
***KNOWLEDGE AND INFORMATION
MANAGEMENT SKILLS FOR THE
WORKPLACE***

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RESIT

Contents

Introduction	3
Relationship between data, information, knowledge and wisdom.....	3
Capturing valuable information	5
Information sources.....	6
Searching for and identifying valuable information	8
Information storage	10
Information flow and information overload.....	11
Information life cycles.....	12
External factors and sustainability within knowledge and information management.....	14
Managing information risk.....	15
Conclusion.....	16
Reference.....	17

Introduction

The business organizations of the new age have to undergo a number of crucial and at the same time complicated operations every single day. This is because the competition in the business world has gone to the peak due to the availability of a huge lot of amenities and facilities. The major goal of any organization is basically to earn maximum amount of profits as possible and also to achieve additional goals related to the earning of the satisfaction of the customers at every way possible. Various sorts of data and information play a very significant role in helping these organization to take important decision for their companies which could help the companies in further to attain their organizational objectives. However, there are different kinds of aspects of information and data and the attaining of this data and information which are needed to be acknowledged and studied by the business corporations of today's age. This assignment has been prepared in order to shed some light on all those aspects. The organization which has been selected to be discussed in this assignment is River Island, which is one of the major fashion brands in the United Kingdom.

Relationship between data, information, knowledge and wisdom

The concepts data, information, knowledge and wisdom all have their own meaning and purpose in any kind of business organization. Different sorts of facts and figures which are acquired by the management and employees of the organizations help them to perform their actions and activities within the organization. They can get hold of these facts and figures by the help pf a number of processes and procedures (Ebel, et al 2013). The business organization River Island find out different data which are very important for producing their good and products within the company. But these data can not be used in the raw form, rather they are ought to be processed in the

right way. The processed and modified data are known as information. Different kinds of information are actually very necessary for the organization River Island in case of making a wide range of decisions for the company. There are a number of ways which can be used by the management of this company to process the data which has been collected for various purposes so that those become very easy and convenient to be used by the employees of the organization River Island. Another vital term which can be discussed in this part of the assignment is knowledge which is also very important to be studied and discussed by the management and workforce of River Island (Schwartz, et al 2011). The accurate kind of knowledge about different aspects of the business world is also very important for the companies like this and the availability of different sorts of knowledge has become quite natural in this modern age of digital technology (Awad, et al 2010). People can obtain the required amount of knowledge to carry out their personal and professional activities from a wide range of sources. Another much crucial term in the business organizations is wisdom which denotes to the capability or experience of a person to take any sort of wise or effective decision for the company (Lilley, et al 2004). This ability is generally ought to be present within the management of the company River Island so that they can take valuable and accurate decision for the company whenever the company is in any kind of distressful situation or whenever crucial decisions are needed to be taken for the betterment of the organization (Ebel, et al 2013).

As data and information are very closely related to each other, so is the concepts of knowledge and wisdom. In fact, the whole relationship among these concepts can be demonstrated with the help of a pyramid which is known as the DIKW pyramid (Lytras, 2010).



Fig: DIKW Pyramid (Shajahan, et al 2004).

Capturing valuable information

A huge amount of data and information are present and available out there for the organizations like the River Island to obtain. But all that information is not important to carry out the regular activities within the organization. It is very necessary to know which of the information are actually important and relevant for the management and the employees to obtain and which of the information are better left unused and unobtained for the company (Schwartz, et al 2011). There are a number of procedures of which the management and the workforce of the company River Island can take help from in case of understanding which of the data are actually valuable for them (Lilley, et al 2004).

