

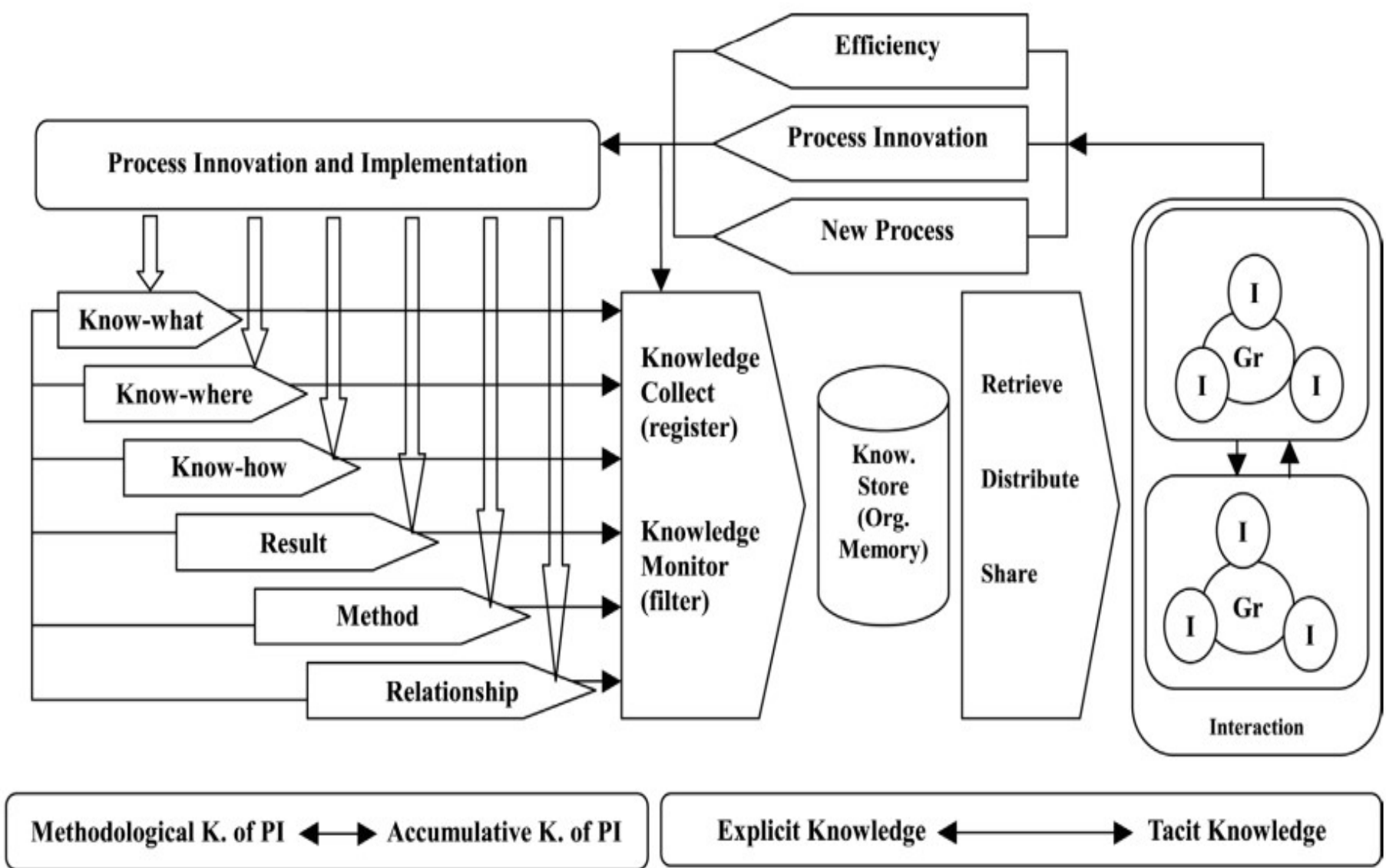
KNOWLEDGE MANAGEMENT



Assessment of the suggested structure for Knowledge Management

Samsung SDI, a global company, prioritizes Process Innovation (PI) for the core competency and competitiveness, utilizing SAP R3 for advanced processes. Recognising the need for effective knowledge handling, they implemented a PI-based KMS depicted in Figure 1. (Jank et al. 2022) The PI output includes various automatically updated knowledge types, stored electronically and selectively registered through a monitoring system. Accessible online, this knowledge is disseminated through forums, fostering a culture of innovation and best practices at Samsung SDI. (Jank et al. 2022)

Figure 1 Process innovation-based knowledge management in Samsung SDI



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“Knowledge Management (KM) System in Practice at Samsung”

Introduction

In today's rapidly evolving business landscape, knowledge management has become a priceless asset for organisations seeking to gain a competitive edge. This poster presentation delves into the world of Knowledge Management (KM) as applied to one of the world's most iconic powerhouses, Samsung. As a consultant advising Samsung, I will initiate an exploration to understand the concept of an enhanced KM system and its potential to deliver significant improvements.



