

KNOWLEDGE AND INFORMATION MANAGEMENT SKILLS FOR WORKPLACE

Student Name: **Natalia-Antonia Baluta**

Student Id: **1811783**

Module: **Knowledge and Information Management Skills For The
Workplace**

Lecturer Name: **Mohamed Kalam**

Contents

INTRODUCTION.....	3
COMPANY OVERVIEW.....	3
LO1	Error! Bookmark not defined.
RELATIONSHIP BETWEEN DATA, INFORMATION AND KNOWLEDGE.....	4
RELATIONSHIP BETWEEN INDIVIDUAL KNOWLEDGE AND ORGANISATIONAL KNOWLEDGE.....	6
ANALYSIS AND MODELLING TECHNIQUES TO IDENTIFY KNOWLEDGE ASSETS	8
EVALUATE ACTUAL AND POTENTIAL KNOWLEDGE ASSETS.....	11
LO2	12
WHAT IS REQUIRED TO CREATE, STORE, APPLY AND INTEGRATE KNOWLEDGE.....	12
IMPORTANCE OF INTELLECTUAL PROPERTY RIGHTS.....	14
LO3	16
THE CONTRIBUTION THAT KNOWLEDGE ASSETS HAVE ON SAINSBURY.....	16
EVALUATE THE KNOWLEDGE REQUIREMENTS FOR THE ORGANISATION	17
ORGANISATION'S FRAMEWORK FOR ENABLING KNOWLEDGE SHARING.....	18
RECOMMENDATION FOR IMPROVEMENTS TO THE CURRENT FRAMEWORK.....	19
CONCLUSION.....	20
REFERENCES.....	21

INTRODUCTION

Effective knowledge management enables the individuals and the employees of the organisation employees to innovate, solve the problems as well as communicating the vital data to enhance the productivity of the company. By allowing individuals to identify the data requires the management of knowledge that enhances the effectiveness and enhances the quality (Wang et al., 2016). In this assignment, the discussion will be done between the data and knowledge that explains the affiliation amongst individual information and the knowledge of the organisation. Also, different modelling techniques that identify and evaluates real and impending knowledge assets.

In the second part of this report identification and evaluation will be done of integrated knowledge as well as property rights. In the last part of this individual report, the impact of knowledge assets will be identified that will evaluate knowledge requirements and the evaluation of the company's background for allowing knowledge allocation. At last, the recommendation for the development of the framework will be also given.

COMPANY OVERVIEW

The company chosen for this report is Sainsbury because it is a big retail company and makes easier for the identification of management skills. It was found in 1869 in John James Sainsbury which comes under retailing industry and is also a public limited company and is present in 1,428 number of locations in the UK (Sainsbury, 2020). This company has its headquarters in London, the United Kingdom that provides grocery products in the form of Supermarket, Hypermarket and Superstore. Sainsbury has its yearly revenue of £29.007 billion and total 116,400 number of employees are presently working in this organisation.



Figure 1 Sainsbury Logo

Source (Sainsbury, 2020)

RELATIONSHIP BETWEEN DATA, INFORMATION AND KNOWLEDGE

A basic understanding of data, information and knowledge benefits in comprehending of the knowledge management system. These three aspects are explained as under –

DATA

Data is known as the assortment of different objects measures and facts as well as the events out of the context as the data has no reference to space and time. In some advance, it states that collection some objects and results of some procedures that are known as data is also the unprocessed information (Abubakar et al., 2019). Data is the fact and figure that depends on something particular and is also not organised in any other way that offers no information for the future concerning the background and outlines. Data is also the characteristics of the information that is generally numerical and is collected with the help of observation. In the more technical sense that data is a set of the standards of quantitating as well as qualitative variables data is also something that is converted into information. Data is the aspect that is collected, measured, reported and collected as well as identify which is visualised with the use of images, graphs and different analytical methods. Data is usually the concept that refers to the fact that the data is represented by the effective usage of data. Data is much time required to collect the characters and numbers before it is cleaned which is also corrected by the research (Wang et al., 2016).

INFORMATION

Information is nothing which is refined in the form of data that is beneficial for comprehending the meaning also on the other hand information is combined with the experience as well as intuition. The information enables us to expand the knowledge beyond the range as it is the outcome of data processing that makes it significant for different users. The procedures that give a meaning of the data that represents the symmetry for the phenomenon as information can be thought of the uncertainty (Mohapatra et al., 2016). The information has many different meanings in a different context as the concept becomes related to the notion of communication, perception, knowledge and understanding. Information is also related to the data as the information presents the values attributed to the parameters as well as information in the context with different meanings attached. Information, on the other hand, is also related to the knowledge which indicates the

comprehending for the tangible idea. Information plays a major role to solve the uncertainty of the event.

