

INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION & MANAGEMENT

I
J
R
C
M



A Monthly Double-Blind Peer Reviewed Refereed Open Access International e-Journal - Included in the International Serial Directories

Indexed & Listed at:

[Ulrich's Periodicals Directory ©, ProQuest, U.S.A.](#), [EBSCO Publishing, U.S.A.](#), Index Copernicus Publishers Panel, Poland,

[Open J-Gate, India](#) [link of the same is duly available at [Inflibnet of University Grants Commission \(U.G.C.\)](#)]

as well as in [Cabell's Directories of Publishing Opportunities, U.S.A.](#)

Circulated all over the world & Google has verified that scholars of more than Hundred & Thirty Two countries/territories are visiting our journal on regular basis.

Ground Floor, Building No. 1041-C-1, Devi Bhawan Bazar, JAGADHRI – 135 003, Yamunanagar, Haryana, INDIA

www.ijrcm.org.in

CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	SOCIO-ECONOMIC INFLUENCE OF SHARI'AH ON CONSUMERS' MOTIVES AND PERCEPTION IN ZAMFARA STATE, NIGERIA <i>DR. HALIRU BALA</i>	1
2.	EFFECTIVENESS OF COMPUTER ASSISTED INSTRUCTION IN RELATION TO THE LEARNING OUTCOMES OF THE ENGINEERING MANAGEMENT STUDENTS OF UNIVERSITY X <i>MA. TEODORA E. GUTIERREZ</i>	4
3.	IDENTIFYING TECHNOLOGICAL PARAMETERS EFFECTIVE ON COMPETITIVENESS OF SMALL AND MEDIUM-SIZED RESIN COMPANIES ACCORDING TO UNIDO MODEL: CASE STUDY OF IRAN KEATON POLYESTER MANUFACTURING COMPANY <i>EHSAN GHASEMI, SEYED REZA HEJAZI, ABOLGHASEM ARABIOUN & REZA ALIBAKHSHI</i>	6
4.	IMPACT OF ISLAMIC BUSINESS ETHICS ON FAMILY CONSUMPTION DECISION MAKING IN ZAMFARA STATE, NIGERIA <i>DR. HALIRU BALA</i>	12
5.	ETHICAL ISSUES AND CONSUMER PERCEPTION ABOUT BRANDED AND UNBRANDED MILK PRODUCTS: THE EMERGING SCENARIO <i>DR. ASHOK AIMA & NARESH SHARMA</i>	15
6.	SOFTWARE PROJECT MANAGEMENT - BEST PRACTICES <i>DR. K. A. PARTHASARATHY</i>	19
7.	RECALLING ANCIENT WISDOM FOR A SUSTAINABLE DEVELOPMENT <i>DR. PADMA SHANKAR</i>	23
8.	RADIO FREQUENCY IDENTIFICATION (RFID) <i>TANAJI D. DABADE, DR. SHIVAJI U. GAWADE & ALEKHA CHANDRA PANDA</i>	27
9.	SERVICE QUALITY MODELS IN HEALTHCARE - A REVIEW (1990-2010) <i>K. VIDHYA, DR. C. SAMUDHRA RAJKUMAR & DR. K. TAMILIYOTHI</i>	34
10.	A I R E P: A NOVEL SCALED MULTIDIMENSIONAL QUANTITATIVE RULES GENERATION APPROACH <i>SAPNA JAIN, DR. M. AFSHAR ALAM & DR. RANJT BISWAS</i>	45
11.	AN ANALYSIS OF ONLINE IDENTITY MANAGEMENT TECHNIQUES <i>APARAJITA PANDEY & DR. JATINDERKUMAR R. SAINI</i>	53
12.	PAPR REDUCTION OF OFDM BASED ON ADAPTIVE ACTIVE CONSTELLATION EXTENSION <i>NEELAM DEWANGAN & MANGAL SINGH</i>	56
13.	ANALYZING THE OUTPERFORMING SECTOR IN THE VOLATILE MARKET <i>DR. SANDEEP MALU, DR. UTTAM RAO JAGTAP & RAHUL DEO</i>	60
14.	AN ANALYTICAL STUDY OF JOB STRESS AMONG SOFTWARE PROFESSIONALS IN INDIA <i>DR. SURENDRA KUMAR</i>	65
15.	PROCESS FRAMEWORK FOR BUSINESS VALUE ENHANCEMENT BY IMPROVING OPERATIONAL EFFICIENCY <i>RAMAKRISHNAN. N</i>	71
16.	AN OVERVIEW OF SUPPLY CHAIN MANAGEMENT PRACTICES IN INDIAN AUTOMOBILE SECTOR <i>R.VENKATESHWAR RAO</i>	75
17.	AN EMPIRICAL STUDY OF BRAND PREFERENCE OF MOBILE PHONES AMONG COLLEGE AND UNIVERSITY STUDENTS <i>DR. DINESH KUMAR</i>	81
18.	ICT IN BANKING SECTOR: DISASTER AND RECOVERY OF INFORMATION <i>GAGAN DEEP, SANJEEV KUMAR & ROHIT KUMAR</i>	86
19.	CREDIT CARDS AND ITS IMPACT ON BUYING BEHAVIOUR: A STUDY WITH REFERENCE TO RURAL MARKET <i>P.MANIVANNAN</i>	89
20.	EMERGING APPLICATIONS AND SECURITY FOR VoIP: A STUDY <i>HEMA JANDSALAR & DR. B. S. JANGRA</i>	93
21.	SUCCESSION PLANNING IN INDIAN BANKING SYSTEM: A STUDY CONDUCTED AMONG BANK OFFICERS OF COIMBATORE <i>DR. RUPA GUNASEELAN & S.DHANA BAGIYAM</i>	96
22.	A CONCEPTUAL STRUCTURE FOR KNOWLEDGE MANAGEMENT MODEL IN HIERARCHICAL DISTRIBUTED ENVIRONMENT: CASE STUDY OF KNOWLEDGE SHARING AMONG DIFFERENT GOVERNMENT ORGANIZATION WORKING FOR PLANNING AND FACILITATING WATER RESOURCES IN UTTARAKHAND STATE <i>JATIN PANDEY & DARSHANA PATHAK JOSHI</i>	99
23.	A DNA-BASED ALGORITHM FOR MINIMUM SPANNING TREE PROBLEM USING TEMPERATURE GRADIENT TECHNIQUE <i>B.S.E.ZORAIDA</i>	102
24.	MARKET BASKET ANALYSIS: A DATA MINING TOOL FOR MAXIMIZING SALES & CUSTOMER SUPPORT <i>KALPANA BABASO SALUNKHE, MURLIDHAR S. DHANAWADE & SACHIN PATIL</i>	107
25.	FAULT DETECTION IN NETWORKS BASED ON DYNAMIC INTERVAL BASED ACTIVE PROBING <i>BANUMATHI R</i>	110
26.	ISSUES AND CHALLENGES IN ELECTRONIC WASTE <i>DR. KUNTAL PATEL & NIRBHAY MEHTA</i>	113
27.	STUDY ON CSR OF WIPRO, TATA & RIL <i>SHWETA PATEL & ZARNA PATEL</i>	116
28.	EMPOWERING RURAL WOMEN – ROLE OF MICROFINANCE <i>DR. NANU LUNAVATH</i>	119
29.	ROLE OF E-LEARNING IN EDUCATION: A STUDY OF UNIVERSITY OF JAMMU <i>ANJU THAPA</i>	126
30.	ADVERTISING: DO THEY HELP CONSUMERS IN MAKING SOUND PURCHASE DECISIONS? <i>PINKI</i>	130
	REQUEST FOR FEEDBACK	132

