



# 2018

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## **Executive Summary**

The study deals with the maintenance of management skills for enhancing the performance of an organisation. The study highlights the administrating functions of Hilton Hotel. In fact, the study shed light on the knowledge and information management skills for a work apprehension of an organisation. The aim of the study is towards hitting the pivotal factors including the relationship of data, information and knowledge and their significance on the functioning of an organisation.

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## **Introduction**

An organisation should maintain management skills for better performance of the workplace. There must be adequate knowledge and information required for an organisation to carry on with the functioning of the respective organisation. Management skills must be possessed by the management of an organisation in order to administer the proper functioning of a workplace. Organising, directing, supervising and overseeing are pivotal activities that must be performed by the management of a company. The study revolves around the overview of Hilton Hotel and statements about its management skills towards their customers (Hilton.com, 2018). The study aims towards understanding and evaluating the challenges faced by an organisation and information within an organisation. Additionally, it is also significant to identify and manage information systems. In fact, evaluating the concept and importance of knowledge in an organisation is taken into consideration. Along with this, developing a framework is also established for managing organisational culture. The study sheds light on the relationship among data, information, knowledge and wisdom. There has been an informative flow for searching identified valuable information. Furthermore, there is proper storage of information, life cycles and manages information risk. The study highlights the workplace culture and improves ability within organisation norms followed in a company. The sustainability issues are also highlighted in the workplace. Moreover, the strategies of sustainable development enhance the scope of learning and effective engagement of practical life issue associated with the sustainable development of an organisation.

## **LO1**

### **1.1) Explain the relationship between data, information and knowledge**

Data, information and knowledge provide a complete and clear picture of a managerial relationship and displays effective relationship among other factors of an organisation (Travis, 2017, p.25).

Data are relevant statistics and facts together for analysis that is performed by a computer that can be stored and transmitted in the form of electrical signals and recorded on magnetic or mechanical recording media.

As observed by Schlee and Karns (2017, p.72), information is referred to as facts that are learned and conveyed and represented by a particular sequence of things.

Knowledge and skills are acquired in different fields through various fields including education, theoretical and practical understanding (Gorman *et al.* 2016, p.23). Data, information and knowledge are inter-related with each other. In the Hilton Hotel it has been found that the management maintains a relationship among data, information and knowledge (Hilton.com, 2018).

| <b>Data</b>                                                                                                        | <b>Information</b>                                                                                                                               | <b>Knowledge</b>                                                                                                             | <b>Wisdom</b>                                                                                                                                                                               |
|--------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Data is encompassed of unrefined, basic and unfiltered information (Pauleen <i>et al.</i> 2016, p.27).             | Information is a refined form of data that revolves around the point used for analysis                                                           | Knowledge is resided by individual who acquire experience and insight is applied to relevant data and information.           | Wisdom states about making sensible decisions and implementing knowledge and experience.                                                                                                    |
| Data are considered to be the elements of an analysis                                                              | As influenced by Adelekeet <i>al.</i> (2015, p.35), information is a form of data that is along with appropriate context.                        | Knowledge is information contained with proper meaning.                                                                      | Wisdom is knowledge gained by an individual to make correct decisions. Additionally, wisdom is considered to be the accumulated knowledge associated with a particular sphere of knowledge. |
| As influenced by Adioet <i>al.</i> (2015, p.32), it is necessary for a data to be organised to become information. | It is mandatory for information to be knowledge.                                                                                                 | Knowledge is an experience that is acquired by an individual (Collet <i>et al.</i> 2015, p.535).                             | Wisdom can be stated as the opinion that an individual shares with other people.                                                                                                            |
| Data is a set of different concrete objective facts that are recorded as a structured transaction.                 | Information is used in different forms of communication to lay a significant impact on judgment and behaviour (Adebisiet <i>al.</i> 2015, p.37). | Knowledge is a mix frame experience, values, contextual information essential for evaluating new experience and information. | Wisdom requires good and sensible judgement. It involves total cultural knowledge and application of the acquired knowledge.                                                                |

