

## A STUDY ON KNOWLEDGE SHARING STRATEGIES OF IT EMPLOYEES IN CHENNAI DISTRICT

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### ABSTRACT

Knowledge dividing alludes to the most common way of trading data among individuals, groups, or associations. This knowledge might be unequivocal, which comes from records or methodology, or implicit, meaning it was created for a fact. Sharing knowledge has benefits for the sharer as well as the beneficiary. It can make grasping, a sensation of significance, and even assist workers with developing their initiative abilities. Benefits for organizations that support knowledge sharing incorporate turning out to be more deft and versatile. Workers taking part in knowledge sharing can foster more compelling and smoothed out techniques and cycles. A representative handbook can be an extraordinary method for beginning. It can likewise assist with developing a more faithful and useful labor force. Knowledge sharing is connected with knowledge move. Yet, knowledge move is explicitly about how to figure out an arrangement to get basic expertise from workers who are passing on to the individuals who are remaining. Associations ought to constantly have an arrangement for staying with unsaid knowledge inside them. With this background, the researcher has taken this topic to analyse the Knowledge sharing strategies of IT employees in Chennai District.

### INTRODUCTION

Prior to setting out on knowledge sharing open doors for your workers, should be sure about what they need to acquire. Everything starts with understanding who will be involved.

- Recently added team members need knowledge sharing to increase in their new job. One-on-one mentorships and friend coaching are two extraordinary ways of assisting your fresh recruit with fitting in, get acquainted with everything, and fabricate associations. Knowledge sharing is key for an extraordinary onboarding experience.
- Future pioneers don't frequently get the preparation they should be extraordinary pioneers. Knowledge sharing and mentorship can place them in a good position. They'll acquire imperative abilities and tips to assist them with meeting the difficulties they'll confront. It is likewise a vital fixing to any progression plan.
- Telecommuters face difficulties around feeling a piece of a group and having casual learning valuable open doors. Interfacing with other colleagues or pioneers through knowledge sharing exercises can fill this hole. A MIT article urges associations to found water cooler calls "that can uncover encounters and thoughts that in any case would have stayed unexpressed and keep colleagues associated on an individual level."

## BENEFITS OF KNOWLEDGE SHARING

Bosses and workers have a great deal to acquire from knowledge sharing. Here are a portion of the fundamental benefits of empowering it in your association.

### ➤ Increment representative commitment

Research has shown that representatives love to learn. Offering admittance to learning open doors is one of the top ways of expanding representative commitment. This is especially valid for more youthful laborers who exhibit a guarantee to learning.

### ➤ Helps representative learning and advancement

Representatives who associate through friendly learning exercises are more fruitful in holding what's realized. Basically, we learn better when we're together. Furthermore, data that is held is there to be utilized. At the end of the day, when your representatives can recollect what they've realized and use it, you'll get a more proficient and powerful work environment. However, numerous associations actually demand utilizing singular review strategies like coursework, tests, studies, and so on. Social learning is the key that can open a more talented labor force.

### ➤ Constructs a learning society

Learning societies focus on worker advancement. They show their obligation to worker development and advancing by giving learning experiences through tutoring, instructional courses, and knowledge sharing. Associations that form a learning society urge representatives to invest energy on improvement and knowledge sharing exercises. That is on the grounds that they comprehend the more workers learn, the more useful and compelling they are.

### ➤ Hold basic implicit knowledge

Implicit knowledge will be data that is learned through experience and not through printed documentation, like approaches or systems. Be that as it may, it is no less significant to an association. It might actually be utilized to reclassify cycles or methodology at times. However, except if knowledge sharing open doors are available in an association, implicit knowledge can be lost when those with that basic data leave the organization.

## RESEARCH METHODOLOGY

The researcher has taken 408 respondents from the employees of IT companies in Chennai District. The researcher has used both Primary and Secondary data for the present study. The researcher has used H test for the analytical part of the present study.

## ANALYSIS

**H-test shows mean rank difference towards knowledge sharing strategies with respect to age of the employees**

Factors	Age	N	Mean Rank	Overall Mean	H-test	p-value
Create Knowledge Sharing Environment	15-19	171	211.77	3.5711	4.215	0.122
	20-24	223	202.60			
	25-29	14	146.00			
	<b>Total</b>	<b>408</b>				

Recognize Knowledge Sharing	15-19	171	214.55	3.4767	2.466	0.291
	20-24	223	196.96			
	25-29	14	188.07			
	<b>Total</b>	<b>408</b>				
Lead by Example	15-19	171	220.71	3.2782	11.132	0.004
	20-24	223	197.28			
	25-29	14	121.50			
	<b>Total</b>	<b>408</b>				
Manage Communication Barriers	15-19	171	218.92	3.1283	8.542	0.014
	20-24	223	197.93			
	25-29	14	132.93			
	<b>Total</b>	<b>408</b>				
Encourage Knowledge Sharing Tools	15-19	171	221.89	3.3627	11.498	0.003
	20-24	223	195.33			
	25-29	14	124.79			
	<b>Total</b>	<b>408</b>				

Source: Primary data

### Interpretation

Table above shows that the mean rank values of Create Knowledge Sharing Environment, Recognize Knowledge Sharing, Lead by Example, Manage Communication Barriers and overall Using Knowledge Sharing Tools as per the opinion of the employees. Further H-test is applied to find out the significant difference towards dimensions of Using Knowledge Sharing Tools based on age of the employees.