CHIEF PATRON

PROF. K. K. AGGARWAL

Chancellor, Lingaya's University, Delhi
Founder Vice-Chancellor, Guru Gobind Singh Indraprastha University, Delhi
Ex. Pro Vice-Chancellor, Guru Jambheshwar University, Hisar

PATRON

SH. RAM BHAJAN AGGARWAL

Ex. State Minister for Home & Tourism, Government of Haryana
Vice-President, Dadri Education Society, Charkhi Dadri
President, Chinar Syntex Ltd. (Textile Mills), Bhiwani

CO-ORDINATOR

MOHITA

Faculty, Yamuna Institute of Engineering & Technology, Village Gadholi, P. O. Gadhola, Yamunanagar

ADVISORS

DR. PRIYA RANJAN TRIVEDI

Chancellor, The Global Open University, Nagaland

PROF. M. S. SENAM RAJU

Director A. C. D., School of Management Studies, I.G.N.O.U., New Delhi

PROF. S. L. MAHANDRU

Principal (Retd.), Maharaja Agrasen College, Jagadhri

EDITOR

PROF. R. K. SHARMA

Professor, Bharti Vidyapeeth University Institute of Management & Research, New Delhi

CO-EDITOR

MOHITA

Faculty, Yamuna Institute of Engineering & Technology, Village Gadholi, P. O. Gadhola, Yamunanagar

EDITORIAL ADVISORY BOARD

DR. RAJESH MODI

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

PROF. PARVEEN KUMAR

Director, M.C.A., Meerut Institute of Engineering & Technology, Meerut, U. P.