### **1.2) Explain the relationship between individual knowledge and organisational knowledge**

Individual knowledge is believed to be justified with truth and stored in the memory of a person and can be retrieved whenever required. As analysed by Carter and Tamayo (2017, p.43), there are different

management strategies involved impersonal knowledge. Organisational knowledge sets a purpose of Management strategies that are necessary for knowledge management. There is a conceptual clarity for the management of individual knowledge and organisational knowledge. In accordance with Cetin *et al.* (2016, p.135), the analysis consists of the positioning of a notion of knowledge into two frameworks involving conceptual and contextual. Knowledge management terms to various subjective theories of knowledge in order to bridge the notion of knowledge considering the capacity for action and discourse on the nature of knowledge (Chiu *et al.* 2016, p.126).

| Individual knowledge                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Organisational knowledge                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>Concerning Collet <i>et al.</i> (2015, p.537), individual knowledge is referred to as unjustified and stored form of information related to a person that can be retrieved in future through the adoption of various strategies.</li> <li>In case of Hilton Hotel it has been found that the management provides their customers with special read and complimentary breakfast and other relevant packages that are perfect for them to relax and recharge themselves (Hilton.com, 2018).</li> <li>The management of the Hilton Hotel to cater appropriate services to their customers and satisfy them (Hilton.com, 2018). The respective hotel is a renowned hotel and is mostly preferred by its customers for serving the best services. Hilton continues to be a synonymous name in the entire globe (Hilton.com, 2018)</li> </ul> | <ul style="list-style-type: none"> <li>In today's modern world the economy has digitalised in various aspect by emerging the patterns that are intellectual capital (Collinson and Parcell 2004, p.48). They are eligible to replace natural resources commodities finance and other technologies that are efficient in a production process.</li> <li>Organisational knowledge involves the management strategies that are necessary for a enhance production process of an organisation (Davenport and Prusak 2000, p.55). In case of Hilton Hotel, it has been found that the management has developed various strategies and take up initiatives to cater appropriate services by offering relaxed tours (Hilton.com, 2018). In Hilton hotels, they provide a professional atmosphere with the help of new technologies and planning tools to ensure about the success of the meeting. The hotel also organises special events by setting the right menu to help meet every</li> </ul> |

|  |                                                                                                                                                                                               |
|--|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  | <p>detail of the event organised (Hilton.com, 2018). The respective hotel also organises weddings and provide the ideal atmosphere and services for wedding rehearsal (Hilton.com, 2018).</p> |
|--|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

The relationship of information knowledge and Organisation knowledge lays a great impact on the functioning of the management of Hilton hotels (Hilton.com, 2018). The management of the respective hotel caterers proper services to meet the needs and requirements of their customers and make every effort to satisfy them.

### **1.3) Apply analysis and modelling techniques to identify knowledge assets**

As opined by Adeleke *et al.* (2015, p.35), it is necessary for an organisation to know about what function they are providing and their eligibility to maximize their knowledge in different places using database knowledge feeling cabinet and peoples. There are different concepts of modelling techniques to identify knowledge assets. As influenced by Delaney *et al.* (2017, p.215), it is necessary to be a success in increasingly competitive market that depends critically on the knowledge quality that an organisation caters in their process.

There are various challenges of deploying the knowledge effects of an organisation in order to create a competitive advantage

- There is a strong need to manage the increasing complexity of small operating companies and read translate their sourcing operations (Gorman *et al.* 2016, p.37).
- According to Easterby-Smith *et al.* (2003, p.33), there are trends for who is on the verge of retiring and are increasingly responsible for mobility and leading to a loss of knowledge.
- There is increasing competition in the marketplace with the height of innovation and knowledge that evolved and assimilates at even faster rates (Ebelet *et al.* 2013, p.25).
- Different corporations are taking up strategies to organise their business and we focus on creating traffic for customers and valuing them. The pressure of competition reduces the size of a workforce that holds knowledge (Gilbert, 2017, p.120).