H-test is carried out to identify whether there is any significant difference in the Create Knowledge Sharing Environment with respect to age groups of the employees. It is observed from the result that there is no significant difference towards Create Knowledge Sharing Environment. (H value is 4.215 and P value is 0.122).

H-test is carried out to identify whether there is any significant difference in the Recognize Knowledge Sharing with respect to age groups of the employees. It is observed from the result that there is no significant difference towards Recognize Knowledge Sharing. (H value is 2.466 and P value is 0.291).

H-test is carried out to identify whether there is any significant difference in the Lead by Example with respect to age groups of the employees. It is observed from the result that there is significant difference towards Lead by Example. (H value is 11.132 and P value is 0.004). The mean rank value ranges between 121.50 and 220.71. The least level of Lead by Example is perceived by 25 to 29 years of age, the mean rank value being 121.50. The highest level of Lead by Example is opined by the age group 15 to 19 with the mean rank value of 220.71.

H-test is carried out to identify whether there is any significant difference in the Manage Communication Barriers with respect to age groups of the employees. It is observed from the result that there is significant difference towards Manage Communication Barriers. (H value is 8.542 and P value is 0.014). The mean rank value ranges between 132.93 and 218.92. The least level of Manage Communication Barriers is perceived by 25 to 29 years of age, the mean rank value being 132.93. The highest level of Lead by Example is opined by the age group 15 to 19 with the mean rank value of 218.92.

H-test is carried out to identify whether there is any significant difference in the Using Knowledge Sharing Tools with respect to age groups of the employees. It is observed from the result that there is significant difference towards Using Knowledge Sharing Tools. (H value is 11.498 and P value is 0.003). The mean rank value ranges between 124.79 and 221.89. The least level of Using Knowledge Sharing Tools is perceived by 25 to 29 years of age, the mean rank value being 124.79. The highest level of Using Knowledge Sharing Tools is opined by the age group 15 to 19 with the mean rank value of 221.89.

**H-test shows mean rank difference towards knowledge sharing strategies with respect to education**

Factors	Education	N	Mean Rank	H-test	p-value
Create Knowledge Sharing Environment	UG	228	215.50	4.671	0.097
	PG	166	189.75		
	Others	14	200.21		
	Total	408			
Recognize Knowledge Sharing	UG	228	222.23	13.717	0.001
	PG	166	178.29		
	Others	14	213.29		
	Total	408			
Lead by Example	UG	228	212.95	4.453	0.108
	PG	166	190.42		
	Others	14	233.82		
	Total	408			
Manage Communication Barriers	UG	228	209.91	2.215	0.330
	PG	166	194.98		
	Others	14	229.25		
	Total	408			
	UG	228	218.69	9.960	0.007
	PG	166	181.92		

Encourage Knowledge Sharing Tools	Others	14	227.61		
	Total	408			

Source: Primary data

**Interpretation**

Table above shows that the mean rank values of Create Knowledge Sharing Environment, Recognize Knowledge Sharing, Lead by Example, Manage Communication Barriers and overall Using Knowledge Sharing Tools as per the opinion of the employees. Further H-test is applied to find out the significant difference towards dimensions of Using Knowledge Sharing Tools.

H-test is carried out to identify whether there is any significant difference in the Create Knowledge Sharing Environment with respect to qualification of the employees. It is observed from the result that there is no significant difference towards Create Knowledge Sharing Environment. (H value is 4.671 and P value is 0.097).

H-test is carried out to identify whether there is any significant difference in the Recognize Knowledge Sharing with respect to qualification of the employees. It is observed from the result that there is significant difference towards Recognize Knowledge Sharing. (H value is 13.717 and P value is 0.001). The mean rank value ranges between 178.29 and 222.23. The least level of Recognize Knowledge Sharing is perceived by post graduates, the mean rank value being 178.29. The highest level of Recognize Knowledge Sharing is opined by under graduates with the mean rank value of 222.23.

H-test is carried out to identify whether there is any significant difference in the Lead by Example with respect to qualification of the employees. It is observed from the result that there is no significant difference towards Lead by Example. (H value is 4.453 and P value is 0.108).

