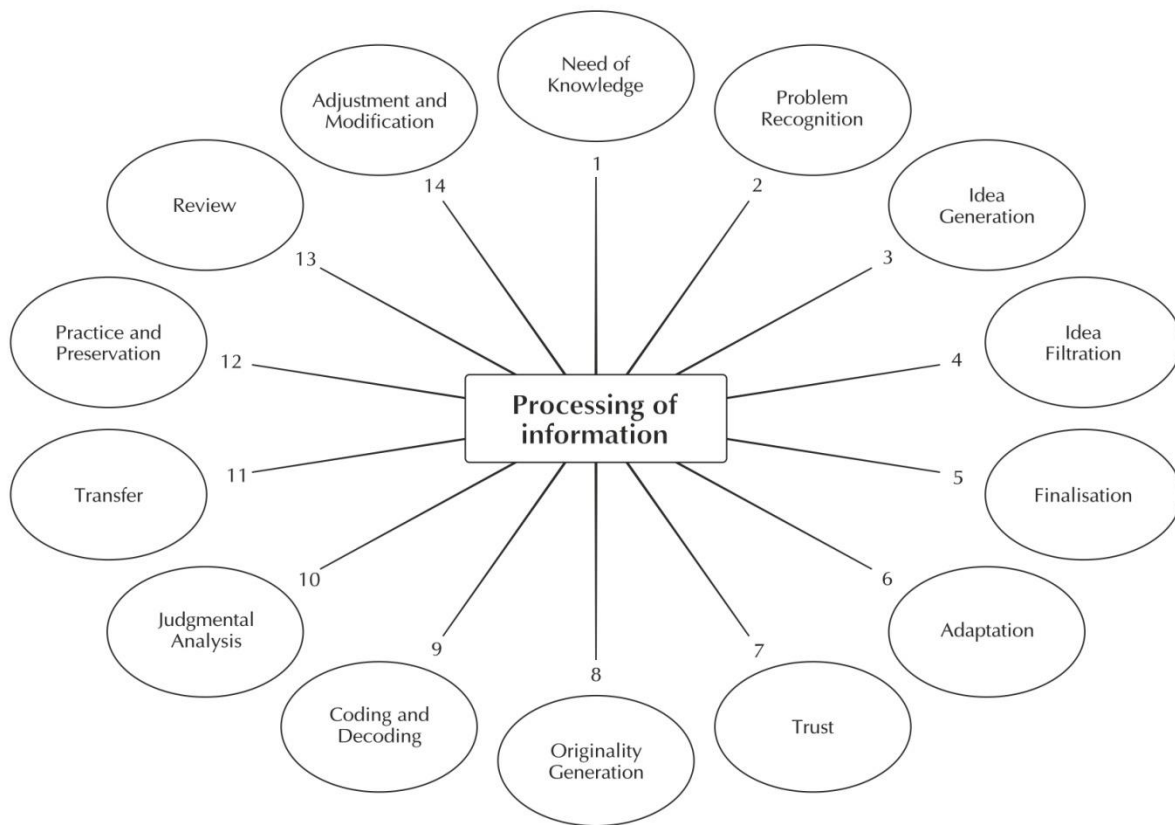
**LIMITATIONS OF THE STUDY**

The main limitation of the study is time, therefore only information processing model of knowledge management has been introduced before going through the critical review of other knowledge processing models.

**5. FINDINGS OF STUDY**

The results obtained through the study have been presented in the following figure in this section.

**Knowledge Management Cycle / Model**



**Source:** Primary information.

**1. Need of knowledge**

Basic parameter of knowledge is required everywhere and every movements. Man relishes the need of knowledge when starts living in organized unit and faces many obstruction and problems to come out of trouble. For this, generated skills of analyzing the all issues in detail with approach for best possible solution keeping in mind the time span/ life cycle with optimism and well being for there successor develop ways for processing and preservation of knowledge in the form of information processing for coming generation.

**2. Problem Recognition**

Only problem can develop and generate knowledge, therefore, the next step is to identify all Problems and list down priorities. Generate best possible solutions with possible full operational capabilities without wasting time as wastage of time in diagnosing is loss for future generation, there could be obstruction but the best can be extracted and expected from proper judgmental analysis if we are able to put best solution. Knowledge means preserving it for future life.

### 3. Generation of Ideas

Well-wishers of progress and prosperous future world anticipate future in advance after pure hard work, generate best ideas and put in practice then test and put for the best solutions of anticipated problems for generating ideas we need proper emotional intelligence, pure sense and clear intention of heart, combination of heart and mind and proper knowledge management and anticipating needs and problems of the society.

### 4. Filtration of ideas

All ideas must be tested impartially, put in practice for trial but main thing is, how to filter and who will filter the idea, for this, there should be comprehensive knowledge and proper understanding of need of society, protection and safety of future world with optimism and genuine trust on operation and execution for the wellbeing and sound prospects of life. Information without prospects of life is useless and cannot be put in practice.

