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ROLE OF INTERNET IN KNOWLEDGE MANAGEMENT

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Abstract:

Internet plays an important role globally. It works on the basis of standard protocols. With the evolution of web 4.0, a paradigm shift has been observed in applying the technologies especially internet, which allows to access large number of content pages of our need. Knowledge sharing, transferring, transmitting has become very easy in organizations. This is possible through the use of internet by which a large number of files transfer within moment. Internet also plays a key role for managing knowledge in organizations.

1. INTRODUCTION

Internet: Internet plays an important role in the life of the people globally. A number of networks link together. It works on the basis of standard protocols. Through it use, people are accessing different types of information, which was not open to access earlier. Users of internet are increasing within the moment. The number of user accelerates to 4.39 billion in 2019. The numbers of users are growing every year. It has emerged a most powerful tool of communication. With the introduction of Web 4.0, a paradigm shift has been observed in applying the technologies especially internet, which allows to access largest content pages of our need. Knowledge sharing, transferring, transmitting has become very easy in organizations. This is possible through use of internet. World has become a global village due to internet in this era. Internet plays an important role in providing connectivity to world through its networks. From home to banks, hospitals, government offices, post offices, police stations, courts, lawyers, and medical professionals, shops, educational institutions like schools,

colleges and universities are making use of internet 24/7. It has become a necessity of today's world. No development takes place without the use of internet. There is use of internet in most of the activities in this age.

2. **KNOWLEDGE MANAGEMENT**

Knowledge Management is important topic now-a-days. It has its roots in ancient history. The term Knowledge Management may be the new one, but it has been practiced through the ages. Librarianship was, by and large, a programmed activity, which could be efficiently carried out with moderate intelligence and knowledge. Librarianship was simple and users had no choice but had to be contents with libraries and their products, which were more or less identical. Knowledge Management is to improve the use of organizational knowledge through sound practices of information management and organizational learning. It is not merely the task of managing or organizing books and journals, searching information using ICTs arranging for circulation of material. Librarianship was simple and users had no choice but had to be contents with libraries and their products, which were more or less identical. Knowledge Management is to improve the use of organizational knowledge through sound practices of information management and organizational learning. It is not merely the task of managing or organizing books and journals, searching information using ICTs arranging for circulation of materials. However, each of these activities is part of the knowledge management and process. It connects individuals with the knowledge that they need to take action, when they need it.

Knowledge is different from information. Information is data arrange in a meaningful pattern. Knowledge on the other hand, is the processed information. There is no doubt that the knowledge is some sort of information combined with experience context, interpretation and reflection. Unlike information knowledge is embedded in the minds of human beings. However, it is also true that all information is not knowledge and at the same time all knowledge is not available. It is therefore a challenge for knowledge management workers to determine what information within an organization counts as "worthwhile valuable knowledge "within a vast sea of information. It is directly linked to what, when and how people can support business and organizational objectives. It draws on human competency, institution, ideas and motivations but not a technology – based concept. Although technology supports knowledge management.

Knowledge originates and resides in people's mind and is applied to the minds of the knower. It is the people who can interpret environmental data information into valuable knowledge for personal and organizational use. Knowledge is used to produce decisions and finally action. It is highly contextual and depends to a large extent not only on the skills and experiences, but also on values and belief of individuals. Besides the work culture and organizational socio-economic climate. Any organizations can develop knowledge either through acquiring knowledge or through internal development.

Knowledge management is orderly, goal- directed but ever changing. It is in extricable tied to strategic objectives of organization. It uses only the information that is the most meaningful, practical and purposeful. As such there is no universal definition of knowledge management and also there is no agreement on what constitutes knowledge. Knowledge is constantly tested

updated revised and sometimes even" obsolete" when it is no longer practicable. It is a fluid, organizing process. In the broadest sense knowledge management is the process through which organizations generate value from their scholarly and knowledge based assets. It is the practice of harnessing and exploiting intellectual capital to gain reasonable benefit and consumer commitment through effectively innovation, quicker and more efficient decision making. Knowledge management is not only a process of creating / transferring knowledge but it also adds value to the available information. It is a continuous process and not one-time activity. Knowledge management is not an off the shelf –software product. It is neither a data base nor a toll for organizing or processing data or management technology. It is an asset which can be used for creating customer value, operational excellence and product innovation that increases profits and effectiveness of any organization.