H-test is carried out to identify whether there is any significant difference in the band switch over with respect to qualification of the employees. It is observed from the result that there is no significant difference towards Manage Communication Barriers. (H value is 2.215 and P value is 0.330).

H-test is carried out to identify whether there is any significant difference in the Using Knowledge Sharing Tools with respect to qualification of the employees. It is observed from the result that there is significant difference towards Using Knowledge Sharing Tools. (H value is 9.960 and P value is 0.007). The mean rank value ranges between 181.92 and 227.61. The least level of Using Knowledge Sharing Tools is perceived by post graduates, the mean rank value being 181.92. The highest level of Using Knowledge Sharing Tools is opined by other qualifications with the mean rank value of 227.61

**H-test shows mean rank difference towards knowledge sharing strategies with respect to education**

Factors	Occupation	N	Mean Rank	H-test	p-value
	Govt. employee	20	177.65	2.762	0.430

Create Knowledge Sharing Environment	Pvt. employee	9	245.06		
	Student	371	205.65		
	Others	8	172.63		
	Total	408			
Brand Image Lead by Example	Govt. employee	20	207.80	0.466	0.926
	Pvt. employee	9	215.28		
	Student	371	204.06		
	Others	8	179.25		
	Total	408			
Brand Preference Manage Communication Barriers	Govt. employee	20	131.30	11.637	0.009
	Pvt. employee	9	272.83		
	Student	371	207.45		
	Others	8	173.88		
	Total	408			
Brand Switch Over Encourage Knowledge Sharing Tools	Govt. employee	20	171.90	2.208	0.530
	Pvt. employee	9	233.39		
	Student	371	205.29		
	Others	8	216.88		
	Total	408			
Create Knowledge Sharing Environment	Govt. employee	20	161.90	5.023	0.170
	Pvt. employee	9	264.39		
	Student	371	205.03		
	Others	8	193.88		
	Total	408			

Source: Primary data

### Interpretation

Table above shows that the mean rank values of Create Knowledge Sharing Environment, Recognize Knowledge Sharing, Lead by Example, Manage Communication Barriers and overall Using Knowledge Sharing Tools as per the opinion of the employees. Further H-test is applied to find out the significant difference towards dimensions of Using Knowledge Sharing Tools based on occupation of the employees.

H-test is carried out to identify whether there is any significant difference in the Create Knowledge Sharing Environment with respect to occupation of the employees. It is observed

from the result that there is no significant difference towards Create Knowledge Sharing Environment. (H value is 2.762 and P value is 0.430).

H-test is carried out to identify whether there is any significant difference in the Recognize Knowledge Sharing with respect to occupation of the employees. It is observed from the result that there is no significant difference towards Recognize Knowledge Sharing (H value is 0.466 and P value is 0.926).

H-test is carried out to identify whether there is any significant difference in the Lead by Example with respect to occupation of the employees. It is observed from the result that there is significant difference towards Lead by Example. (H value is 11.637 and P value is 0.009). The mean rank value ranges between 131.30 and 272.83. The least level of Lead by Example is perceived by government employees, the mean rank value being 131.30. The highest level of Lead by Example is opined by private employees with the mean rank value of 272.83.

H-test is carried out to identify whether there is any significant difference in the band switch over with respect to occupation of the employees. It is observed from the result that there is no significant difference towards Manage Communication Barriers. (H value is 2.208 and P value is 0.530).

H-test is carried out to identify whether there is any significant difference in the overall Using Knowledge Sharing Tools with respect to occupation of the employees. It is observed from the result that there is no significant difference towards impact of television advertisements based on occupation of the employees. (H value is 5.023 and P value is 0.170).

**H-test shows mean rank difference towards knowledge sharing strategies with respect to family income**

Factors	Family Income	N	Mean Rank	H-test	p-value
Create Knowledge Sharing Environment	Less than Rs.30000	224	204.04	3.715	0.156
	Rs.30000-40000	87	187.52		
	Above Rs.40000	97	220.80		
	Total	408			
Recognize Knowledge Sharing	Less than Rs.30000	224	205.50	1.215	0.545
	Rs.30000-40000	87	192.53		
	Above Rs.40000	97	210.89		
	Total	408			
Lead by Example	Less than Rs.30000	224	197.77	4.087	0.130
	Rs.30000-40000	87	226.98		
	Above Rs.40000	97	199.89		
	Total	408			
	Less than Rs.30000	224	210.42	10.199	0.006
	Rs.30000-40000	87	224.51		

Manage Communication Barriers	Above Rs.40000	97	172.89		
	Total	408			
Encourage Knowledge Sharing Tools	Less than Rs.30000	224	202.69	0.714	0.700
	Rs.30000-40000	87	212.98		
	Above Rs.40000	97	198.92		
	Total	408			

Source: Primary data

### Interpretation

Table above shows that the mean rank values of Create Knowledge Sharing Environment, Recognize Knowledge Sharing, Lead by Example, Manage Communication Barriers and overall Using Knowledge Sharing Tools as per the opinion of the employees. Further H-test is applied to find out the significant difference towards dimensions of Using Knowledge Sharing Tools based on family income of the employees.

