Knowledge Management in Pharmaceutical Companies in Chennai City – A Study with reference to Employee’s Awareness and Service Quality

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ABSTRACT

The paper focuses on the emergence of Knowledge Management in Pharmaceutical Companies and its impact on employee’s awareness and service quality. The present era is coping its attention towards Knowledge Management. Knowledge Management has become a most needed approach and various strategies that are adopted for managing knowledge. There are various effects of Knowledge Management in employee awareness and service quality. The objective of the study is to analyze different types of Knowledge Management Techniques adopted in Pharmaceutical Companies and to examine its effect of services in the organization. This study is analytical and conceptual since my research work is still in progress. The data taken is secondary and descriptive in nature which explores the detailed analysis of strategies adopted in companies by integrating insights from the literature on Organizational Services and Knowledge Management. Detailed research may be undertaken to equip the Pharmaceutical Companies with Knowledge Management to bench mark their talent management practices and identify the gaps in development road of execution that generate innovative ideas for development of companies and to up bring the human resource skills.

Keywords: Knowledge Management, Pharmaceutical Companies, Service Quality and Awareness

1. INTRODUCTION

The need for this part is to provide an introduction to the research undertaken and to sketch the research ethics that guide the study.

With increasing awareness of Knowledge-based economy, Companies are excited to create value through a better use of knowledge. Merged with the trend of Globalization and Organization, the transfer of knowledge within nations takes place usually. Innovative recombination of knowledge is essential to achieve knowledge transfer for business rather than achieving competitive advantage. Knowledge is required to be the key to understand society as well as technological inventions taking place. It is an intangible asset which is difficult to access and control. The impact of Knowledge Management on Organizational services is well recognized.

Knowledge Management is an up coming disciple the promotes Companies intellectual capital. Knowledge Management includes managing the knowledge that is already existing in the organization, as well as enhancing the ability to create new knowledge. This provides information to right person at a right time.

Many companies that manipulate Knowledge Management programs emphasize Knowledge Sharing and integration, which is referred to as first-generation knowledge management. The study conceptualized employee awareness and service quality as distinct construct; long-term services, referring to organizational processes such as innovation, employee skill improvement and learning. The study examines the individual with combined effects of Knowledge Management strategies on Companies performance. Based on the analysis of the study, it suggests that Knowledge Management strategies affect firm’s quality. The learning-based
knowledge management strategy influences the service quality of the companies. Thus, Knowledge management refers to influence of knowledge in the organizational practices, that deal with managing diversified work force arising from every nook and corner of the organization.

2. LITERATURE

The purpose of this part is to describe variety of opinions and views of the issues related to knowledge management with reference to employee awareness and service quality. For this purpose, researcher has tried to review relevant literature on this subject.

- In action, Knowledge Management is a conscious decision on the part of an organization to bring its staff together to help them to transform well-structured information into intellectual asset. It is not the technical economy or the information age rather it is about harassed a person’s intellectual capacity. It could even help to bring together the aspirations of education, business and government. (Goldsmith, Morgan and Ogg 2004)
- Knowledge Management includes managing of knowledge that already exist in the organization; as well as enhancing the ability to create new knowledge. Most of the companies practicing knowledge management are referred as first-generation knowledge management organizations. This means they have just now begun to put more effort in programs for knowledge creation and learning which is referred as second-generation knowledge management. (MCElroy, 2003)
- Knowledge Management has been identified as the most strategically significant resource for the organization to gain its competitive advantage and superior quality. It is largely used in managing human resources that contribute more on organizational strategy (Spencer.J.C 1996; Grant.R.M; Gold.A; Malhotra and Segers.A 2001)
- Knowledge Management is up coming discipline that promises to capitalize organization’s intellectual capital. This practice supports not only the know-how of a company, but also the know-where, know-who, know-when, know-what, know-why. There is a widely held belief that today’s organization’s richest resource is the knowledge residing individually and jointly among employees reflects the importance of processes promoting the creation, sharing and leveraging of knowledge. (Drucker 1993; Earl and Scott 1999)
- The realization of value of the knowledge assets are essential for business executives. Today’s businesses must position themselves within these new economic realities and leveraging brain power through knowledge management is one of the best ways to start off with the process of change. (Bassi and VanBuren 2000; Wah 1999)
- Component knowledge as mentioned can be classified as individual knowledge and collective knowledge. Individual Knowledge refers to knowledge harbored by an individual in an organization. If this knowledge is not shared with others, the organization can neither multiply nor leverage on the value of expertise. (Daven Fort and Prusak 1998)
- A dynamic human process of justifying personal belief towards the truth. Knowledge is created by flow of information anchored in the beliefs and the commitment of its holder. This emphasizes that knowledge is essentially related to human action. (Nonaka and Takecheui 1995)
- Knowledge Management is a strategic and integrated approach adopted in an organization for delivering sustained success to the company by improving the skills and knowledge of every individual and employee group as well as for developing the capabilities of teams and individuals. It is an ongoing process where managers, supervisors, team leaders and employees work together to plan, review and monitor work objectives, goals or issues of employees that may arise during the working
relationship and their overall contribution to the organization. (Armstrong and Baron 1994)

- Knowledge Management can be defined as systematic and integrative process of coordinating organization-wide activities of acquiring, creating, sharing, diffusing, developing and deploying knowledge by individual and groups in pursuing major organizational goals. Though Knowledge is intangible its results tangible and profitable for the organizations in achieving long term objectives and missions. (Rastogi and Petresh. M 1994 (b)).

