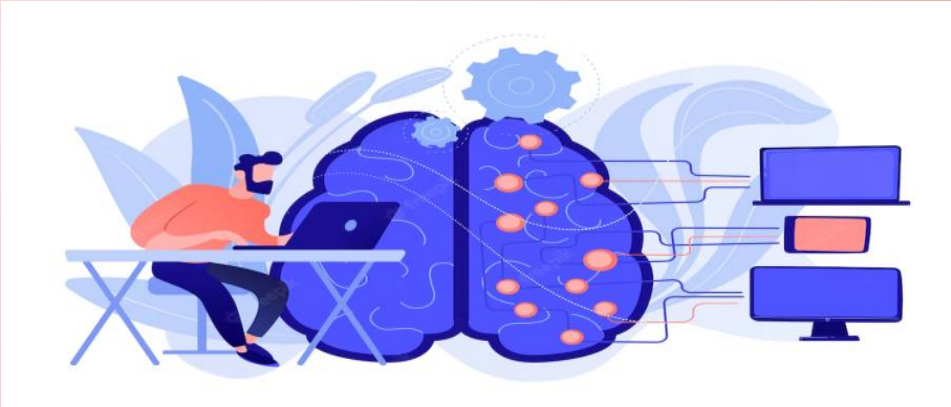


POSTER

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KNOWLEDGE MANAGEMENT SYSTEM IN PRACTICE AT ORGANIZATION

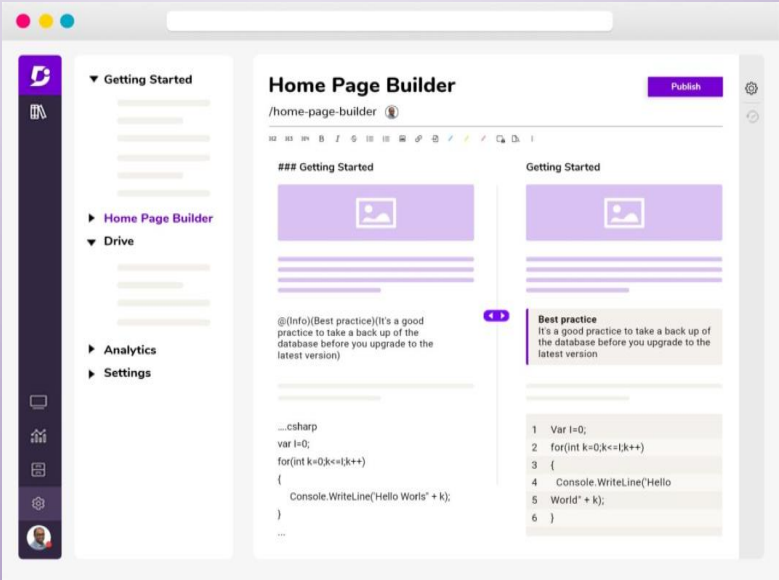


Source: Valeri, 2023

KM is referred to as the streamlining of ideas, approaches, data, and crucial knowledge as well. However, not every corner of the firm is safe, thus each section has the probability to influence the overall performance and growth of the company (Laihonen and Kokko, 2023). Considering this, knowledge management tools help companies like Google to effectually capture significant data and apply that knowledge to improve its overall performance and derive maximum value for its activities as well (Laurini et al., 2023). Meanwhile, there are varied kinds of knowledge management tools designed to enhance effectualness in a particular section of businesses and are concentrates on different knowledge. Some of them are illustrated below:

KNOWLEDGE MANAGEMENT TOOLS

Knowledge bases- It is a searchable information storehouse that significantly stores crucial data of businesses for external as well as internal access. It helps Google to manage, capture, and organize its core organizational information that allows it to successfully find the information or data that requires improving its overall performance and efficiency.



(Source: Laurini et al., 2023)

LMS (Learning Management Systems)-It refers to a knowledge management tool that assists companies such as Google to create its well-built foundation of knowledge administration by enabling to development of customized educational and training programs (Hedayati and Schniederjans, 2023). With the help of this tool, the manager of the firm can able to manage lessons, quizzes, designs, courses, and varied training resources and deliver those materials to its people, partners, and customers.