H-test is carried out to identify whether there is any significant difference in the Create Knowledge Sharing Environment with respect to family income of the employees. It is observed from the result that there is no significant difference towards Create Knowledge Sharing Environment. (H value is 3.715 and P value is 0.156).

H-test is carried out to identify whether there is any significant difference in the Recognize Knowledge Sharing with respect to family income of the employees. It is observed from the result that there is no significant difference towards Recognize Knowledge Sharing (H value is 1.215 and P value is 0.545).

H-test is carried out to identify whether there is any significant difference in the Lead by Example with respect to family income of the employees. It is observed from the result that there is no significant difference towards Lead by Example (H value is 4.087 and P value is 0.130).

H-test is carried out to identify whether there is any significant difference in the Manage Communication Barriers with respect to family income of the employees. It is observed from the result that there is significant difference towards Manage Communication Barriers. (H value is 10.199 and P value is 0.006). The mean rank value ranges between 172.89 and 224.51. The least level of Manage Communication Barriers is perceived by above Rs.40000 income group employees, the mean rank value being 172.89. The highest level of Manage Communication Barriers is opined by Rs.30000-40000 income group employees with the mean rank value of 224.51.

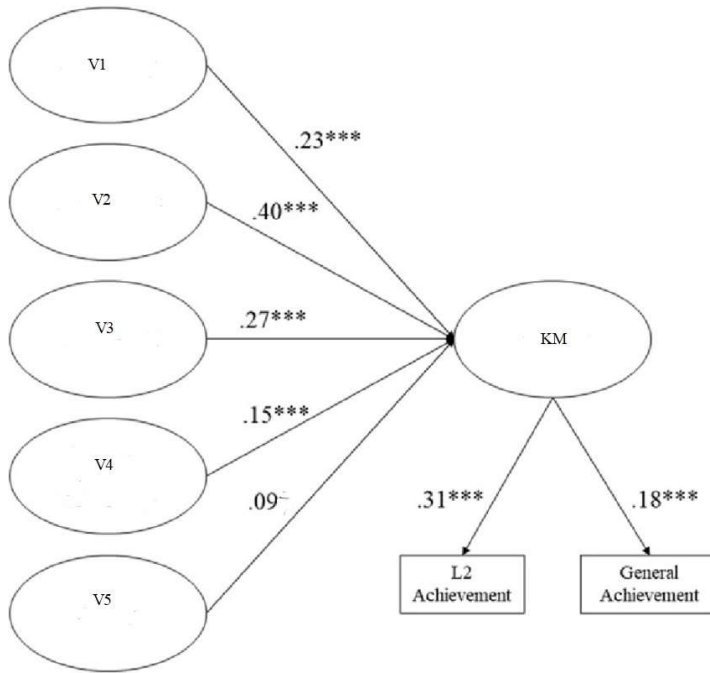
H-test is carried out to identify whether there is any significant difference in the overall Using Knowledge Sharing Tools with respect to family income of the employees. It is observed from the result that there is no significant difference towards impact of television advertisements based on family income of the employees. (H value is 0.714 and P value is 0.700).

### MODEL FRAMED

The researcher has taken the following variables to know the knowledge management. The researcher has framed deductive and inductive model for the present study. The researcher



has taken knowledge management as Independent variable. Create Knowledge Sharing Environment, Recognize Knowledge Sharing, Lead by Example, Manage Communication Barriers, Encourage Knowledge Sharing Tools are the dependant variables.



The most important goal of this examine became to check out the personnel' mind-set in sharing expertise amongst every different with inside the IT industry. This examine additionally examined the causal courting of technology-primarily based totally method with the chosen variables. and individual-primarily based totally method (i.e. subjective norm) with mind-set in acquiring outcomes that sell deeper know-how of KS amongst personnel with inside the IT industry. This examine additionally suggests that the studies version may want to provide an explanation for 55.6% of the variance with inside the mind-set to proportion expertise amongst personnel. The version became statistically giant and this examine outcomes show the robustness of the version in explaining personnel KS mind-set.

**CONCLUSION**

Finally, knowledge sharing practice in organization is very important and beneficial to be implemented. It helps organizations in many ways such as information updating, innovations, creations and others. Therefore, by understanding the concepts and advantages could facilitate knowledge sharing and help managers, information and knowledge professionals to support knowledge sharing practices. Due to this importance, it is expected that organizations to take advantage of the new transformation of information handling skills for their employees to turn into knowledge management capabilities.

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