3. STATEMENT OF THE PROBLEM

The organizations adopting Knowledge Management systems face a lot of complex Challenges. They are as follows;

- The need for creating and managing new knowledge strategies are more important; so, developing appropriate Knowledge Management strategies takes more time and it becomes vital to face up challenges.
- Since Knowledge Management is an upcoming trend, strategies have to be carefully adopted in order to attain positive results.
- Knowledge Management is strategic and conceptual and hence skilled human resource is needed to understand and implement knowledge Management Techniques.
- This research study is conducted in Chennai city alone. And hence further research can be conducted in other parts of geographic area in order to attain precise results.

4. OBJECTIVE

The following objectives are taken for consideration to do research on those constraints. They are as follows;

- To analyze whether there is a relationship between Knowledge Management Strategies and Employees Service Quality.
- To examine how different knowledge management strategies influence employee awareness and service quality.
- To study the employees’ level of awareness towards knowledge management system adopted by the Pharmaceutical companies with reference to Chennai city.
- To assess how the employees’ act and develop after the implementation of knowledge management strategies in Pharmaceutical companies with reference to Chennai city.

5. SCOPE AND SIGNIFICANCE

- The study will facilitate the organization to know what type of Knowledge Management strategies can be adopted to contribute more towards service quality.
- This research will enable the Organization in fostering an effective learning culture among the employees and they become more aware of happening around them.
- The study pays way for the organization in promoting sound knowledge sharing culture and design for creating new concept that would enable knowledge acquisition storage, evaluation and execution.
- Since research is taken in a new aspect, it promotes the organization in implementing upgraded strategies which will help the organization to meet the competitive challenges.
- The research will result in initiating the organization to identify the best practices in Knowledge Management and encapture customer preferences in the market.
The research is significant in both literature and industry practice. There is a positive relationship between knowledge management and service quality but there is no empirical evidence focusing the relationship between two variables.

The lack of research is more existing in manufacturing unit and understanding knowledge management strategy would be difficult for them.

The paper focuses on providing insights about various actions in the knowledge management era that results in long-term performance.

This study highlights different strategies to be adopted by each department in an organization. Knowledge Management has gained its appreciation and has been widely practiced in present era.

This paper enumerates the reason behind this development is due technological advancements and competitive challenges. Hence, every organization takes initiatives to upgrade the knowledge and skills of the employees in order to be up to date.

Thus, many initiatives are undertaken by providing many seminars, workshops, and technical sessions in order to create awareness and provide sufficient quality of services that satisfy the needs of management and customers in the market.

Though this paper is conceptually validated, it provides the necessary insights about how knowledge management is used for employee awareness and service quality.

**IMPACT OF KNOWLEDGE MANAGEMENT ON EMPLOYEE AWARENESS AND SERVICE QUALITY**

The important effect knowledge management can be assessed through proper research methodology and tools. Since, the research paper deals conceptually, this shows how knowledge management is used for employee awareness and service quality.

Since Knowledge management gained its importance only in the present era, management should provide appropriate training and explanations.

It is necessary to make sure managers since, they play an important role developing the skills of employees to give quality service.

Managers should use the concept “walk the talk” by showing it is important for themselves and encourage their employees to do it and letting them to contribute to how programme can be done as they ‘get on board’.

Different strategies of knowledge management are adopted by various departments in an organization based on the necessity and need.

Proper awareness and use of Knowledge Management ensures reward system of the employees where this system is taken into account.

There is a positive relationship between Knowledge Management and Services of the employees as these strategies provide way for betterment of skills and talents to shine in the organization.

A module of change is seen in employees after adopting Knowledge Management strategies since employees are aware and are able to act according to the circumstances without much supervision and check.

Knowledge is created by human beings. So, to be successful one must do away with traditional approaches and compensate with machines in the process of labor. Every person is a knowledge worker. He is viewed as a contributor for the creation of knowledge. This makes the employee feel supported by the company.

Since knowledge management deals with the complexity of minds, it is necessary for employees to store and retrieve knowledge management concepts. Sharing and gaining of knowledge is not only needed, rather employees must be aware and should have insights when and where to use these gained knowledges when the need arises in the organizations.
6. CONCLUSION

The objective of the study was to examine the impact of knowledge management strategies on employees’ services from comprehensive secondary data with reference to particular sector in a city. The relationship between knowledge management strategies and organizational services and its moderating effects were clearly discussed. Thus, I conclude that the opportunities are abundant from greater efficiencies and access to new strategies for organizations has to be improved for employee opportunities and higher potentials for skilled workers have to be promoted, in order to improve the awareness of employees that will help them to beat the challenges arising throughout the organizational world.

7. REFERENCES