### **Knowledge Management Framework**

As commented by Griseri, (2002, p.11), the knowledge management Framework is originally based on the work performed by an organisation and is based on:

- Identification of kind of knowledge assets possessed by a company.
- Analysing the value of knowledge held by an organisation is a pivotal responsibility.
- Specifications of kind of actions that unnecessarily achieved by the management of an organisation for better visibility and added value.
- Reviewing the use of knowledge for ensuring the added value.

There are various techniques to manage the knowledge assets. It is believed by the management of an organisation that knowledge modelling techniques used to support the usage of knowledge with the help of traditional business management techniques (Jang, 2016, p.290). The provider of starting point to manage the knowledge assets within an organisation and employee managing knowledge through implementing upgraded procedures

#### **1.4) Evaluate actual and potential knowledge assets**

In accordance with Ichijo and Nonaka (2007, p.47), it has been found that private companies have recognised the significance of concepts for managing organisational knowledge assets. In contradictory there have been several evident lacks of IT-supported in public education and research institutions. Moreover, these organisations which aim towards transferring knowledge to bring federal and various partners have taken up these relevant strategies. As opined by Jang (2016, p.290), there is a healthy relationship between individual knowledge and organisational knowledge in the context of a particular organisation. There are several external and internal data resources and information that can be inculcated in the context rule information and personal experience and vice versa.

- Knowledge assets can be differentiated in from traditional factors of production and describe the law of increasing returns.
- Potential knowledge signifies about the potentiality and ability of an organisation to Cater services to the edge customers. It is the core responsibility of the management of Hilton Hotel to overcome the traditional factors of production and develop knowledge-based assets for improving the organisational performance (Hilton.com, 2018).
- As opined Jones (2001, p.19), the emerging of the knowledge economy is featured by different industries that are more intensively knowledgeable and can provide more intangible goods and services to improvise their performance.
- Knowledge asset measurement is related to the valuation growth monitoring and managing number of intangible asset and essential factors in association with the success of the business (Kettingeret *al.* 2015, p.61).
- In the context of knowledge assets, knowledge represents about the collective body of intangible assets that are identified and measurable. As opined by Kohet *al.* (2015, p.44), the interpretation

of knowledge is different by the notion of understanding about how an organisation acquires shares and uses the knowledge.

- A recent history of business has displayed about huge Investments done in human capital and using information technology highlighting the critical tools for value creation. It creates a sense of positive values among different organisations (Krummet *al.* 2016, p.125).

### **Information sources**

Information source can be stated as the selection of behaviour among maintaining technologies and influences design of technical information. There are different sources of information that is effective for gathering information that suits the customers. Hilton Hotel is a global brand and most recognised name in the hospitality industry and this fame explores wide scope for the customers to create information sources.

## **LO2**

### **2.1) Explain what is required to create, store, apply and integrate knowledge in Hilton Hotel**

It is mandatory for an organisation to design, store, implement and blend knowledge and evaluate its significance. It has been found that private companies have recognised the importance of concepts for managing organisational knowledge assets (Lee *et al.* 2016, p.470).

### **Creating knowledge**

It is necessary to develop expertise and measure it in association to a valuation of growth monitoring and managing number of intangible asset and essential factors in association to the success of Hilton Hotel. According to Lileyet *al.* (2004, p.11), the emerging knowledge economy is specialised by various industries that are more intensively knowledgeable and can provide more intangible goods and services to improvise their performance. In the case of the Hilton Hotel, the management adopts strategies to gain knowledge for developing their services (Hilton.com, 2018).

### **Storing knowledge**

Storing knowledge is a pivotal responsibility required to be met for its retrieval in future aspects. The management of Hilton Hotel preserves knowledge for their future reference (Hilton.com, 2018)

### **Applying and integrating knowledge**

There increase in the rate of competition in the marketplace involves height of innovation and expertise that evolved and assimilates at even faster speeds. Concerning Lips, (2014, p.25), potential knowledge

signifies about the potentiality and ability of an organisation to Cater services to the edge customers. The Hilton Hotel takes up initiatives to develop and innovate their services and make use of knowledge for customer satisfaction (Hilton.com, 2018).

