

A RESEARCH ON BUILDING AND MANNOWLEDGE MANAGEMENT-USING KAGING OF DATA WAREHOUSE IN K COMPANY AS EXAMPLES

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ABSTRACT

In the pass time 「core of competitive strength」 means the leading of technical skills. But in stead of technology, knowledge will become the basis of competition leading factor. The task of strategy making is to win the 「WAR」. 「Differential」 is the key factor to win (competitor). Under best practice, for instance, quality improvement, cost down, economic size, customer service....etc. will copied by competitor. So, enterprise realized that differential based by untangible assets, no more by tangible assets. This research at first information collect stage, was discussed with scholars and business managers who concern with this case. Than take aim at K.M. (Knowledge Management). System content : knowledge structure, expend diffusion, storage, manage system & culture of enterprise, proceeding literature discuss, case analyze & to name topic development according to what kind of business this case belong. This research found that in the process of K.M. setting up have to combine with strategy planning, according to priority of organization ' s target and task, build up the target of K.M. strategy and method of judge, rise the effective of information strategy build up processing. Moreover, the task of K.M. have to solve enterprise ' s problem and create the fortune. So K.M. have to emphasis on core knowledge of create beneficial result, the ability of check and improve within system, to succeed in ability of competition, secondly, different business have different core knowledge , different knowledge speciality and classification different structure, expend diffusion, and storage method. So have to planning and proceeding systematically, than create knowledge ' s effective performance. Finally, culture of enterprise in the mold of K.M. must perceive that culture and system are same, same with all manage cycle everlasting of improve proceeding!

Keywords : Knowledge Management ; Marketing Information ; Learning Organization

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