KNOWLEDGE

Knowledge is the knowledge, attentiveness or the comprehension of something like skills, objects and facts. By many of the accounts and knowledge can be acquired in many different methods from various sources including the limited to perception, practice and memory. The term knowledge is stated to the applied comprehending of the topic which is implicit and explicit. Knowledge is the primary subject of the field as the definition of knowledge (Dalkir et al., 2017). It also refers to the knowledge that generally refers to the knowledge of individual as knowledge is closely interconnected to implement different factors. The knowledge that is possessed with every individual is the product with each experience that encompasses the norms by which it examines new inputs. Knowledge includes the values, framed experience, expert insight and contextual information that offers the framework for analysing and incorporating new information and experiences. Knowledge also originates and implement it in organisational routines norms and practices. Knowledge data and information has some clear boundaries to identify which knowledge in some different methods that can be accessed (Barnes and Milton, 2018).

RELATIONSHIP BETWEEN INDIVIDUAL KNOWLEDGE AND ORGANISATIONAL KNOWLEDGE

The division amongst organisational and individual knowledge demands diverse sets of management strategies in knowledge management. Scholarship and knowledge distribution in Sainsbury begin with the individual's dimensions, learning, skills and statement and the methods all impacts a distinct involve in the work situation. The culture of work impacts enormously operative individual work for knowledge sharing and learning that encourages staff. Further establishing and assistant minimum values in communication and different capabilities that are relevant to learn the needs of the commitment of resources as well as leadership (Andriani et al., 2019). For example- Knowledge management workshops were run to establish what works well and what doesn't well; employees from across the enterprise were included in discussions of how to best roll out the transformation program.

Individual performance objectives include the agreed personal learning routes that integrate the learning and knowledge sharing actions like learning exchanges that have the opportunity for developing the job coaching and communities of practice. Individual knowledge results in intellectual capital as it behaves like any other tangible resources that become the organisational knowledge with effective potentials to develop the competitive position of Sainsbury. Also, the technological approach relies predominantly on the analysis of explicit knowledge under the banner of intellectual capital that typically focuses on the quantification that implicit the individual knowledge which forms the backbone of organisations knowledge assets (Imran et al., 2017).

Therefore, the knowledge and the skills of the workforces of Sainsbury and the individual knowledge of the platform upon which the skill is based which represents the performance of the organisation. This type of individual and organisational knowledge also includes technical effectiveness and creativity as well as critical and analytical thinking. Individual knowledge management is a procedure of collecting information that the individual uses to collect and classify the knowledge in the daily actions and the method in which these processes support the work actions. The method in which the process benefits the action of work in Sainsbury it is a response to the concept that knowledge workers require to be responsible for the individual development as well as learning as this approach is very effective for individual and organisational knowledge management (Harlow, 2018).

Also, the organisational knowledge is collective knowledge, as well as capabilities that are possessed with the help of individuals that belong to the organisation, the living kind of information that is communicated effectively, is also used by the individuals. This type of knowledge can be very complex to retain and transfer (Abubakar et al., 2019). These type of knowledge are crucial resources as it requires the organisation to make sure the conformity of the outputs. Organisational knowledge is the assets that are not quantified as the collection of individual knowledge offers the benefit. The organisational knowledge also exists in different shapes as well as forms in Sainsbury two kinds of knowledge can be defined which is explicit and tacit knowledge. Variations include the extent to which the knowledge that is spread in an organisation and actual knowledge that exist outside the organisation that could be utilised to develop the organisational performance. It also includes features that are explicit (RaudeliÅ and DavidaviÄ ienÄ, 2018).

ANALYSIS AND MODELLING TECHNIQUES TO IDENTIFY KNOWLEDGE ASSETS

For analysing and demonstrating of the methods to categorise the knowledge the model of knowledge management will be implemented the KM process has divided into four different stages as this model attempts to offer a more realistic overview for the process of knowledge management. The knowledge management enables and to analyse the priority to evaluate the assets of consistent aspects presents before knowledge management application. It also benefits the procedure of hierarchy methodology to priorities the support of knowledge management in the organisation (Abubakar et al., 2019).

Promote, a feedback form based on the assessment was also conducted KM implementation. This KM model was selected from the literature expert discussion and reviews. KM model is the structured method to look at the procedure of KM used by the organisation to identify the properties on some particular requirements of Sainsbury (Dalkir et al., 2017).