## 2.2) Consider the importance of Intellectual Property rights

According to Mosconiet *al.* (2014, p.45), intellectual properties are properties that allow owners of patents trademarks are copyrighted world to be benefited from their investment in the form of creation. The intellectual property rights are outlined in Article 27 of the Universal Declaration of Human Rights that caters to provide the right to benefit from the protection of material interest and morals resulting from authorship of literacy on scientific production (Nganget *al.* 2015, p.290). In case of Hilton hotels, it is found that the management takes the initiative to organise meetings planner event and create professional apprehension to ensure the success of the meeting. The significance of intellectual property rights are as follows:

- **Enables Individuals To Set Up Business Apart:** Intellectual Property Rights enables individuals to set up business apart from their competitors and offers customer's innovative services and meet the requirements of the customers (Yunuset *al.* 2015, p.280).
- 
- **Security for Loans:**Intellectual Property Rights can be used as security for loans and protects a various aspect of a particular business. According to Pauleen *et al.* (2016, p.25), it emphasises on the logo design invention works of creativity or intellectual effort that differentiates a particular business from other businesses. The significance of intellectual property results in progress and well being of humanity that creates and invents new work areas in the context of technology and culture (Sanchez, 2003, p.89).
- 
- **Business Against Infringement:**Concerning Prince *et al.* (2015, p.210), intellectual property right protects a business against infringement by their competitors and defend them in the court find their right to use and emphasises on earning royalties by licensing the market and exploit it through different strategic alliances and make money from it.

In the case of the Hilton Hotel, the respective Hotel is the most recognised name in the industry there have been many positive comments by the customers who have dealt with Hilton hotels (Hilton.com, 2018). The respective Hotel has innovative approach towards their services, and they the separate Hotel have an innovative attitude towards their services, and they provide and offered amenities. Hilton Hotel

continues to be a synonymous Hotel across worldwide and the hotels and resorts and the stylish and forward-thinking leader of hospitality sector (Hilton.com, 2018).

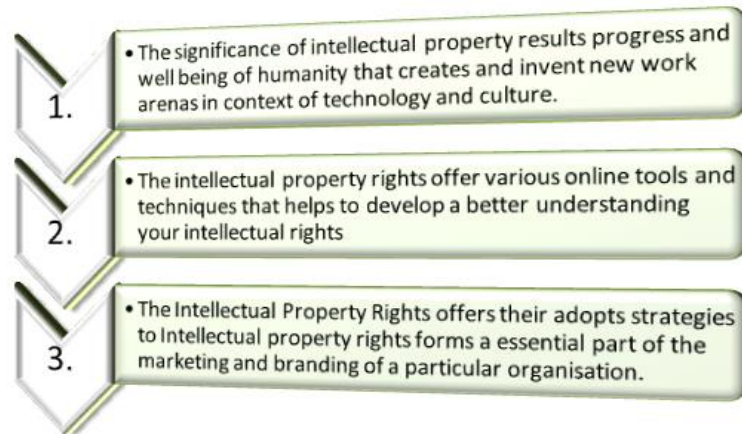


**Figure 1: Importance of Intellectual Property rights**

(Source: Created by Author)

### Capturing valuable information

There are different sources of capturing valuable information that are associated with the Hilton Hotel. The website of Hilton Hotel provides information about the offers, meetings and events and the amenities that are provided by the management of the respective hotel.