PROF. H. R. SHARMA

Director, Chhatrapati Shivaji Institute of Technology, Durg, C.G.

PROF. MANOHAR LAL

Director & Chairman, School of Information & Computer Sciences, I.G.N.O.U., New Delhi

PROF. ANIL K. SAINI

Chairperson (CRC), Guru Gobind Singh I. P. University, Delhi

PROF. R. K. CHOUDHARY

Director, Asia Pacific Institute of Information Technology, Panipat

DR. ASHWANI KUSH

Head, Computer Science, University College, Kurukshetra University, Kurukshetra

DR. BHARAT BHUSHAN

Head, Department of Computer Science & Applications, Guru Nanak Khalsa College, Yamunanagar

DR. VIJAYPAL SINGH DHAKA

Dean (Academics), Rajasthan Institute of Engineering & Technology, Jaipur

DR. SAMBHAVNA

Faculty, I.I.T.M., Delhi

DR. MOHINDER CHAND

Associate Professor, Kurukshetra University, Kurukshetra

DR. MOHENDER KUMAR GUPTA

Associate Professor, P. J. L. N. Government College, Faridabad

DR. SAMBHAV GARG

Faculty, M. M. Institute of Management, Maharishi Markandeshwar University, Mullana

DR. SHIVAKUMAR DEENE

Asst. Professor, Dept. of Commerce, School of Business Studies, Central University of Karnataka, Gulbarga

DR. BHAVET

Faculty, M. M. Institute of Management, Maharishi Markandeshwar University, Mullana

ASSOCIATE EDITORS

PROF. ABHAY BANSAL

Head, Department of Information Technology, Amity School of Engineering & Technology, Amity University, Noida

PROF. NAWAB ALI KHAN

Department of Commerce, Aligarh Muslim University, Aligarh, U.P.

DR. ASHOK KUMAR

Head, Department of Electronics, D. A. V. College (Lahore), Ambala City

ASHISH CHOPRA

Sr. Lecturer, Doon Valley Institute of Engineering & Technology, Karnal

SAKET BHARDWAJ

Lecturer, Haryana Engineering College, Jagadhri

TECHNICAL ADVISORS

AMITA

Faculty, Government M. S., Mohali

MOHITA

Faculty, Yamuna Institute of Engineering & Technology, Village Gadholi, P. O. Gadholi, Yamunanagar

FINANCIAL ADVISORS

DICKIN GOYAL

Advocate & Tax Adviser, Panchkula

NEENA

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

LEGAL ADVISORS

JITENDER S. CHAHAL

Advocate, Punjab & Haryana High Court, Chandigarh U.T.

CHANDER BHUSHAN SHARMA

Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

SUPERINTENDENT

SURENDER KUMAR POONIA

CALL FOR MANUSCRIPTS

We invite unpublished novel, original, empirical and high quality research work pertaining to recent developments & practices in the area of Computer, Business, Finance, Marketing, Human Resource Management, General Management, Banking, Insurance, Corporate Governance and emerging paradigms in allied subjects like Accounting Education; Accounting Information Systems; Accounting Theory & Practice; Auditing; Behavioral Accounting; Behavioral Economics; Corporate Finance; Cost Accounting; Econometrics; Economic Development; Economic History; Financial Institutions & Markets; Financial Services; Fiscal Policy; Government & Non Profit Accounting; Industrial Organization; International Economics & Trade; International Finance; Macro Economics; Micro Economics; Monetary Policy; Portfolio & Security Analysis; Public Policy Economics; Real Estate; Regional Economics; Tax Accounting; Advertising & Promotion Management; Business Education; Management Information Systems (MIS); Business Law, Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labor Relations & Human Resource Management; Marketing Research; Marketing Theory & Applications; Non-Profit Organizations; Office Administration/Management; Operations Research/Statistics; Organizational Behavior & Theory; Organizational Development; Production/Operations; Public Administration; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism, Hospitality & Leisure; Transportation/Physical Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Digital Logic; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Multimedia; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic and Web Design. The above mentioned tracks are only indicative, and not exhaustive.

Anybody can submit the soft copy of his/her manuscript **anytime** in M.S. Word format after preparing the same as per our submission guidelines duly available on our website under the heading guidelines for submission, at the email addresses: infoijrcm@gmail.com or info@ijrcm.org.in.

GUIDELINES FOR SUBMISSION OF MANUSCRIPT

1. **COVERING LETTER FOR SUBMISSION:**

DATED: _____

THE EDITOR
IJRCM

Subject: SUBMISSION OF MANUSCRIPT IN THE AREA OF _____.

