

INTEGRATED KNOWLEDGE MANAGEMENT STRATEGY: EVIDENCE FROM THE CANADIAN INFORMATION AND COMMUNICATIONS TECHNOLOGY SECTOR

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ABSTRACT

The objective of the research was to examine the impact of institution information on integrated Knowledge Management Practice in the Canadian Knowledge and Communications Technology Sector. The sample size was 200 respondents. The data was successfully collected from 150 administrators out of 200 directors by methods of questionnaires, 50 rejected since the information was not complete. The aftereffects of the examination demonstrated a substantial positive connection between institution knowledge and integrated Knowledge Management Practice. Experiential result likewise demonstrated that the correspondence channel had a remarkable and substantial effect on Integrated Knowledge Management Practice, whilst, institutional situation had a low (not critical) implication on Integrated Knowledge Management Practice. The outcomes gave the suggestion to additionally research on the correlation between institution information and integrated Knowledge Management Practice.

Key Words: Business Information, Knowledge Management, Institution information, Information technology

INTRODUCTION

The dynamics of market powers fostered by information technology has constrained numerous institutions to change from the product idea through the usage of an elusive knowledge economy. Expressly, the huge amount communication contracts had limited this industry to use internet technology and to divide the best strategic policies order to stay focused. Numerous examinations found that the best possible deployment technique can improve financial aggressiveness, proficiency of activity, and expanded share of the overall industry in multiple institutions at the various industry level. The need to build up a reasonable methodology in knowledge sharing is fundamental for the communication sector

The objective of the research is to examine the compelling Knowledge Management (KM) system for Canadian current communication channel. The review on KM procedure was initially appraised trailed by the debate on the

meaning and concept of KM and the different KM key alternatives (Anwar, 2016). The communication industry is one of the significant mainstays of the Canadian financial system as it contributed roughly 17.9% (\$50.6b) of the general Canadian Gross domestic product (US\$274.22b) in 2018. The report likewise anticipated that absolute Canadian communication deals would grow to US\$77.43b by 2020.

The phrase knowledge is utilized comprehensively, and it incorporates all types of knowledge content, for example, tune, movies, or manuscript, just as some other kind of information. For quite a long time, researchers, and nonprofessionals have been worried about making, obtaining, and imparting knowledge and improving the re-usage of expertise (Dalkir, 2017). Knowledge distribution is a crucial element for the accomplishment of any Knowledge administration activity. Web-based virtual devices have made new open doors for quick access to business information around the world.

LITERATURE REVIEW

There is a strong connection between the knowledge management processes and the knowledge management capability. It is evident from the research that always a strong connection exists between the knowledge management practice and the institutions performances. In the present intricate and dubious world, people and institution face numerous difficulties. Ineffectual or improper IT can bring about inestimable misfortunes through diminished IT group profitability and low institutional yield. The test of KM is to figure out what information in an association considers as helpful (Elg, 2006). Just as the saying goes, access to information is not a guarantee for knowledge, and not all experience is essential. The key is to locate the advantageous expertise in a broad spectrum of information. At long last, Knowledge might be spread all through the institution and not be accessible where it may best be put to utilize There is a substantial challenge among institutions and quick changes in the business environment. Consequently, the institutions start considering building up their exhibition and procedures (Jennex, 2008). In such a manner, Knowledge Management (KM) forms have turned out these days to be an institution's key asset to the degree in which KM is considered as a base of accomplishment or disappointment.

The aim of this paper is displaying a calculated KM process system. It, for the most part, accentuates on creating stages, for example, knowledge framework, knowledge blend, knowledge separating, knowledge store, knowledge sharing, knowledge application, lastly, knowledge execution over the KM procedure (Elg, 2006). The paper depicts a progressively substantial system to ascertain the current process and areas of improvement Knowledge Execution in the Canadian communication sector

The connotation of employing the knowledge management layout for institutions is to give Rules for executing KM successfully, spare time and endeavors, and to stay away from

mistakes. Along these lines, the creators have proposed and built up a theoretical and intelligent Model of KM (Fathian, 2006). Depending generally on a careful examination of different models displayed in the original order of KM, the primary accentuation was put upon the procedure knowledge framework, knowledge mix, knowledge separating, knowledge store, knowledge sharing, knowledge application lastly, knowledge execution. These components are thoroughly discussed in this segment.