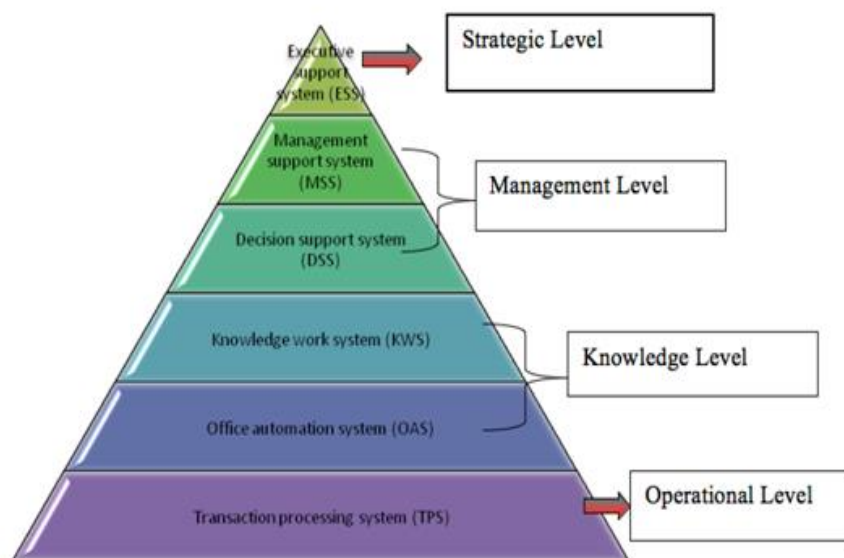


**Figure 2: Types of Information System, Sean E (2005)**

There are different levels from which different information can be gathered. At the Strategic Level, Executive Support System (ESS) enables to collect information from the strategic perspective and facilitates executes information the needs of decision making. At the Management Level, senior managers follow Management Support System (MSS) and a hierarchy of spreading information to other levels. At Knowledge Level, Knowledge Work System is followed for flow of information to other levels. At the Operational Level, Transaction Processing System (TPS), different transaction process takes place inside the management.

### **LO3**

#### **3.1) Explain the contribution of knowledge assets have on Hilton Hotel**

According to Travis (2017, p.21), knowledge assets are considered to be critical resources to sustainable competitive advantage of Hilton Hotel. The measurement of intangible assets is comparatively complicated. It is necessary to highlight the importance of issues to understanding and evaluating knowledge as and developing the interrelationship between knowledge assets and competitive advantage (van Laaret *al.* 2017, p.579). The primary objective is to assess the study and promote the role of knowledge essay on actualising competitive advantage.

There are several significant contributions of knowledge assets towards an organisation.

#### **Human Resource Accounting**

- As opined by Wolff *et al.* (2015, p.70), acquisition cost value of the human essence by accumulating associated cause that are in curd at that time of releasing benefits of employee of Hilton Hotel. In relevance to Hilton Hotel, it has been found that the management of the hotel have created an authenticated work apprehension to gather traffic of customers and attain stability (Hilton.com, 2018)
- Recording replacement value replaces the employee with others who have equal value in the respective hotel. The respective approaches deals in discounting the expected future salaries of the employees and compare it to report as an asset
- It is mandatory to assume a definite relationship between salary of an employee and his contribution towards Hilton Hotel.

#### **Management skills**

- Different skills are involved in a management of Hilton Hotel. The conceptual skills can be stated as the ability to overview and organisation as a whole and necessary for appreciating employees

of Hilton Hotel and create a sense of job satisfaction among them. It is also required to enhance the organisational performance.

- Human skills can be stated as the ability to work with other employees collaboratively in a group. Technical skills are the capability of an employee to understand the task and perform accordingly.



**Figure3: Explain the contribution of knowledge assets have on an organisation**

(Source: Created by Author)

#### **Information flow and information overload**

There must be a proper flow of information among the management of Hilton Hotel so that their customers are able to gather appropriate information about the offers and other facilities that are catered by them.