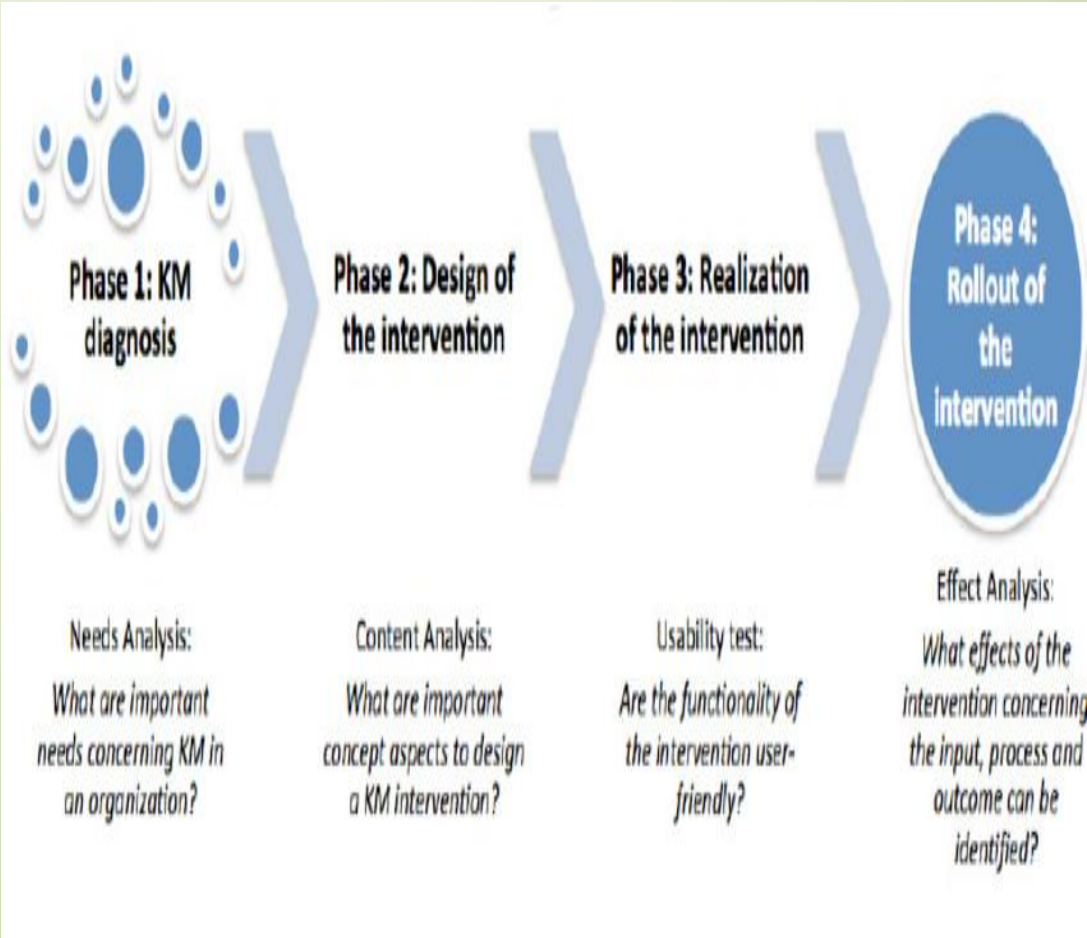
KCS (Knowledge-Centered Service) - KCS is a knowledge management tool that supports knowledge-centered service. Further, this tool is also termed knowledge-centered support (Trevisan et al., 2023). It depicts how customer service via knowledge and use of team access conveys greater value to the workforce, clients, and stakeholders as well.

CRM (Customer Relationship Management)- CRM management is a popular type of knowledge management tool designed to assist people of the company involved in sales, trading, marketing, and customer service (Hedayati and Schniederjans, 2023). With the help of CRM tools, companies such as Google can able to track everything to maximize their efficiency and improve overall performance.

HOW KM TOOLS WILL BE USED BY GOOGLE

There are some useful strategies for the effective implementation of KM systems that can be used by Google.

KM system adoption- One of the primary stages that can be categorized under the strategies for the successful adaption of KMS is knowledge management system adoption. It concerns some steps like starting with an internal analysis of the organization, evaluating lines of communication, knowledge flows, communities of practices, and so on (Omotayo, 2015). Other steps can include making a thorough cost-benefit analysis, analyzing current work systems, and understanding how the systems will progress.



(Source: Trevisan et al., 2023)

KM system Acceptance- Second stage that can be included in the effectual implementation of the knowledge management system is KM system acceptance (Trevisan et al., 2023) It comprises some steps such as making it user-friendly, considering the user in the appraisal of the system when pertinent, and providing sufficient managerial and technical assistance, via product champions, and so on.

KM system Assimilation- Another stage is usually concerned with content management. It allows firms such as Google to make it implemented system useful, revise, and updated as well (Omotayo, 2015). Further strategies that must consider under this step are focus on collaboration, perceived attractiveness elements, efficient budgeting, management engagement, and more.