### 5. Finalization

After filtration of many viable ideas the best idea must be finalized after due care for best possible results, have trust on operation and execution, proper support and vision must be translated in reality, all obstruction and doubts must be removed before giving the final nod to operation with best possible support to execution. In fact finalization of best idea depends on operation and execution, both must be 100% involved before finalization.

### 6. Adaptation

Idea finalized must be adopted for operation and execution, for this there should be no letup and reluctance in the mind of those who are directly involved in practice and operation. Operator and executants must have all authority and power to develop, produce, create and operate as per decided and accepted form and type. Best option is to put best with optimistic mind before real transfer.

### 7. Development of trust

Without trust and confidence, possibility of retaining and processing of knowledge looks dismal. Knowledge must be based on optimism and projected development including scope target, present and future need of coming world and possibilities of sustenance on the basis of honest and pure organizational skill with supportive proper analysis.

### 8. Generate originality

Knowledge created and developed must be original, best and unique for well-being of mankind as knowledge is only relevant for the use and operation of best possible mannered society, where we require originality not vulgarity. If knowledge is directly discovered and invented with divine virtues, then essence of truth, reality & purity should be the role model for the prosperity of future world, which can be revered like GOD.

### 9. Proper coding and Decoding :

Proper coding and decoding require understanding courage and unique link with central command of mind, heart, vision with full of hope without any interruption of any wasteful thoughts for this appropriate atmosphere and supportive nature is required for the operational and executive need of two unique pure souls whose understanding should be more poise like GOD.

### 10. Judgmental Analysis

Creator, operator, regulator must have versatile excellent unique judicious judgmental analysis and pure understanding of the ability with command on the law of nature, as the nature can create and destroy all hopes for all odd. Projected prospects of knowledge management have all relevance and viability. Mere day dreaming without intersection and proper mixture of required vocabulary and language command cannot be transferred, for transfer and control, unique relevant desired language is must with understanding of faith and best trust of succeeding followers.

### 11. Transfer

Merely generation and production of knowledge and information is not sufficient, equal responsibility of operator and executants passes to next generation for progress and source for best use for coming world so that the successor take it as base and by taking base they can advance further for noble cause and mission of pure world with best truthful for retention and reproduction to be mentioned in natural process, one must know that present technology may get outdated may be a stage come that there will not be any technology and answer will remain infinity without hope then, source will be pure reliable ability of genes of truth.

### 12. Practice and preservation

Researchers must anticipate all possible threats, danger, and uncertainties, do their best for developing all possible means of solution with full proof practice with their own capability and potential work with direct efforts as single mistake can block all hopes and possibilities for the scope of future world. Researchers must have full trust, confidence, mutual trust, potential with pure intention to save future poise world with honor and on dignified mean on unique modal of prosperity and well being of mankind and Mother Nature along with mothers of future knowledge developed must be preserved for future use of coming generation in minimum space at minimum cost.

### 13. Review

Researchers, developer and creator must not sit idle, salient and leave everything on the mercy of nature and cruelty of the world. They must judge and review their progress time to time, become own judge and critics so that best can be expected and extracted. Best thing in review is preparing the future world by accessing the present in dark patches of past, while developing the information and knowledge with the best use of available

natural resources. In fact, intellectuals are those who anticipate and predict future in advance with their own unique knowledge.

#### 14. Adjustment and modification

Information and knowledge management can never be final. It always have scope for adjustment and modification keeping in mind scope, value utility, power of truth, reliability, trust along with confidence and ability of creator, developer, operator and executants but final say of operator and executants matter who face the reality and truth so the best option is final domain must be pure along with range and capability Of Generator, Operator and Developer of Real tangible future world.

The knowledge management cycle demonstrates that when one begins working in a new field, such as when utilizing new tools, techniques, or technology, or when an unmet need or problem is discovered, one begins to gather new ideas. These ideas are innovative in nature and relate to meeting needs or finding solutions to problems. Information or ideas are gathered, evaluated, filtered, and then finalized to be used for problem solving and then adopted, as well as transferred to other organizations for benefits. After a while, we usually start to examine the concept due to shifting issues or the emergence of new issues, certain modifications or adjustments are always made to ensure that the needs or problems are met. New ideas are then incorporated in an effort to find novel solutions to the issues or needs, and the cycle continues.

#### CONCLUSION

A number of results have been reached thanks to the model's analysis. According to the study, knowledge is the result of acquiring information, storing it in our minds, and using it as needed to suit our preferences. Knowledge is essential for getting employment. Everyone learns how to do his work, and by applying this information to new circumstances, it can be reprocessed later in similar other activities. These days, many companies are starting knowledge management programs in the hopes that their work would improve and knowledge properties are used for commercial purposes. Believe the improved utilization of knowledge assets for commercial profit will be the outcome of their efforts. Knowledge management's primary goal is to make knowledge useful for other people and/or for an entire organization. Knowledge management is important for both a business and the individuals who work there. The interest in knowledge and knowledge management is growing among researchers as well as organizational practitioners.

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