Possible Management Tools that Samsung is using

- Brightics AI:** A tool capable of processing large amounts of daily data, identifying demand through deep data-based visualised learning. (Jewel,2021)
- Cello:** An integrated supply chain and logistics solution that utilizes the driven risk analysis techniques, optimal logistics planning, and predicts the arrival date of freight using blockchain. (Jewel,2021)
- ForSight:** A specialised tool for gaining insights into product trends, existing customer's feedback, potential customer's sentiments, and purchase intentions. (Jewel,2021)
- HelioSight:** A searching tool used for faster insight generation and discovering trends in social conversations. (Jewel,2021)
- Shared Knowledge Repository:** Knowledge warehouses that store modifiable critical knowledge accessible by all concerned parties throughout Samsung. (Jewel,2021)



SAMSUNG

Implementing the selected knowledge management system

- Brainstorming meetings:** Samsung conducts a two-hour weekly brainstorming sessions, engaging cross-disciplinary teams to enhance problem-solving and innovation. Establishing an environment conducive to these meetings is a key aspect of the implementation strategy. (Jewel,2021)
- Blogging and Social Networking:** Samsung implemented enterprise-wide blogging and social networking platforms to promote spontaneous idea-sharing and social interaction among employees. These user-friendly systems play crucial role in steadily enhancing employees' existing knowledge. (Jewel,2021)
- Shared Knowledge Repository:** Knowledge warehouses are employed by Samsung to store essential information accessible to all involved parties. Managers undergo training on the collection and sharing of knowledge, ensuring the successful implementation of knowledge sharing practises company-wide. (Jewel,2021)
- Continuous Improvement:** Regular feedback from brainstorming meetings, social media platforms, and other knowledge-sharing avenues allows Samsung to identify areas for improvement in its processes, products, and services. (Jewel,2021)

How it will interact with other systems

- Samsung's transition from a low-cost imitator in the 1970s to a design-focused market leader is highlighted. (Madani et al., 2014)
- A strong company culture, emphasizing design and shared business understanding among employees, contributes to Samsung's success. (Madani et al., 2014)
- The shift from a 'fast follower' to a leader in 5G involves components like strategy, resources, capabilities, and processes. (Madani et al., 2014)
- Samsung's management style combines elements of both Japanese and American approaches, focusing on technology, brand, and design. (Madani et al., 2014)

Conclusion

In conclusion, Samsung's effective use of knowledge management tools coupled strong knowledge-sharing practices, exemplifies its commitment to innovation. Despite facing challenges like heightened competition and economic uncertainties, Samsung adapts, focusing on continuous improvement and maintaining a design-focused leadership approach. The company's strategic evolution, from a low-cost imitator to a 5G market leader, underscores its resilience and ability to navigate the dynamic tech landscape, ensuring its ongoing success in the global market.

Illustration of how knowledge management tools are utilized

An example of Brightics AI:

- Data Processing:** Brightics AI has the potential to handle extensive datasets, potentially sourced from diverse outlets such as social media, customer feedback, or sales information. (Jewel,2021)
- Demand Forecasting:** The tool could utilize machine learning algorithms to examine patterns and recognize trends in demand. Subsequently, it has the capability to produce visualized insights that present projections for demand. (Jewel,2021)
- Integration:** These observations could be incorporated into alternative systems, like Samsung's supply chain management or marketing platforms, to guide decision-making procedures. (Jewel,2021)



Benefits and Challenges

Benefits:

- Competitive Enhancement:** The main goal of Knowledge Management is to improve the competitive standing of the organisation. This involves efficiently handling and leveraging knowledge to harness its inherent value, giving the company a distinct advantage in the marketplace. (Jang et al., 2002)
- Reduction of Lead-Time:** The knowledge created from Process Innovation plays a key role in decreasing the time required for processes. This suggests that the company can optimize its procedures, enhancing efficiency and responsive, and resulting in time savings across different operational areas. (Jang et al., 2002)
- Knowledge Sharing and Dissemination:** It highlights the use of forums, specially designed for sharing knowledge and exchanging best practices, as effective means to actively distribute knowledge throughout the organisation. (Jang et al., 2002)
- Global Application of PI:** Being a multinational corporation, Samsung SDI has implemented Process Innovation globally. The company embraces sophisticated procedures and frequently utilizes technologies such as SAP R3 to sustain competitiveness and operational efficiency. (Jang et al., 2002)

Challenges:

- Increased competition:** Each day witnesses the emergence of new firms, companies, and startups. Nevertheless, Samsung encounters its most formidable competition in the realms of smartphone products, consumer electronics, and computing industries. Samsung concerning pricing, innovations, new features, and market share within the technology industry. (Pereira, 2023)
- Economy uncertainty:** Global market uncertainty, exacerbated by economy recession and financial difficulties, has led to notable decrease in smartphone sales. This shift in consumer behaviour, favouring used or refurbished devices over new purchases, has adversely affected Samsung's sales growth. (Pereira, 2023)