HOW IT WILL INTERACT WITH OTHER ONGOING SYSTEMS

Culture- As of Barney's research in the year 1991, the corporate culture of the company is referred to as a foundation of persistent reasonable advantages. It depicts that culture is a crucial component of an emerging knowledge management system within a firm. This factor doesn't straightforwardly lend its influence on a company's KM success; slightly, it lends its overall influence on the morale and efficiency of organizational workers or people (Dalkir, 2017). Considering this, the KM system of Goggle should develop well-established teamwork within the workplace of the company.

Structures and Procedures- Well-defined procedures and hierarchical structures comprise techniques and exercises as well. Such as measures and supervision, designation, collaboration, coordination, etc to accomplish pre-determined KM targets of the company. Thus, to establish a well-maintained structure and process, Google should establish structural fundamentals as well as guidelines (Girard and Girard, 2015). The reason is that this derives greater assistance to the company towards establishing a COP (Community of Practice) within its work surrounding.

Technology and Infrastructures- Without ICT, businesses are not able to effectually comply with their KM system. Thus, to facilitate the effectual allocation of knowledge, companies such as Google encouraged the use of knowledge dictionaries in its workplace (Dalkir, 2017). Consequently, this depicts that technology and infrastructures carry greater significance in improving the overall performance of the company and successfully establishing its KMS as well. Further mentioning it, many of the technological infrastructures that companies generally not included in this field can be useful in improving knowledge management (Girard and Girard, 2015). They are video meetings, a dialog room, and a phone that can use for swapping tacit information.

WAYS BY KM SYSTEMS SHOULD ACCUMULATE IN THE COMPANY

Establish Goals and objectives- It is crucial for the manager of firms such as Google to keenly determine a procedure for defining parameters for the initiative of the organization (Laihonen and Kokko, 2023). KM can assist with several business initiatives of the company such as ticket deflection, improving customer experience, enhancing self-services, taking advantage of AI, and so much more.

Develop a change management strategy- Another step that must consider by Google towards the successful accumulation of its KM system is creating a change management approach. This requires altered norms and values of the company (Hedayati and Schniederjans, 2023). The workforce or people of the firm will have to implement the manner they share knowledge concerning the current norms and values of the organization.

Determine the procedure to establish a foundation- The procedure planning of Google should be implemented or finalized before essentially implementing. Meanwhile, businesses that are not able to take adequate instances to determine their KM process are less probable to accomplish their pre-determined goals (Laihonen and Kokko, 2023). Thus, having a well-defined understanding of how the system is categorized, developed, and conveyed within the work surrounding will defer the best probable outcomes.

Involve leadership- Leadership or management carries a visible role in the KM system of the company (Hedayati and Schniederjans, 2023). Likewise, the leadership team of the firm should be greatly engaged with its objectives and most significantly be active on the stage towards maximizing their performance and efficiency as well.

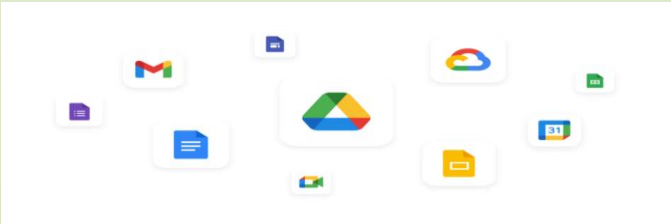
IMPLEMENTATION OF THE CHOSEN KM SYSTEMS WITHOUT MAKING HUGE SPENDING

If companies such as Google plan to enhance their productivity and improve overall performance, it requires the implementation of the right KM tools. However, there are a variety of KM tools, thus the manager of the firm needs to choose the right one as per the needs and requirements of the company (Castagna et al., 2020). Considering it, one of the most popular and useful KM software on the market is Google Drive. There are 2core ways of knowledge management. These methods are referred to as the pull methods and the push method. With the implementation of the pull method, the company's knowledge and crucial data are only conveyed when requested (Valeri, 2023). On the contrary, under the push method of knowledge management, knowledge or significant data of the company can be proactively approached over the market.



(Source: Castagna et al., 2020)

Currently, varied methods of KM are via by companies such as Google for different kinds of knowledge sharing over the market. Like, the firm might via the push method for conveying its core data that influence its overall performance and productivity as well (Laurini et al., 2023). For instance, information regarding a new product launch in the market. Nonetheless, Google may depend on another method of KM namely, the pull method concerning conveying more specific types of information or knowledge among its people (Valeri, 2023). Like training or analyzing videos for further section-specific software.



(Source: Valeri, 2023)

Concerning the implementation of the best KM tool by Google, one of the popular and beneficial knowledge management tools is Goggle Drive. It is cloud storage as well as file sharing medium that allows the firm and its people as well towards effectually organize, store, and convey information (Laurini et al., 2023). It has several advantages like integration with Google Suite, cloud-based, industry-leading file storage capabilities, and so on.

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