First of all, the company needs to be sure if the data or information which is being collected is accurate or trustworthy or not. This is a modern age and the age of latest technology which makes it possible for the management of all the companies to get hold a huge lot of information and all those are not

quite true. That is why, the management should have the ability to distinguish between a right information and a wrong one (Ebel, et al 2013). Moreover, an information can be identified as valuable if only it is relevant to the course of actions and activities which are being carried out the business organization. For example, the kind of information which the business organization River Island generally looks out for are related to the fashion world and the needs and preferences of the customers in this sector (Shajahan, et al 2004). Now, only the information related to this sector would provide to be valuable for the organization. In addition to this, this company should also consider that information only which can be used. Obtaining information just for the sake of obtaining can prove to be a total wastage of time and the employees can face a wide range of chaotic situation because of that unnecessary information (Lytras, 2010). Because of all these reasons, it has become very much vital that the management as well as the employees of the business organization River Island and the other similar organization must have the understanding of the significance of the valuable information and the urgency to avoid all that information which are not quite relevant and necessary for their course of actions (Schwartz, et al 2011).

Information sources

The business organization River Island can obtain the necessary amount of information which they might face the needs in their everyday work at the company from a wide range of sources. Although, all those sources might not be useful, but the majority of those are. Below is a description of a number of sources which can be used by the management and the workforce of the business corporation River Island while capturing their required information-

Documentary sources: The documentary sources are actually the various kinds of documents or papers which are preserved within the company for various sorts of uses at present or in the future (Schwartz, et al 2011). These documents are made by the employees when they are working and can be preserved by them as well (Ebel, et al 2013). There are further three kinds of documentary sources which are observed by the employees of River Island which are- primary, secondary and tertiary.

Non-documentary sources: Another source of information which can be mentioned in this regard is the non-documentary sources. Now-a-days, this kind of source of information has become the most effective and useful one for the business organizations like the River Island. Although this type of information is not preserved beforehand by the management or the employees of the firm, they can take this kind of information at any time from any of the related sources (Lilley, et al 2004). The online medias are the major sources within the non-documentary sources. People can get hold of a huge number of information from the various sites of online platforms at anytime from anywhere and majority of this information are quite relevant and reliable. In this way, the popularity of the online sources of information have grown a lot (Lytras, 2010). A wide range of market research is needed to be done by the management and the employees of the organizations in order to take help from the non-documentary kinds of sources so that they understand which of the information or data from this wide pool of data and information will be the most effective and useful one for them to use in order to carry out the activities and operations of the organization in the most effective way and in turn attain the most successful outcome for the company (Lips, 2014).

Searching for and identifying valuable information

As it has been mentioned before, there are a huge number of information which are available for the employees to take help and knowledge from while they are working within the organization River Island. However, all that information cannot be helpful or fruitful for the employees. Because of this reason, it is necessary and at the same time mandatory for the employees to have the knowledge and understanding of which of the information are actually needed for them and which of the information are actually valuable for them (Ebel, et al 2013). There are some particular processes which can be followed by the management and the employees of River Island whenever they are conducting a search for a valuable information or data. Sometimes, the people working within the company have do not any idea about what they are searching for, which means they do not have any knowledge about the matters they have been searching information about (Shajahan, et al 2004). This type of searches is known as the unknown searches because of the lack of knowledge of the employees. On the other hand, there are also some occasions where the employees have minimum amount of knowledge about the matters, they are searching the information for. The searches for valuable information of this type is generally known as the known searches (Lytras, 2010).

