

## **KNOWLEDGE OF MANAGEMENT IN THE NEW WORLD OF BUSINESS**

Доп. – Голец Т.М., М-43

The last few years have seen a rapidly growing interest in the topic of knowledge management. Today most large organizations have some form of knowledge management initiative. Many companies have created knowledge teams and appointed CKOs (Chief Knowledge Officers). Knowledge is firmly on the strategic agenda.

The level of interest has been building for several years. Many innovative companies have long appreciated the value for knowledge to enhance their products and customer service. We can indicate several reasons why the level of interest has grown dramatically during recent years: globalization and competition; knowledge can command a premium price in the market; restructuring and downsizing; sharing of best practices; successful innovation. These and other benefits, such as improved customer service, faster problem solving and more rapid adaptation to market changes, have resulted from an explicit focus on corporate knowledge as a strategic resource.

Knowledge management is the explicit and systematic management of vital knowledge and its associated processes of creating, gathering, organizing, diffusion, use and exploitation. It requires turning personal knowledge into corporate knowledge that can be widely shared throughout an organization and appropriately applied.

Our research shows that companies adopt two broad thrusts in applying knowledge management: 1) sharing existing knowledge better - making implicit knowledge more explicit and putting in place mechanisms to move it more rapidly to where it is needed; 2) innovation - making the transition from ideas to commercialization more effective.

Knowledge management programmes typically have one or more of the following activities: 1) appointment of a knowledge leader - to promote the agenda, develop a framework; 2) creation of knowledge teams - people from all disciplines to develop the methods and skills; 3) development of knowledge bases - best practices, expertise directories, market intelligence etc; 4) enterprise intranet portal - a "one-stop-shop" that gives access to explicit knowledge as well as connections to experts; 5) knowledge centres - focal points for knowledge skills and facilitating knowledge flow; 6) knowledge sharing mechanisms - such as facilitated events that encourage greater sharing of knowledge than would normally take place; 7) intellectual asset management - methods to identify and account for intellectual capital.

The biggest challenge reported by those practitioners we have met, is that of changing the culture from "knowledge is power" to "knowledge sharing is power". Other common obstacles are: 1) finding time - with so many initiatives vying for attention, it is easy to sideline more challenging issues like knowledge management. However, those organisations that have committed resources and have knowledge champions have achieved outcomes that far surpass the level of inputs; 2) introversion - afraid to learn from outsiders or expose internal operations to customers; 3) too focused on detailed process - rather than the big picture and the more chaotic process of knowledge creation; 4) treating it as one-off project or quick-win - knowledge management is a commitment to the long-term: the organization's future prosperity; 5) individual disciplines and "turf wars" - knowledge management goes beyond the remit of any single function or discipline. All functions must collaborate; 6) organizational recognition and reward systems usually do not sufficiently recognize knowledge contributions. They are linked to traditional financial measures.

None of these challenges are insurmountable. Implementing successful knowledge management requires a systematic change and project management approach. However, it is more than just a

project. Over time knowledge management changes the way that people work so that their individual knowledge is more effectively harnessed for the benefit of all.

## **CHOOSING AN ALPHABET**

Доп. – Дмитрієв А.В., ПМ-41

In our times the new world of hi-tech devices is rapidly developing. This causes one language to be universal for all terms and scientific documentation.

Dominative role of English language in science and economy of English speaking countries in the world causes Latin char sets to be installed in all new gadgets.

Problems with char sets irritate a lot of people in the world because they prevent them for using their native language.

The most suffering spheres of our each day life are mobile phones and portable players. Often on the displays of our devices we see very strange symbols instead of SMS from your friend or the title of our favorite song.

One solution is to make gadgets for each country separately. This will make possible understanding of the needs of population better. In mobile communication, I think, the standards for Latin char sets are absolute, so others can't be used without price increase.

Other solution: if you have no other way and you can't use Cyrillic in your phone or player use a program Translator. This program translates the words which were written with Cyrillic char set into words in Latin char set.

How does Translator works?

Summary. We must raise the importance of our needs. This we can do only if we are the smartest in the world.