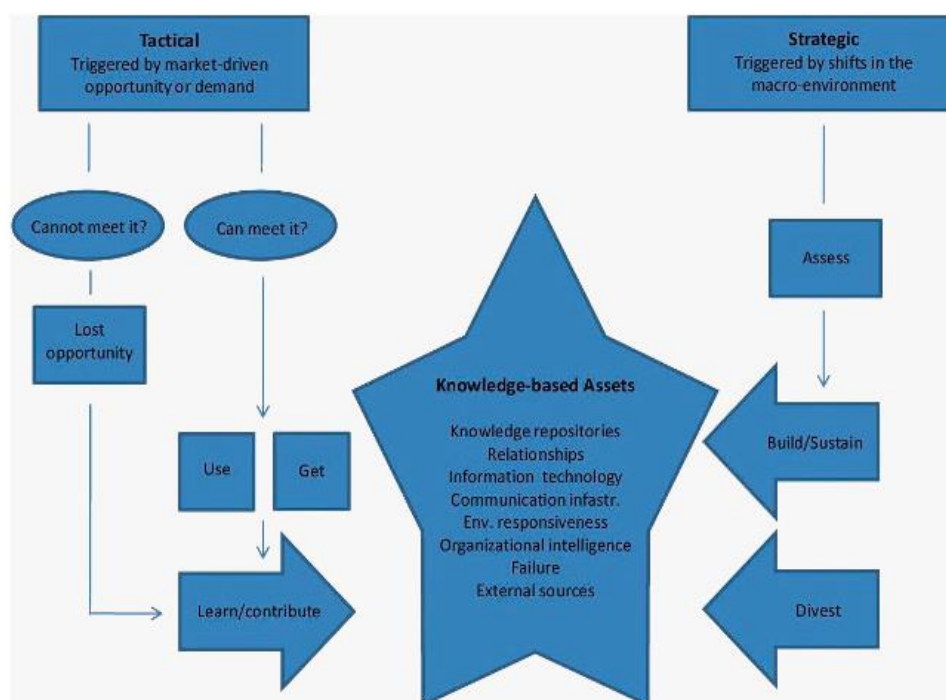


Figure 2 KM Model

Source (Harlow, 2018)

The KM model portrays the procedure which describes the plan for organisation to develop the asset of knowledge. This model mainly focuses on the factors of when and why. The assets of this KM model break on the tactical focus that particularly lays knowledge management action in the context. KM initiatives are the results of the responses to the tactical and

strategically modification and requirements. This model also provides the effect with a great overview of the strategy behind the knowledge management model but it does not involve any deeper insight into the initiatives that are appropriate in the situation. This KM model presents a general theoretical framework and particular guidelines for employment. The KM model is split into four stages. Primary management finds the sources of the knowledge is internalised with the practice of knowledge. The progressive model the steps must be taken that offers the impression of a role for the KM manager. KM role is limited to the knowledge of overlooking the procedures, sharing of knowledge development and divestment. This model is legitimate to knowledge management as it emphasis is on the retrieval and sharing the current knowledge as it is a legitimate approach to knowledge management as its emphasis on the recovery and sharing of the current knowledge as it does not satisfies the knowledge of the scope of the KM (Barnes and Milton, 2018).

This model also shows three different categories as many of the individuals are oriented that are emphasised towards the technology. Knowledge sharing, on the other hand, is focused on technology that addresses future outcomes. However, this how the organisation tend to approach the problems that are a technological factor than social as well as organisational challenges. KM model is also defined as the representation of the system that enables for the investigation of the properties for the system in different cases for future results (Imran et al., 2017).

Four different models of knowledge are as under-

WIIG KNOWLEDGE MANAGEMENT MODEL

The ultimate purpose of KM is to make the organization intelligent acting by facilitating the creation, accumulation, deployment, and use of quality knowledge as it builds the knowledge from external and internal knowledge sources covering both tacit and explicit knowledge.

NONAKA AND TAKEUCHI MODEL

The focus is on knowledge creation. In order for innovation to take place, the bar has to be raised, first, in the sphere of knowledge creation. In this model the sharing takes place through presentations, demonstrations, one-on-ones.

ZACK KNOWLEDGE MANAGEMENT MODEL

The model defines the various stages of a KM cycle emphasising the refinery. The stages of information collection to conversion into usable knowledge have been enumerated as; acquisition, refinement, storage and retrieval, distribution and presentation or use.