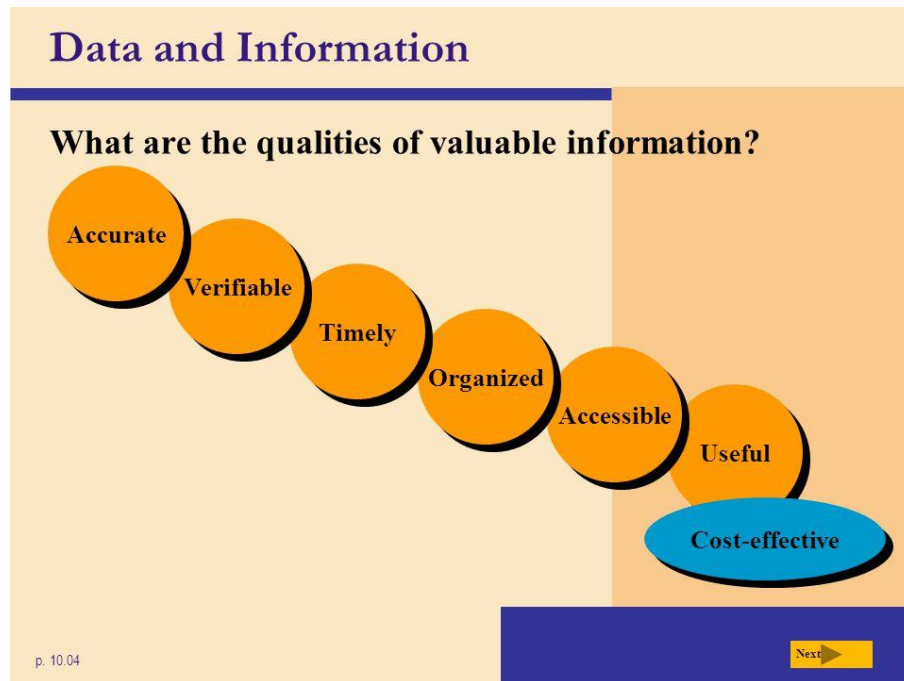


Fig: Characteristics of valuable information (Collinson, et al 2004).

The business organization River Island has to conduct a huge number of searches every single day because they need to acquire a lot of information about the choices and demands of the customers, changing trends in the market, financial condition of the country and so on. All these factors impact hugely on their business operations and that is why, they need to carry out these searches so that they gain this kind of information. However, these searches for the actual facts are rather concrete as the people searching for them already know about the facts they are searching for (Schwartz, et al 2011).

All these searches carried out by the employees of the organizations for valuable information on different subject matters actually bring about a huge lot of information for the people and it is natural that all that information might not be true and might not be relevant to their course of work as well. It is the duty of the employees of the companies to be responsible and to be

efficient enough to identify which of that information are of the most significance and the most valuable for their organization (Ebel, et al 2013).

Information storage

The information which are generally collected by the employees of the business organization River Island must be stored perfectly in a safe and secured platform so that they can further be found for refining or for any kind of uses in the future as well. The process by which this activity is done is known as information storage (Shajahan, et al 2004). The sincere management of the organizations of today's age has the tendency to keep backup of each data or information they have collected or have used so that they can further use those or can recheck their activities and operations if it is necessary (Lilley, et al 2004).

There are a number of ways by which the companies like the River Island can store their acquired data or information. Although, in the previous years, it was customary that all the data and information which has been used or collected by the management or the employees of this company at various occasions will be preserved in hard papers, this tradition has changed in a large scale. This modern age has offered the organizations like this with a lot of technologies and privileges which they can take help from in this regard. There are a number of latest technologies in this age which helps the business organization to securely store their data and information and this can be used for a vast amount of time as well (Schwartz, et al 2011). Some of the most notable ones among those processes are cloud storage, emails, zip files, memory sticks and so on. The one which is mostly used in the case of the company River Island is cloud storage as it is the most convenient way to store, restore and preserve any kind of data or information (Awad, et al 2010).

It is very important that the companies have the necessary idea and knowledge about the retrieval of this data or information along with the preservation of this. This is because there are many chances of this data or information getting deleted due to various accidents or mishaps and as this data and information are quite useful and vital for the operations of the company, the company must have a backup process to retrieve all this data. Moreover, it is also important that all the employees within the organization have the clear idea about how the storage of data and information can be done so that they can easily carry out the process (O'Dell, et al 2011).