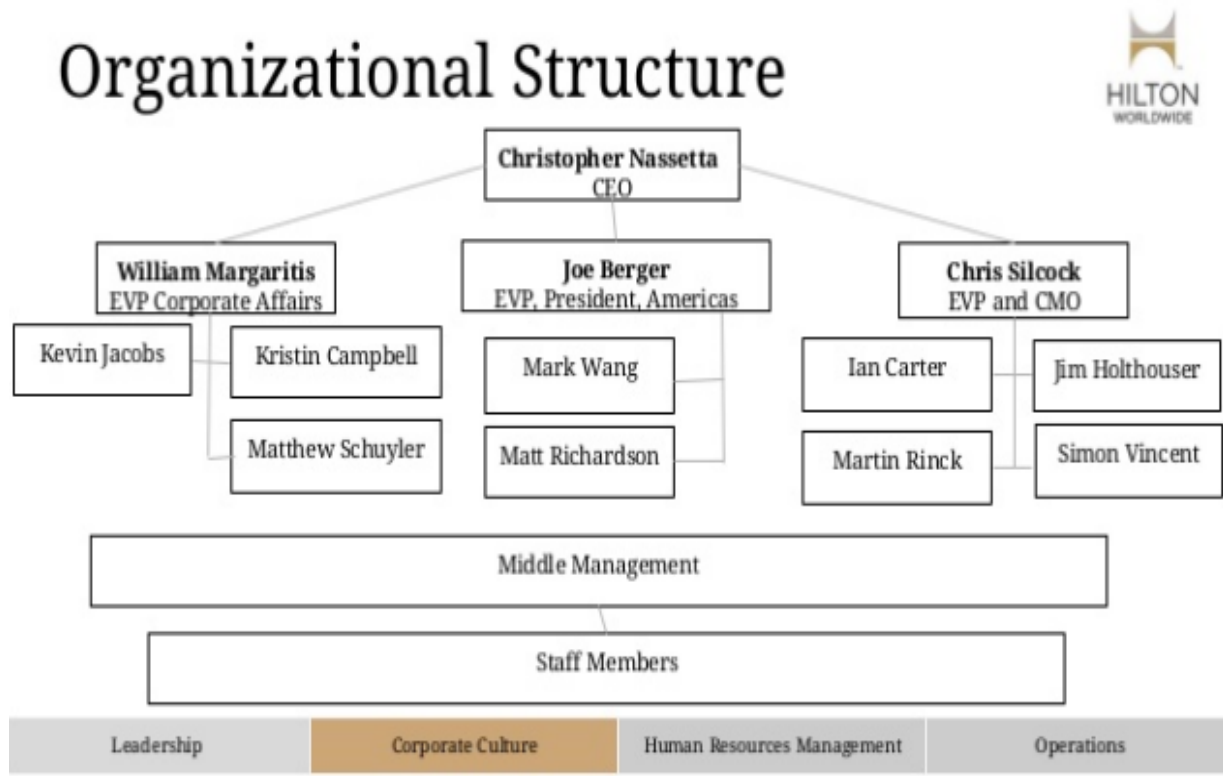


**Figure 4: Information Flow at Hilton Hotel**

(Source: Hilton.com, 2018)

From the above flowchart, CEO, Christopher Nassetta passes on the information passes over to William Margaritis (EVP Corporate Affairs), Joe Berger (EVP President, Americas) and Chris Silcock (EVP and CMO), they take the core responsibility to pass on the information to middle management and then the information is transferred over to other staff members.

### Identification of valuable information

Information requires classifying and rearranging for aggregating and summarising data for performing calculations for selecting set of different criteria. The management of the Hilton Hotels are required to store valuable information for future requirement. It is necessary to identify the valuable information as it results in appropriate knowledge of the information that is associated with the activities of Hilton Hotel.

### 3.2) Evaluate the knowledge requirements for Hilton Hotel

As opined by Jones (2001, p.11), knowledge requirement in management skills needs to be possessed by Hilton Hotel. To develop proper functioning of a workplace organising, supervising, directing and overseeing are significant activities that must be performed by management of a company.