Knowledge Management is a term that has worked its way into the main stream of both academic and business areas since it was first coined in the 1980's. The current state of the knowledge management and compasses for overlapping areas:

a) Managing Organization (Reading, Sharing, retaining, storing, using, updating and retrieving);
b) Organizational Learning;
c) Intellectual Learning; and
d) Knowledge Economics.

This means that there is considerable opportunity for librarians to use their traditional skills to assume a new function of managing knowledge within the library which would complement the traditional library services function. The aim of knowledge management for library is to become more competitive through the capacities of their staff and clients to be more flexible and innovative.

2.1**Types of Knowledge**

i. **Tacit Knowledge**: It is knowledge that people carry in their minds and is therefore difficult to access, articulate or describe. It is the knowledge, which is usually transferred by demonstration rather than description. Often, people are not aware of the knowledge they possess or how it can be valuable to others. Tacit knowledge is considered more important because it provides context for people, places, ideas and experiences. Effective transmission of tacit knowledge generally requires wide personal contact and trust. Tacit knowledge is not easily shared. It is highly invisible and resides in the minds of the individuals. Skills, value, judgment, contact sensitivity etc. are some examples of the tacit knowledge. It can make the organization more innovative and productive**.**

ii. **Explicit Knowledge**: Knowledge that is easy to communicate is called explicit knowledge. The process of transmuting tacit knowledge into explicit knowledge is known as articulation. It is the format knowledge that can be packaged as content information, formula, standards, patents, articles; manuals etc. are all the sources of explicit knowledge. It is also easy to transfer between individuals and the organization. The tacit aspects of knowledge are those that cannot be phrased but can be transmitted only via training or gained through personal experience. Alternatively, tacit knowledge can be understood to be knowledge that is embedded in a culture

(for instance a regional, culture, organizational culture or social culture) and is difficult to share with people not embedded in the cultural organization world over are devising ways and means to extract the tacit knowledge of the workers and motivate them to share that with others. They are endeavoring to turn this process into a self-generating system that does not sputter out. If it works knowledge can spawn creatively innovation and improved performance within the work place. Knowledge management initiatives are taken by organization and learners of the worldwide which reveal how these companies create value from their intangible assets.

2.2 knowledge management initiatives

These are three types of knowledge management initiatives.

i. ***External Structure Initiatives:*** Information gaining and knowledge from customers for example through Net cape, USA a close link via the net for opinion leaders among clients, who are motivated to report problems, enables it is to create new generations of software at a faster pace.

ii. ***Internal Structure Initiatives:*** Building knowledge, sharing culture should be done. There are organizations in USA that balance between creativity and conversation.

iii. ***Competence Initiatives:*** Creation of careers based on knowledge management is another way for example: IBM, USA and most Japanese large companies encourage dual careers. Personnel are motivated to switch between professional and managerial jobs, in order to gain complete knowledge about the company. There are six attributes must be considered in to knowledge management practices as follows:

- ***Subjectivity:*** Context and individual background shape the interpretation of knowledge.
- ***Transferability:*** Knowledge can be extracted and transferred to other-to-other-to-another context.
- ***Embeddedness:*** Knowledge is often in a static buried from that makes it difficult to extract or formulate**.**
- ***Self-Reinforcement:*** The value of knowledge increases and not decreases when shared.
- ***Perishability:*** Knowledge can easily become outdated**.**
- ***Spontaneity*****:** Knowledge can develop unpredictably in a process organization must instill a sense of caring for knowledge so that it becomes part of everyday life rather than something which ebbs and flows as the mood suits.

3. INTERNET AS KNOWLEDGE MANAGEMENT TOOL

The internet and knowledge management are not new concepts. Knowledge management and the sharing of the knowledge can help libraries with the improvement of the quality of their service as well as the creation and maintenance of a learning culture. In the present scenario internet has emerged as adynamic way of transferring and sharing the information and knowledge by any organizations. Many organizations have realized that an internet can empower their employees. It can also boost the organizations competitive advantage, improve employee’s moral and improve communication among clients and suppliers. Through internet

organizations are able to provide different ways to manage and transfer data, information and knowledge. A literature review indicates that research has been done on a utilization of an internet as a knowledge management tool for examples, Law firms and the business environment discipline that supports a cohesive approach to identifying, storing, evaluating, retrieving and providing all the information assets of an organization. The main advantages include the following.