Information flow and information overload

The meaning of the term information flow generally refers to the process by which an information flow from the source from which it originates to the receiver of the information. This process can also be used in the case when the information related to a business organization like the River Island generally flows from the external sources to the internal ones or from the internal sources to the external ones (Lips, 2014). There are a lot number of ways by the assistance of which information within a business can be flowed from one employee to another or from the employees to the management of the company or vice versa, However, the most effective and fruitful one among those is effective communication. A good and healthy kind of relationship or communication within the organization helps the people within the organization to get the right information at the right time and it is very important for the organizations like the River Island because without all this information it becomes impossible for anybody within the company to carry out their own individual roles in the company (Collinson, et al 2004).

Another important matter which can be discussed here in this part of the assignment is the concept of information overload. The term information overload generally means the excessive obtaining of information which

makes it difficult for the people within the companies to identify the relevant or valuable information which they actually need (Ichijō, et al 2007). This is an age of modern science and technology and the different means of technology has made it possible for the people to get a huge lot of information at a very short period of time. However, all this information is actually neither relevant or useful for the management or the employees of the companies to use, rather all these information makes it very much hazardous for the people to use. Because of these reasons, information overload has become one of the biggest concerns for the organization similar to the River Island. The employees struggle a lot because of the information overload which ultimately makes them able to perform their best as well as to provide the best care and services to the customers. In this way, the attaining of the overall organizational goals of the company become delayed or hampered as well (Awad, et al 2010). Although, this huge pool of information generally would mean that the employees can get any information they want at any time, the risks related to the obtaining of this huge amount of information is actually quite bigger than the advantages it could bring.

Information life cycles

The information life cycle generally denotes to the process by which an information is collected and stored and gradually destroyed after the use of it is finished (Shajahan, et al 2004).

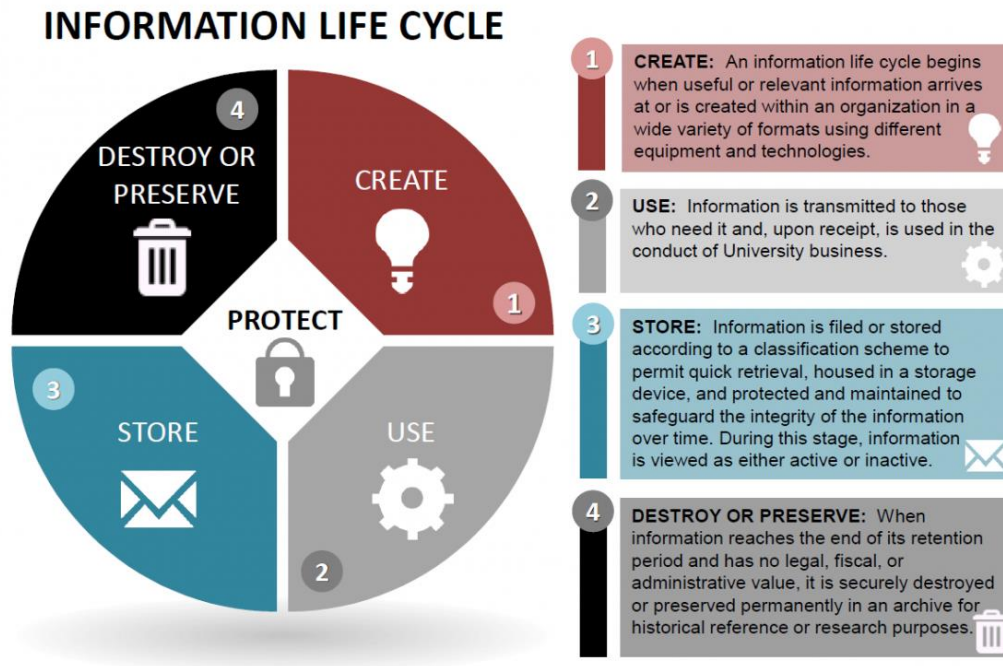


Fig: Lifecycle of an information (Ichijō, et al 2007).