- Individual who acquire experience and insight resides knowledge is applied to relevant data and information. Education is information contained with proper meaning (Kanthaket *al.* 2016, p.125).
- Knowledge is an experience that is acquired by an individual of Hilton Hotel. Education is a mix frame values, experience and contextual information that is necessary for evaluating new experience and information.
- As influenced by Hertelet *al.* (2016, p.141), in today's modern world the economy has digitalised in various aspect by emerging the patterns that are intellectual capital. They are eligible to replace natural resources commodities finance and other technologies that are efficient in production process.
- As observed by Chenet *al.* (2016, p.470), knowledge in Hilton Hotel includes about the management strategies that are necessary for a enhance production process of an organisation.
- In relevance to Hilton Hotel, the management has enhanced strategies and take up initiatives to cater appropriate services through offering best services (Hilton.com, 2018). In Hilton hotels, they provide professional apprehension with new technologies and tools to ensure about the success of the meeting (Hilton.com, 2018).
- The respective hotel also arranges for special events by setting right menu to help meet the every detail of the event organised (Hilton.com, 2018).

### **Information storage**

It is necessary to store the information of an organisation in a proper place in order to retrieve it for future assistance. It is necessary to implement different strategies to enhance the storage of information for further use. Knowledge acquisition is considered to be an integral part of an organisation for creation of innovation and creativity. Information must be stored and processed for prolonged contact within individuals.

### **3.3) Evaluate the Hilton Hotel framework for enabling knowledge sharing**

Context of an organisation shares a dynamic sales-oriented organisation. As influenced by Lightfootet *al.* (2004, p.13), a frame is a layered structure that indicates the type of programs that are being followed in an organisation that are interrelated with system framework. Furthermore, different computerised frameworks are involved in an organisation including actual programs, interfaces and other tools of programming (Amaralet *al.* 2004, p.11). However, communication is a pivotal factor that is required to be

followed in Hilton Hotel. Hilton Hotel follows different process of structure. There are various steps involved in an organisational structure. The levels are:

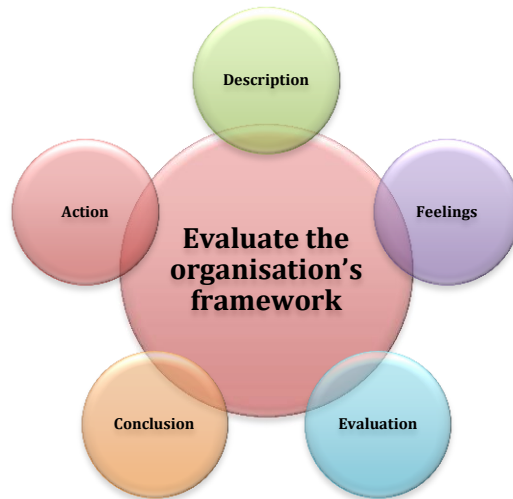


**Figure 5: Evaluate the organisation's framework for enabling knowledge sharing**

(Source: Created by Author)

### Information Cycle

Information Cycle can be referred to the way is production and distribution of information and changes that take place from time-to-time. The information cycle also states about different news coverage, social media and other blogs that are in relation to a particular event. The significance of information cycle is:

- **Recognition of changed information-** It is necessary to get updated with different amendments occurred in information.
- **Identifying different formats of information-**There are different formats of information that are required to be analysed by the management of Hilton Hotel.
- **Using format of information in evaluation process-**Different formats of information are required to be executed in the working of the respective company.
- **Implementing library tools to find information-**The core responsibility of the management is to imply updated strategies and tools for further development.



**Figure 6: Information Cycle**

(Source: Mosconiet *al.* 2014, p.45)

### **Description**

In this step, it is necessary to describe the situation and what has happened. The steps inculcate essential questions that are required to be fulfilled (Mosconiet *al.* 2014, p.45). The issue involves the time and place of the case, the person being present on the spot, what happened and result of the situation. In relevance to Hilton Hotel, the management must analyse situations and evaluate its outcome (Hilton.com, 2018).

### **Feelings**

The thought and feeling that arose during the execution of the situation. The atmosphere took place before the case, during the case and after the job (Nganget *al.* 2015, p.46).