RESEARCH PROBLEM AND QUESTIONS

This exploration is an endeavor to research the impact of institution information on knowledge management practice as far as the Canadian communication sector is concerned. In light of this circumstance, the investigation issue can be seen by having nitty-gritty and logical responses to the accompanying research question:

- Do institutional Information influence Knowledge Management Practice?
- Do Correspondence Channels influence Knowledge Management Practice?
- Do institutional Condition influence Knowledge Management Practice?

RESEARCH HYPOTHESIS

Based on the previously mentioned inquiries regarding the issue articulation and its components, and as indicated by the examination model, the accompanying hypothesis can be created:

- H0.1: institutional Information does not influence integrated Knowledge Management Practice at ($\alpha \leq 0.05$).
- H0.1.1: Correspondence Channel does not influence Knowledge Management Practice at ($\alpha \leq 0.05$).
- H0.1.2: institutional Condition does not influence Knowledge Management Practice at ($\alpha \leq 0.05$).

SAMPLE AND SAMPLING TECHNIQUE

The sample size was keenly chosen within the subgroup that represents the entire population data for the research. The benefit of sampling is that it aids in saving on cost and at the same time,

ensuring that there is comprehensive information collected with accuracy, flexibility as well as fastness. The sample size for the research comprised 200 respondents, which was deemed ideal for regression analysis at a 5% significance level. The sample size was chosen with the use of purposive sampling methodology. This approach is a non-probabilistic method employed to pick items with the needed traits.

STUDY PURPOSE AND OBJECTIVE

The principal goal of this examination is to give sound proposals about integrated knowledge management practice in institution information settings, as examined in the Canadian communication sector, by recognizing and characterizing the primary characteristics of knowledge management practice (Fathian, 2006). The present examination introduces the essential parts of integrated knowledge management practice. It incompletely centers around regulatory standards, and somewhat on social norms.

A superior comprehension of the impact of institutional information on knowledge management practice makes determinations that can be useful for the Canadian communication sector as well as to different institutions, foundations, and approach producers. The content likewise might be of enthusiasm to scholastic investigations identified with the revealing and essential leadership concerning knowledge management practice.

METHODOLOGY

A qualitative technique was utilized to make an experimentally based model of KM in for Canadian communication sector. Techniques included qualitative interviews (n = 24) with senior managers to distinct sorts of knowledge significant in these jobs in addition to current information-seeking attitudes/needs. Our empirical model for KM was surveyed for face and content authenticity.

Exploration Model

In the light of the examination issue components

and speculations, the analysts can draw the accompanying model: Techniques and Methods Population and Sample

The examination test is chosen by a random sampling strategy, which brought about 72 institutions (29.9%). The examiners got 57 out of 72 (56%) responses, which utilized for examination.

Unit of Examination:

The study unit of investigation is made out of all top (senior supervisors, Head supervisor Colleagues, and Head supervisor Appointees) and center administrators (Primary subordinate staff Executives and Head of Divisions) drawn from the Canadian communication industrial sector.

The questionnaire:

The primary instrument for actualizing a study plan is the use of a questionnaire. Preliminary item to quantify different constructs were developed depending on past research.

From the literature review, two of significant variables are eminent from the research, which will add to the integrated knowledge practice; correspondence channel and the institution situations. Independent variables is tested through the twelve queries, six correspondences channel a six institutional situations (Fathian, 2006). All factors were estimated by a five-point Likert-type scale to take advantage of the person's discernments, running from value one (firmly dissent) to value five (unequivocally concur) utilized all through the survey.

Validity:

To affirm content legitimacy (construct legitimacy): Different sources of knowledge (writing, master meetings, and board of critics) were utilized to create and process the model and procedures.

Dependability Test:

Practically all investigations referenced that Cronbach's Alpha coefficients above 0.6 are acknowledged (Table one depicts that the Cronbach's alpha for the examination was somewhere in the range of 0.601 and 0.847, which enlisted satisfactory.