EVALUATE ACTUAL AND POTENTIAL KNOWLEDGE ASSETS

Valuable resources for the growth of Sainsbury and the sustained competitive edge particularly for the organisations competing in the uncertain environment. In the present post-industrial society the knowledge I analysed as the main source for the wealth of the company. Nevertheless, knowledge assets are very complex to analyse and identify than the physical assets that are very complex to analyse and quantify the physical assets that are familiar. As the Sainsbury is an innovative company that is dependable on the capability to take advantage of the knowledge asset. Sainsbury being a big organisation has the innovative ability that is reliant on the capability to make some benefit of the knowledge assets as it is significant to be capable to analyse and quantify the knowledge assets (Andriani et al., 2019).

A company like Sainsbury can easily afford the extensive projects of knowledge management as it has the critical requirement for the technique because of which the manager in the smaller company can be dependable to locate and measure that compares the knowledge asset to enhance the potential innovation. The present thinking of the topic launches the functions of the knowledge life cycle of different modes for the conversion amongst tacit and explicit knowledge. It aims to analyse the elements of knowledge that will have a clear vision of knowledge assets as KM model emphasis to analyse set of knowledge components (Barnes and Milton, 2018).

LO2

WHAT IS REQUIRED TO CREATE, STORE, APPLY AND INTEGRATE KNOWLEDGE

Knowledge management is now the main process in Sainsbury and the payoff of the effective procedure of knowledge management is large. Whenever, the KM system is available at each of the stages in the lifecycle of services that enhance the decision making and also reduces efforts duplication that helps to rediscover the knowledge, lessen the price and also empowers the consumers. Taking a tactical and operational approach and not realising the effective implementation of knowledge is a strategic beginning that avoids the requirement for some behavioural changes by implementing knowledge. Creating, storing as well as applying integrated knowledge requires an organisational change plan that plays a major role in changing the modification culture of the organisation as the knowledge is implemented. For creating the knowledge Sainsbury has to move Knowledge management and start to work with the team and help them identify how knowledge management culture is significant for Sainsbury (Barnes and Milton, 2018).

To store knowledge in form of controlling association to lead the effort getting the effective individual on the plan of knowledge management and applying that on the project team with the effective talent and skills that is crucial (Imran et al., 2017). It also creates a compelling vision for transitioning the knowledge management of the vision and mission statement for understanding a new knowledge-driven facility and provision the establishment and its important strategic plan. The knowledge can also be stored, applied and created by effectively communicating the vision initially and continually by having an effective plan of communication is fundamental for the success of the main change of organisation. It is also significant to tailor the message to the target customers with the help of different technical applications. Implementing the knowledge management with the use of Service transition in Sainsbury helps in applying different components for the people, technology and procedure (Mohapatra et al., 2016).

It also helps the knowledge to reuse as well as capture the integral part of each production support procedure while troubleshooting any problems. Creation of knowledge management helps in continuous enhancement that helps in effectively analysing the procedure of knowledge management that helps in reporting and monitoring knowledge management. It also plays a major role in assessing performance targets and analyse the methods to develop the process of knowledge management by supporting different systems and methods. Once the knowledge management is defined it will play an integral role in the main process to pick the effective methods and systems that best fit in the requirements of Sainsbury. Different platforms can be used to store the shared data or the collection of repositories. Knowledge management requires the manager and the owner that can define the output as well as input in which the aspect of KPI (key performance indicator) is used to supervise the success of knowledge management (Hislop et al., 2018).

IMPORTANCE OF INTELLECTUAL PROPERTY RIGHTS

Intellectual property protection is very significant for development of the innovation in Sainsbury but, without the protection of the concepts business as well as individuals the company cannot get all advantages of its new invention and it will emphasis less on the development and research (Imran et al., 2017). Intellectual property protection comprises in the state as well as national economies as many of the industries in the economy depend on the sufficient enforcement of its patents, copyrights and trademarks and Sainsbury uses the intellectual property protection to make sure that customers buying the products are safe and also the products with guarantee. Intellectual property also generates as well as support the jobs that are high-paying as intellectual property protections employees nearly 55 million individuals and hundred million individuals worldwide. Enduring intellectual property protection makes the educated choice regarding the reliability, safety as well as the effectiveness of their buying's (Wang et al., 2016).