- **Improved Service:** The use of an internet improves the way in which services are rendered**.** In an organization knowledge shares with supervisor, subordinate and peers, if there is a scope of improvement that can be improved by using internet. Improved knowledge can be shared with the customers also.
- **Faster Speed**: Through internet with Web 4.0, networks are working fast; knowledge can be accessed, retrieved and shared easily and quickly. Organizations take the quick decision on their products. As the organizations work with the heavy bandwidth, their internet connectivity is available with faster speed. It helps organizations to work speedy.
- **Ease of use for accessing and publishing information**: It is easy to publish one's research by placing it on internet so that others can access it.
- **Simplicity in creation and maintenance:** An internet can be created and maintained with a minimum of programming expertise. Once the basic shell is in place, support staff at a specific department can easily make most updates to information.
- **Keep up with the workforce:** As more and more young employees enter the workforce, keeping up with new technology will become increasingly important. Employees with new technology will become increasingly important. Employees will become less willing to receive training information through slides or printouts because they are used to being intellectually stimulated through electronic media. Employees can use the internet to learn from one another.
- **User friendly Interface:** An internet application typically uses an interface that is conductive to point and click navigation. Employees access different sources on internet and get information easily of their choices in a organizations or among the organizations. Knowledge is managed and share through its use by using different tools.
- **Centralization:** Employees can access information from a central database at any time and in any number of geographical locations. Knowledge generated by a organizations is shared with the superiors, subordinates and peers. Organizations also share of different products to customers of the organizations and get feedback from target group.
- **Flexibility:** An internet provides one access point to the organizations database and allows a remote worker to access the knowledge available as if she is in his/ her own office. In an organization, knowledge can be shared from any remote areas or any part of the world.
- **Accuracy:** Information and data are as accurate as supplied by people and will not change between requests. Users who are accessing information will always obtain the same and accurate data. However, some information on different websites may not be accurate, but knowledge shared by the big organizations seems to be accurate.
- **Save Trees:** The internet is a step closer to a paperless working environment, because the more the internet progress the less paper will be used. In every areas, we are moving fast towards e-environment like e-governance, e-resources etc. where we do not need papers.

- **Effectiveness and efficiency: -** Review and evaluation of working is an important task to be done by any organization on regular basis and this can be done by using internet. In organizations, knowledge is shared, reviewed, evaluated and communicated by different stages.
- **Interactivity:** The emergence of web development tools such as Java, Cloud and shockwave have enhanced the scope of websites. One can create discussion groups, comprehension tests and other two-way communication tools**.** Introduction of Web 4.0 also put forward organizations to easily handle their knowledge, where a large data files are easily transferred.
- **Ease and Low cost for updates:** With an internet one can easily and inexpensively updates online publications. This can be done frequently as needed. The cost of maintenance of internet and its use are not expensive, as knowledge or electronic data is transferred with the click of mouse globally.
- **Timelines:** Depending on the use of the internet and bringing serious technical problems, messages will be delivered on time. The transfer of knowledge from one organization to another organization in any place of the world is easily possible within time. Internet does not take much time for transferring, accessing or searching knowledge.
- **Consistency:** Any employee can view the same explicit knowledge. There is no need to worry about several copies of outdates information circulating around the office. The internet will always be available if the network is online. So, if used optimally, internet has the capability to be a valuable knowledge management tool for facility communication and knowledge sharing within organization such as academic libraries.

CONCLUSION: The success of knowledge management initiatives and information professional depends upon developing good inter personal relation and rapport with the business experts in the organization. Knowledge is the fundamental basis of competition. Competing successfully on knowledge requires either aligning strategy to what the organization knows, or developing the knowledge and capabilities needed to support a desired strategy. The internet and knowledge management are not new concepts. Sharing and managing knowledge are easily possible with the use of internet in and among the organizations and libraries. Through this, libraries are also making best use and improve the quality of their services as well as the creation and maintenance of a learning culture. Today internet has appeared as one of the most dynamic and reliable way of transferring information and knowledge in any organization. Many organizations have realized that an internet can empower their employees. It can also boost the organizations competitive advantage, improve employee's moral and improve communication among clients and suppliers. Internet also provides different ways to handle and transfer data, information and knowledge. Internet is a knowledge management tool for examples, Law firms and the business environment discipline that promotes an integrated approach to identifying, capturing, evaluating, retrieving and sharing all the information assets of an organization. These activities have become regular in organizations.

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