At the first stage regarding the lifecycle of information, the need for the particular information is created or observed. After that, the employees or the management of the organization collects all the necessary information according to the particular purposes so that the various activities within the organization can be done accordingly with the help of that information. While doing this, the employees can take help from the various sources of information which are available for them (Collinson, et al 2004). However, it is equally important for the employees to understand which of the obtained information are relevant to the nature or course of work and which of them are not as there are too much information out there available for the employees to get hold of. The employees should acquire only that information which can be useful for them and which is actually relevant to the activity which they are doing at that moment. After the data or information is collected, the next stage which the employees have to go through is the processing of this data (Lips, 2014). No data is actually useful to anyone if it is not correctly processed in order to be made as an

information. Thus, the collected must be processed with the help pf various processes. After both these steps are done, the next stage comes which is to use this data (O'Dell, et al 2011). The employees are required to remain very careful so that the correct and right use of data and information is done and no information is used in any kind of unethical or unideal way. After the data or information has served its purpose and has helped the employees in carrying out their activities, that information is needed to be stored so that any other employees or the employee himself can use that information in the future for any other kind of work or for rechecking this particular again (Shajahan, et al 2004). Lastly, when the use of the data or information is finally finished it can be destroyed so that some definite confusions or hassles can be avoided. There are many processes of destroying the data which can be used by the people within the River Island. This is the entire process of the information life cycle which is observed within the business organizations of today's age (Awad, et al 2010).

External factors and sustainability within knowledge and information management

The knowledge and information which are collected by the people working within the business corporation River Island in order to carry but various important activities of the organization are ought to be sustainable so that that information can be preserved for a long time for future uses. The business organizations of today's age are constantly in competition with one another in the recent years and this one of the reasons why the information attained by these firms should be sustainable (Lips, 2014). The knowledge and information obtained by the organizational help the organization to conduct all the activities which are needed to be done in the most effective way and the continuation of the activities should be maintained and the valuable information related to this matter play a great role in this matter

(O'Dell, et al 2011). There are a massive number of technologies in the modern digital world of today, which allows the management and the employees of the organizations to get the information as well as preserve the information for a very long time (Ichijō, et al 2007).

Managing information risk

A wide range of risks are also associated with the collecting and preserving of the data and information which are collected for the uses in the organization. As the availability of the information or data has increases, so have the risks and threats related to that data or information (Schwartz, et al 2011). One of the major threats which are concerned for this regard is different kinds of accidents. In these days, most of the data and information are preserved in the digital media and there are huge possibilities that some sort of accident might happen and the valuable information or data which has been collected can get destroyed. That is why, the employees of the organizations or the management of the companies should remain very careful so that they can avoid any sort of accident related to the information or data getting deleted by any sort. They have to create and keep backups for these situations (Lips, 2014). Another very possible threat which these organization need to face while collecting and strong various sorts of data and information is the possibility of hacking. The digital crimes have increased by a great amount in the recent years and the company River Island has a number of information which are quite private and delicate. There are many parties who would want to get that information by the process of hacking and because of these reasons, this can also be identified as one of the threats (Collinson, et al 2004).

The organizations like River Island must be very careful in regard of keeping their collected and stored information and data very much safe and secured

and they can take the help of a number of security measures in relation to that (O'Dell, et al 2011).The management of the companies should take precaution measures and take the help of passwords or security pins in case of accessing many of the data. All the data and information must not be kept available for everybody within the organization. In addition to this, the company should also keep more than one backup for all kinds of data and information so that if any accident should happen, and the information gets deleted, the backups can help (Ichijō, et al 2007).

Conclusion

It is very natural that the organizations of today's age must get hold of a huge number of data and information in order to perform various functions of the organization in order to attain the ultimate organizational goals and targeted of the organization. The modern science and latest technologies of this updated era have blessed the mankind with a huge pool of information which makes the activities done in the organization much easier. However, it is the ardent responsibility of the management of these companies to identify the most relevant and useful data and information for their companies and also to manage that information so that those can be used in the most proper way. Besides, the companies should also adopt every measure possible to protect and preserve all the data and information they have collected to be used at various purposes at their corporations.

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