Knowledge investigation and dialog

Hypotheses Testing

Multiple regressions H0.1: Institution Information does not influence integrated Knowledge Management Practice at ($\alpha \leq 0.05$).

Table two depicts that the information explains 16% of the difference, in which, ($R^2=0.16$, $F=38.4$, $Sig.=0.00$). Subsequently, the null hypothesis is dismissed, and the alternative hypothesis is acknowledged, which expresses that the institution information influences integrated knowledge management practice at ($\alpha \leq 0.05$). Beta β additionally bolsters the outcome above, depicts that the correlation between the institution information and the knowledge management practice is 40% in which, ($\beta=0.40$, $t=6.2$, $sig. \leq 0.05$).

Besides, the outcome shows that institutional information influences all knowledge management practice parts where (β somewhere in the range of 0.337 and 0.499, t somewhere in the field of 4.670 and 6.654, $sig. \leq 0.000$). (2): Consequences of Various Relapses Investigation: Relapsing Institutional Information against integrated Knowledge Management Practice

FINDINGS

The discoveries feature the scarcity of formal KM in the Canadian communication sector. Institutional culture, administration, and assets are instrumental in supporting KM forms. An executive's knowledge needs are broad. However, knowledge resources are frequently constrained or hard to procure as a significant part of the accessible information is not in a suitable arrangement (Jennex, 2008). We propose an observationally based model for KM to feature the significance of setting (internal and external), and knowledge seeking, amalgamation, sharing, and institution (Pijush Samui, 2018). Members who inspected the model bolstered its significant segments and procedures, and potential for joining KM into institutional procedures.

It was also observed that H0.1.1: Correspondence Channel do not influence

integrated Knowledge Management Practice at ($\alpha \leq 0.05$). The table two depicts that the institution information factors both have a massive impact on integrated knowledge management practice and clarified 32% of the fluctuation of combined knowledge management practice capacities, where ($R^2=0.32$, $F=46.86$, $Sig.=0.00$).

The aftereffects of Beta depicts that the correspondence channels has a stable institution with integrated knowledge management practice parts, in which, ($\beta=0.62$, $t=9.17$, $sig \leq 0.05$). Accordingly, the null hypothesis is dismissed, and the alternative hypothesis is acknowledged, which expresses that the correspondence channel influences integrated knowledge management practice at ($\alpha \leq 0.05$).

Simultaneously, results show that the correspondence channel influences every integrated knowledge management practice part, where (β somewhere in the range of 0.534 and 0.655, t somewhere in the field of 7.011 and 7.835, $sig \leq 0.000$).

The table of Multiple Regressions Analysis: institutional Information against Integrated Knowledge Management practice

Independent Variable	R	R ²	F	DF	Regressions Coefficient				
					Dependent	β Stand	Error	t Calculated	Sig
Variable	0.32	0.10	22.97	(204,1)	OI	0.37	0.08	4.79	0.00
Creating	0.34	0.12	26.42	(204,1)	OI	0.42	0.08	5.14	0.00
Transferring	0.42	0.18	44.28	(204,1)	OI	0.50	0.08	6.65	0.00
Sharing	0.34	0.11	26.09	(204,1)	OI	0.42	0.08	5.11	0.00
Applying	0.31	0.10	21.81	(204,1)	OI	0.34	0.07	4.67	0.00
KMP	0.40	0.16	38.40	(204,1)	OI	0.41	0.07	6.20	0.00

* $sig. \alpha < 0.05$ ** $sig. \alpha < 0.01$

H0.1.2: institutional Condition does not influence Knowledge Management Practice at ($\alpha \leq 0.05$). Alongside our desires,

The Table above depicts that institutional condition does not depicts a massive impact on integrated knowledge management practice segments, in which ($\beta=0.05$, $t=1.07$, $sig < 0.05$). Accordingly, the null hypothesis is acknowledged, which expresses that the institutional condition does not influence integrated knowledge management practice at ($\alpha \leq 0.05$ (Korrapati, 2010). Simultaneously, all institution condition

does not depict any noteworthy impact on any integrated knowledge management practice segment, where (β somewhere in the range of 0.024 and 0.090, t somewhere in the range of 0.42 and 1.57, $sig < 0.05$).

