Review Article

Role of Knowledge Management in Indian Perspective

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Abstract

This e-commerce and electronic governance productivity application is to be developed and applied to technologies that improve international competitiveness extensively, developing countries can be industrialized and modernized. Many countries of the Asian economies have the advantage of ecommerce through the opening of competition and the need to promote the diffusion of Internet technology. With various globalizations of icons and key functions, e-commerce is the artistic expression of success in the digital age. E-commerce is still expanding the revolution that changes the way companies buy services and sales. E-commerce means transactions involving goods and services through e-commerce and electronic means. One of the reasons why India is showing tremendous growth in increasing e-commerce usage of Internet PCs at low cost. E - Opportunity for Business is growing in recognition among business communities in India.

Keywords: Knowledge Management, Electronic Commerce, Finances, Information-Based Business.

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Introduction

Electronic commerce involves between organizations using transformations and redefinitions for the generation of values between electronic communication and digital information processing technologies, business communications or groups of individuals, organizations and relationships.

Electronic commerce means electronic commerce and communication technology, including all business activities that use electronic medium. Based on the Internet, that is, the computer network can carry out business with the help of electronic medium.

In this simple aspect use of Electronic Data Interchange (EDI) are as an election, purchase and sale of Web Worldwide materials and services(1).

Electronic commerce typically involves purchasing goods or services through the Internet and sales, or computer-mediated networks, to carry out all transactions involving transfer of ownership or rights. The impact of e-commerce, in new product design customer service is already visible in all areas of business. This can facilitate the process of interacting with them, providing a new type of information-based business to
reach customers online, ordering and customer service online, providing online advertising and marketing to customers. It can order interventions and interactions with suppliers and a wide range of business and reduce the cost of interaction. Business partners are such as adding a considerable height in the cost of products and services in general(2). Electronic commerce can be used to define simple methods such as the use of electronic media to perform commerce, for example. This includes activities such as the establishment of electronic interfaces between supplier clients(3). Therefore E-commerce is:

- An enabling technology that allow business to increase the accuracy and efficiency of business transaction processing.
- It is a way for organizations to exchange information with customers and vendors for the benefits of everyone involved(4).

**Knowledge management:**

Knowledge management is a collection of management processes that control the creation of knowledge dissemination and use. Knowledge management is a collaborative work environment that systematically collects, organizes, and distributes all unconnected knowledge that is not used to effectively improve decision-making and competitiveness.

Knowledge management helps organizations to gain insight and understanding of experience. Specific knowledge, dynamic learning strategies for decision-making helps to focus planning and organizing on the use and storage of knowledge to provide solutions and solve problems in management activities. In addition, the loss of intellectual property, the information can be firmly connected to prevent and improve flexibility(5).

Many organizations are mainly focused on knowledge and they produce precisely one of data and information, product or service. They use their own and others, knowledge and information in the production process. Most knowledge of the enterprise based on employee minds. Knowing how to add value to it indicates how the business understands what the internal learning process, insights, methods, and previous experience(6). Because knowledge is the most fundamental of all competencies, its recognition, creation, application and management will therefore be important success factors in achieving competitive advantage(7). The reported data and information both include three elements of management, which are not all focused on the database or information technology, although both can be used as the basis of the data and knowledge of knowledge(8).

Building critical knowledge, storage, protection, dissemination and use: We are concerned about asset management and knowledge. The whole function improves communications and collaboration by providing awareness of the enterprise value of the combination management technology. Sharing knowledge not only creates an efficient and agile organization that is more effective, but also creates a common attitude and culture of successful decision-making and behavioral stability. The knowledge of management organizational innovation helps
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To facilitate the training and management of new information products and provides increased knowledge and development of services, content and the provision of expertise across the organization(9).
The following are generally considered integral components of knowledge management.
• Generating new knowledge
• Accessing valuable knowledge from external sources
• Using accessible knowledge in decision-making
• Embedding knowledge in processes, products and services
• Representing knowledge in documents, databases, and software
• Facilitating knowledge growth through culture and incentives
• Transferring existing knowledge into other parts of the organization
• Measuring the value of mission-critical knowledge assets

Objectives:
The objective of this paper is to understand and evaluate the different aspect of New Technology like E-Commerce and Knowledge management in different socio and economic culture and its impact in Indian context. The paper will mainly focus on following sub issues:

To understand the Concept and techniques involved in e-commerce:
• Concept and techniques involved in e-commerce
• Different aspects of E-Commerce
• Role and Scope of E-commerce
• Impact of e-commerce in Indian economy
• Concepts involve in Knowledge management
• To understand the processes involved in capturing and sharing organization's Knowledge assets
• Growth of Knowledge Management in India(10).

Role and Scope of E-Commerce:
• Reduced costs by reducing labor, reduced paper work, reduced errors in keying in data, reduce post costs
• Reduced time, shorter lead times for payment and return on investment in advertising, faster delivery of product
• Flexibility with efficiency, the ability to handle complex situations, product ranges and customer profiles without the situation becoming unmanageable.
• Improve relationships with trading partners, improved communication between trading partners leads to enhanced long-term relationships(11).
• Lock in Customers, The closer you are to your customer and the more you work with them to change from normal business practices to best practice e-commerce the harder it is for a competitor to upset your customer relationship.
• New Markets, The Internet has the potential to expand your business into wider geographical locations.

Growth of Knowledge Management in India:
According to the most plausible knowledge of Teo Corporation (MAKE), knowledge is the increase in management companies in India as follows: During the 2000s, since the 1990s many companies have adopted
technology strategies by their leaders. Today, a few Indian leaders found similarities with Western counterparts and are still behind the organizational leaders in most makeup organizations, both local and global(12).

Now the days even in education sector also the researchers have done the advance study(13) which is the interlinking of two very different domains but all the industry is based on the basic knowledge like biomedical industry which is now days in the boom(14-16). India is focused on leader intellectual property rights, intellectual property rights and brands, but in principle is not yet an enterprise-wide intellectual capital management strategy. Advanced is now a core competency to create winners, is a joint knowledge sharing tool IT support. It seems, however, that global knowledge at the global workplace is effectively 'sharing' and reusing, 'Indian, Asian and North American leaders are more' innovators' applying new Internet-based tools(17).

The 2nd India MAC Research is a trade to the country and some leaders have focused on knowledge-IT solutions. Some knowledge indicates that large concentrations can be used in Indian business and industry winners in one business area "role model"(18).

Conclusion
Indian companies cannot rely on online sales because it is only in the early stages of development. Another plan is to create a plan to keep the channel at a rate. "Selling is the most beneficial multichannel in the same scenario as India's middle-class US customer base, so the future of India's e-commerce is a very promising and growing Internet service provider support (LSP) process. In the age of knowledge economy, it is necessary to utilize abundant knowledge to improve their competitiveness for this business.

Reference


