

Computer Applications leveraged for better Knowledge Management: the NeCTAR way..



*IT should create value and refine the firm's knowledge assets
KM systems needs to evolve from being a mere optional part*

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Back in late 90's, as Computers and allied technologies were gaining prominence in almost all strata of business domains, Bill Gates- the MS maestro, then gave a beautiful definition to InfoTech., stating IT as a model of extracting Anything by Anybody at Anytime from Anywhere..!

Today, for modern businesses, Knowledge management is essentially about getting the right knowledge to the right person at the right time. This in itself may not seem so complex, but it implies a strong tie to corporate strategy, understanding of where and in what forms knowledge exists, creating processes that span organizational functions, and ensuring that initiatives are accepted and supported by organizational members. Knowledge management may also include new knowledge creation, or it may solely focus on knowledge sharing, storage, and refinement.

Nehru College of Engineering and research Centre, a top rated Engineering College of Kerala, situated in the Thrissur, Palakkad district border, hosted NeCTAR2020- Kerala's first-of-it's-kind Electronic Conference which did set a good example for Knowledge Management during a National Lock down. NeCTAR could be expanded as Nehru e-Conference on Technology Annexing Reality. The Conference did set a stage to Develop, Disseminate, Deploy, Discuss and Record Knowledge, all through online modes.

We believe that, knowledge management is not just about managing knowledge for knowledge's sake. The overall objective is to create value and leverage and refine the firm's knowledge assets

to meet organizational goals. At NCERC, we had a strong motive of staying alert on academic fronts during covid lockdown days. We wanted to create better platforms online, so that the Professional as well as Personal wellbeing of Students and Faculty members are maintained on positive vibes. We wanted to maintain all our Knowledge related action plans to stay vibrant. It was never a monolithic build; rather it had various magnitudes. Looking from the angles of Knowledge management it had following dimensions.

- Approach: Knowledge management approach must be dependent on corporate strategy. The objective is to manage, share, and create *relevant* knowledge assets that will help meet tactical and strategic requirements.
- Executive Culture: The organizational culture influences the way people interact, the context within which knowledge is created, the resistance they will have towards certain changes, and ultimately the way they share (or the way they do not share) knowledge.
- Organizational Practices: The right processes, environments, and systems that enable KM principles to be implemented in the organization.
- Administration & Direction: KM requires competent and experienced leadership at all levels. There are a wide variety of KM-related roles that an organization may or may not need to implement, including knowledge managers.
- Application Technologies: The systems, tools, and technologies that fit the organization's requirements - properly designed and implemented.

Accepting the fact that Knowledge is about people and human interaction, in modern times, KM systems have come a long way and have evolved from being an optional part of KM to a critical component.

Today, such systems can allow for the capture of unstructured thoughts and ideas, can create virtual conferencing allowing close contact between people from different parts of the world, and so on. NeCTAR did set a perfect example, for these modes of thought processes