Intellectual property is the general term that is used to set the intangible assets which are owned by the individuals or the company. The intellectual property assets targets to provide similar rights with the same as some other physical property as it can offer the organisation with similar competitive edges. It has presently become the most significant web-based environment for performing replications of the exclusive logo or design. In Sainsbury, intellectual property rights have an essential impact on the international trade and indigenous trade of each nation. With the proper advent digitisation, there are more chances for some innovative as well as creative concepts that are stolen by the third party. The significance of intellectual property rights changes in various parts as each country that is reliant on its trade takes some strong steps to protect its intellectual property right. It is protected with the help of IP laws (Ramadan et al., 2017).

Intellectual property rights, on the other hand, have added some basic morals to all kinds of the goods that are of exclusive creation as well as the concept that is becoming the most significant factor of Sainsbury. Currently doing the use of exclusive ideas is illegal that is also generated with other individuals that have become the most common crime nowadays (North and Kumta, 2018). Nevertheless, it has many businesses that fail to identify the intellectual property rights for the effective percentage of Sainsbury's standards. Therefore, not taking any kind of retributory amount to protect intellectual property rights can be damaging for the

whole expansion of the business. Rather than the tangible assets can be locked in the fenced and nailed down the intangible asset in its contrast is usually available that is copied simply by everyone. Thus, in very few cases self-protection is done by an assortment of the assets that are tangible with the intellectual property rights (Obeidat et al., 2016).

LO3

THE CONTRIBUTION THAT KNOWLEDGE ASSETS HAVE ON SAINSBURY

It is the main viable advantage and resources of all organisation as the knowledge assets or the intellectual investment of the organisation that is valuable for intangible properties that develops the competitive edge. The main challenge that different corporation confronts is how to delight the knowledge assets and its intellectual capital. Knowledge asset states to the capitals that are essential in Sainsbury which is indispensable in creating the standards for the company (North and Kumta, 2018). In the context of knowledge, it includes knowledge that develops which is held by the company that is held by individuals. Knowledge management incorporates the knowledge asset of the company that contributes to the intellectual capital of the staffs. Knowledge management is disturbed with the misuse of knowledge assets for the company that has the target to satisfy the objectives of Sainsbury. Knowledge assets contribute to Sainsbury that is linked to the organisation's competitive edge as well as it is beneficial and enduring as the reputation and corporate culture (Mohapatra et al., 2016).).

The main knowledge asset in information communication technology which is the wider term for IT that refers to each technology of communication involving the video-conferencing, wireless networks, social networking and internet and different media applications and different services that allow the users to access transmit, store, and retrieve information in the digital form. Some highly valued knowledge assets are archived, inventories and indexed to make accessible for Sainsbury's investors. Thus, the knowledge that is in the company is a crucial intellectual asset for the organisation as it is the knowledge that is tactical and done with the expertise of individuals (North and Kumta, 2018).

EVALUATE THE KNOWLEDGE REQUIREMENTS FOR THE ORGANISATION

Knowledge is identified as many of the significant assets of each every organisation as it is very significant to analyse share, reuse and unlearn knowledge. These actions are managed through knowledge management in an organisation. The knowledge is considered to be an essential resource to maintain the competitiveness for Sainsbury as for this company it is significant to analyse the knowledge and also how it can be shared. Although analysing the knowledge and evaluating the level of knowledge management is the challenge for the organisation. Knowledge, on the other hand, is the vital asset of Sainsbury as well as the main aspect for developing the sustainable competitive edge. Knowledge is also classified into two categories that are explicit and tacit. Mainly Sainsbury has two primary objectives and that is implementing the knowledge and generating the knowledge. Sharing the knowledge helps Sainsbury to accomplish effective performance of the company with implementing new concepts, products and services (Abubakar et al., 2019).

The requirement of measuring the resource of knowledge in Sainsbury has thus, emerged as the main part of attention for many different experts as well as researchers in the knowledge management area. Nowadays, information communication technology has a significant role in the main competitive company and different credentials states to the role of ICT in the part of knowledge management. Knowledge management, on the other hand, is the strategy for achieving the correct knowledge from the right resources and right time which strives to enhance the performance of Sainsbury. The main disadvantage is that measuring knowledge is the most complex actions of management (Obeidat et al., 2016).