### **Evaluation**

According to Pauleenet *al.* (2016, p.25), evaluation involves encouraging person to look objectively and adoption of appropriate approaches.

### **Conclusion**

Conclusion refers to the outcome that is obtained after the execution of the situation. Conclusion can also be stated as the outcome of the case that is gathered by the person who suffered from the respective condition.

### **Action**

Action signifies about the steps that are taken after the situation is executed and conclusions are taken out (Sanchez, 2003, p.39).

In association with the Hilton Hotel, it has been found that the management is using a correct form and adoption of enhanced strategies and take up initiatives to cater appropriate services by offering best services.

### **Managing information risk**

It is necessary to manage risk that is encountered by a specific organisation. Mitigating risk involves proper storage of the information and security and less access to the collected information. There must be intended, deliberated, emergent and realised strategies to be implemented for mitigating risk that hurdles the pathway of success of a particular organisation.

### **3.4) Recommend improvements to the current framework**

It can be recommended from the above study that Hilton Hotel that they are required to develop their strategies and make innovative measures to satisfy their customers. It is found that Hilton Hotel is well-recognised organisation that delivers appropriate services to their customers with best amenities. The significant function is organising, directing, supervising and overseeing are pivotal activities that must be performed by management of a company. As analysed by Schleet *al.* (2017, p.71), the management of the respective organisation must also make sure about the quality of services that they are catering to their customers must be met. The individual organisation must take care of their knowledge assets and keep on upgrading techniques and technologies for their better performance. It is necessary for an organisation to maintain management skills for better performance of the workplace. Along with this, developing a framework is also established for managing organisational culture. There has been an informative flow for searching identified valuable information (Travis, 2017, p.30). Furthermore, there is proper storage of data, life cycles and manages information risk. They are eligible to replace natural resources commodities finance and other technologies that are efficient in production process. It is the pivotal responsibility of the management of Hilton Hotel to overcome the traditional factors of production and develop knowledge-based assets for improving the organisational performance.

### **External factors and sustainability within knowledge and information management**

There are several ways for creating and exploring knowledge within an organisation that are associated with personal and organisational learning. It is mandatory for the issues to be overcome by adopting

innovative strategies for transformation. Along with this, it is also mandatory to maintain a proper managing of organisational knowledge.

## **Conclusion**

It can be concluded from the above study that there must be adequate knowledge and information required for an organisation to carry on with the functioning of the respective organisation. It is necessary for an organisation to maintain management skills for better performance of the workplace. The management of an organisation must possess management skills to administer the proper functioning of a workplace. Organising, directing, supervising and overseeing are pivotal activities that must be performed by management of a company. The study aims towards understanding and evaluating the challenges faced by an organisation and information within an organisation. Along with this, it is also significant to identify and manage information systems. Additionally, developing a framework is also established for managing organisational culture. In fact, evaluating the concept and importance of knowledge in an organisation is taken into consideration. The study sheds light on the relationship among data, information, knowledge and wisdom. There has been an informative flow for searching identified valuable information. Furthermore, there is proper storage of data, life cycles and manages information risk. Moreover, the strategies of sustainable development enhance the scope of learning and active engagement of practical life issue associated with the sustainable development of an organisation. The study highlights about the workplace culture and improves ability within organisation norms followed in a company. A relevant recommendation is also made by the findings that are obtained from the research done on the respective organisation.

## **Recommendations**

It can be recommended from the above study that the management of an organisation must take up initiatives to deliver appropriate and suitable services to the customer according to their needs and requirements. The respective organisation must take care about their knowledge assets and keep on upgrading techniques and technologies for their better performance. The management of the individual organisation must also make sure about the quality of services that they are catering to their customers must be up to the mark. It is necessary to be success in increasingly competitive market that depends critically on the knowledge quality that an organisation caters in their process. It is the core responsibility of the management to overcome the traditional factors of production and develop knowledge-based assets for improving the organisational performance.

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