Table (3): outcome of Multiple Regressions Analysis: institutional Information Variables alongside Knowledge Management Practice

Independent variable	R	R ²	DF	sig.	Regressions Coefficient				
					Dependent	β	Standard Error	Calculate d	Sig .
Acquiring	0.49	0.24	32.56	(203,2)	Communication Channel	0.63	0.08	7.84	0.00
Creating	0.49	0.24	32.46	(203,2)	Communication Channel	0.66	0.09	7.70	0.00
Transferring	0.52	0.27	37.78	(203,2)	Communication Channel	0.61	0.08	7.69	0.00
Sharing	0.49	0.24	31.23	(203,2)	Communication Channel	0.65	0.09	7.53	0.00
Applying	0.46	0.21	26.74	(203,2)	Communication Channel	0.53	0.08	7.01	0.00
KMP	0.56	0.32	46.86	(203,2)	Communication Channel	0.62	0.07	9.17	0.00

*sig. $\alpha < 0.05$ **sig. $\alpha < 0.01$*

DISCUSSIONS OF FINDINGS

The investigation results exhibited that there is an immediate and massive impact of institutional information on integrated knowledge management practice and capacities. The present outcomes are added that corporate information has a high effect on combined knowledge management practice and capabilities. Results indicated that practically all respondents conceded to the significance of the correspondence channels along with its impact on integrated knowledge management practice in the Canadian communication sector whilst the aftereffects of the institutional condition investigation showed that there is a low impact of institution condition on integrated knowledge management practice.

Results likewise indicated that correspondence channels were a higher priority than institutional conditions. It appears that the person's jobs are not lucid and accurately characterized in these institutions (Lorna Uden, 2018). This examination goes following Becker's

(2009) outcome, where he inferred that institution layout might be the primary driver of information trouble. (Anwar, 2016) Additionally concurred with the present investigation results in regards to the institution factors and expressed that the initiative directly affects information trouble, particularly on representatives who work in the knowledge field.

It could be presumed that the coordinated KM methodology is by all accounts generally suitable if it somehow managed to be embraced by the innovative communication institutions in Canada. In this specific circumstance, it is recommended that the incorporated KM procedure is generally proper for the Canadian current communication sector (Anwar, 2016). The methodology combines both the codification and personalization techniques and utilization of ICT technologies as a stage to guarantee the viability of KM execution as well as improve the Introduction of the communication chains. Further observational research in a type of study inquires about for communication chains and multivariate examination that was utilized to approve the discoveries.

The KM techniques appeared to propose two changed centers: the codification methodology primarily focuses on the content organization framework, while the personalization system gives a lot of consideration to the human connection (Elg, 2006). The two procedures shared a mutual objective, which is cultivating inventiveness and advancement in institutions. On the off chance that the institutions lean a lot towards human factors, the new thoughts may arise.

Empirical results likewise demonstrated that the correspondence channel depicted a remarkable and substantial effect on Integrated Knowledge Management Practice, whilst,

institution situation had a low (not critical) impact on Integrated Knowledge Management Practice. The outcomes gave the suggestion to additionally research on the correlation between institution information and integrated Knowledge Management Practice.

CONCLUSION

The KM techniques appeared to recommend two changed centers: the codification methodology, for the most part, focuses on the content management framework while the personalization system gives a lot of consideration to human connection. The two methods, anyway, shared a shared objective, which is encouraging imagination and development in institutions. On the off chance that the institutions lean a lot towards human factors, the new thoughts may arise and dissipate because of the absence of procedure and system to outfit them. Then again, if the institutions underlined a lot on methodology and management framework, the image may be limited by the essential bearings or arrangements.

If the institutions underscored a lot of procedures and management frameworks, the innovativeness might be controlled by the vital bearings or strategies. In that capacity, the exercise in careful control is required on both human elements and management framework to accomplish effective institutional advancement (Dalkir, 2017). If one somehow managed to take a model from the recommended Confucius instructing, the world is controlled by a single standard, the integrated knowledge management strategy.

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