ORGANISATION'S FRAMEWORK FOR ENABLING KNOWLEDGE SHARING

Knowledge is being monitored as the significant strategic resources in Sainsbury and knowledge management is also considered as the crucial success of Sainsbury. Also, the organisation has to invest in the knowledge and so that they possess to comprehend on how the knowledge is developed shared and utilised in Sainsbury. The knowledge exists that is shared at a different level of the company (Wang et al., 2016). To assess the company's outline for allowing the knowledge allocation is to implement Three drive force of knowledge which includes three stages that are information explosion, Technology, Competition which are explained as under-

INFORMATION

It represents that the information explosion brings the new knowledge new solution and some new words. As this helps in the group by analysing on the cause of missing deadline, therefore, information explosion is the driving modification and many of them are not prepared for the same as the information is critical for the professional and personal success in Sainsbury (Barnes and Milton, 2018).

TECHNOLOGY

By learning the initial resistance that comes in the form of new technologies which is the good news to use the new technology then the individuals don't use the old method of working. The only salvation of the company is to keep up with the new technologies and opt for the technologies that develop the knowledge (Deng et al., 2019).

COMPETITION

Competition is everywhere as the Sainsbury has to make the change in knowledge a step ahead of its competitors. Whenever, the competition is effectively faced by the company only then the customer base of Sainsbury are increased (Imran et al., 2017).

RECOMMENDATION FOR IMPROVEMENTS TO THE CURRENT FRAMEWORK

Ideally, the framework of knowledge implementation recommends that the multiple frameworks must be used before the efforts of implementation it also involves for selecting the suitable frameworks for the organisation that helps in developing and maintaining community stakeholder's partnership and engagement. The company should also define and develop the research or the evaluation which helps in developing the process model suitable for knowledge management. It is also recommended to determine the factors of implementation that develops the strategy for a knowledge implementation strategy that helps to identify the outcomes and evaluate the implementation. It also recommended using the framework at a micro level that conducts the implementation (Ramadan et al., 2017).

CONCLUSION

In this assignment, the discussion is done amongst the data and knowledge that explains the connexion amongst individual knowledge and the knowledge of the organisation. Also, different modelling techniques that identify and evaluates definite and possible knowledge assets. In the second part of this report identification and evaluation is done of integrated knowledge as well as property rights. In the last part of this business report, the influence of knowledge assets is identified that evaluate knowledge requirements and the evaluation of the organisation's outline for allowing knowledge allocation. At last, the recommendation for development of the framework is also given.

REFERENCES

- Abubakar, A.M., Elrehail, H., Alatailat, M.A. and Elçi, A. (2019). Knowledge management, decision-making style and organizational performance. *Journal of Innovation & Knowledge*, 4(2), pp.104-114.
- Andriani, M., Samadhi, T.A., Siswanto, J. and Suryadi, K. (2019). Knowledge management strategy: an organisational development approach. *Business Process Management Journal*.
- Barnes, S. and Milton, N.J. (2018). Designing a successful KM strategy. *Information Today, Inc.,*.
- Dalkir, K. (2017). Knowledge management in theory and practice. MIT press.
- Deng, P., Lu, H., Hong, J., Chen, Q. and Yang, Y. (2019). Government R&D subsidies, intellectual property rights protection and innovation. *Chinese Management Studies*.
- Harlow, H.D. (2018). Developing a knowledge management strategy for data analytics and intellectual capital. *Meditari Accountancy Research*.
- Hislop, D., Bosua, R. and Helms, R. (2018). Knowledge management in organizations: A critical introduction. Oxford university press.
- Imran, M.K., Bilal, A.R. and Aslam, U. (2017). Knowledge management strategy: an organizational change prospective. *Journal of Enterprise Information Management*.
- Mohapatra, S., Agrawal, A. and Satpathy, A. (2016). Designing knowledge management strategy. In *Designing Knowledge Management-Enabled Business Strategies* (pp. 55-88). Springer, Cham.
- North, K. and Kumta, G. (2018). Knowledge management: Value creation through organizational learning. Springer.
- Obeidat, B.Y., Al-Suradi, M.M. and Tarhini, A. (2016). The impact of knowledge management on innovation. *Management Research Review*.
- Ramadan, B.M., Dahiyat, S.E., Bontis, N. and Al-Dalahmeh, M.A. (2017). Intellectual capital, knowledge management and social capital within the ICT sector in Jordan. *Journal of Intellectual Capital*.

RaudeliÅ, J. and DavidaviÄ ienÄ, V. (2018). Knowledge management process model. *Entrepreneurship and Sustainability Issues*, 5(3), pp.542-554.

Sainsbury, (2020). Sainsbury about us. Online available at (<https://www.sainsburys.co.uk/>). Last accessed August 2020.

Wang, Z., Wang, N., Cao, J. and Ye, X. (2016). The impact of intellectual capital–knowledge management strategy fit on firm performance. *Management Decision*.