(e.g. Finance/Marketing/HRM/General Management/Economics/Psychology/Law/Computer/IT/Engineering/Mathematics/other, please specify)

DEAR SIR/MADAM

Please find my submission of manuscript entitled ' _____ ' for possible publication in your journals.

I hereby affirm that the contents of this manuscript are original. Furthermore, it has neither been published elsewhere in any language fully or partly, nor is it under review for publication elsewhere.

I affirm that all the author (s) have seen and agreed to the submitted version of the manuscript and their inclusion of name (s) as co-author (s).

Also, if my/our manuscript is accepted, I/We agree to comply with the formalities as given on the website of the journal & you are free to publish our contribution in any of your journals.

NAME OF CORRESPONDING AUTHOR:

Designation:

Affiliation with full address, contact numbers & Pin Code:

Residential address with Pin Code:

Mobile Number (s):

Landline Number (s):

E-mail Address:

Alternate E-mail Address:

NOTES:

- a) The whole manuscript is required to be in **ONE MS WORD FILE** only (pdf. version is liable to be rejected without any consideration), which will start from the covering letter, inside the manuscript.
- b) The sender is required to mention the following in the **SUBJECT COLUMN** of the mail:
New Manuscript for Review in the area of (Finance/Marketing/HRM/General Management/Economics/Psychology/Law/Computer/IT/Engineering/Mathematics/other, please specify)
- c) There is no need to give any text in the body of mail, except the cases where the author wishes to give any specific message w.r.t. to the manuscript.
- d) The total size of the file containing the manuscript is required to be below **500 KB**.
- e) Abstract alone will not be considered for review, and the author is required to submit the complete manuscript in the first instance.
- f) The journal gives acknowledgement w.r.t. the receipt of every email and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of manuscript, within two days of submission, the corresponding author is required to demand for the same by sending separate mail to the journal.

2. **MANUSCRIPT TITLE:** The title of the paper should be in a 12 point Calibri Font. It should be bold typed, centered and fully capitalised.

3. **AUTHOR NAME (S) & AFFILIATIONS:** The author (s) **full name, designation, affiliation (s), address, mobile/landline numbers, and email/alternate email address** should be in italic & 11-point Calibri Font. It must be centered underneath the title.

4. **ABSTRACT:** Abstract should be in fully italicized text, not exceeding 250 words. The abstract must be informative and explain the background, aims, methods, results & conclusion in a single para. Abbreviations must be mentioned in full.

5. **KEYWORDS:** Abstract must be followed by a list of keywords, subject to the maximum of five. These should be arranged in alphabetic order separated by commas and full stops at the end.
6. **MANUSCRIPT:** Manuscript must be in **BRITISH ENGLISH** prepared on a standard A4 size **PORTRAIT SETTING PAPER**. It must be prepared on a single space and single column with 1" margin set for top, bottom, left and right. It should be typed in 8 point Calibri Font with page numbers at the bottom and centre of every page. It should be free from grammatical, spelling and punctuation errors and must be thoroughly edited.
7. **HEADINGS:** All the headings should be in a 10 point Calibri Font. These must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
8. **SUB-HEADINGS:** All the sub-headings should be in a 8 point Calibri Font. These must be bold-faced, aligned left and fully capitalised.
9. **MAIN TEXT:** The main text should follow the following sequence:

INTRODUCTION**REVIEW OF LITERATURE****NEED/IMPORTANCE OF THE STUDY****STATEMENT OF THE PROBLEM****OBJECTIVES****HYPOTHESES****RESEARCH METHODOLOGY****RESULTS & DISCUSSION****FINDINGS****RECOMMENDATIONS/SUGGESTIONS****CONCLUSIONS****SCOPE FOR FURTHER RESEARCH****ACKNOWLEDGMENTS****REFERENCES****APPENDIX/ANNEXURE**

It should be in a 8 point Calibri Font, single spaced and justified. The manuscript should preferably not exceed **5000 WORDS**.

10. **FIGURES & TABLES:** These should be simple, centered, separately numbered & self explained, and **titles must be above the table/figure. Sources of data should be mentioned below the table/figure.** It should be ensured that the tables/figures are referred to from the main text.
11. **EQUATIONS:** These should be consecutively numbered in parentheses, horizontally centered with equation number placed at the right.
12. **REFERENCES:** The list of all references should be alphabetically arranged. The author (s) should mention only the actually utilised references in the preparation of manuscript and they are supposed to follow **Harvard Style of Referencing**. The author (s) are supposed to follow the references as per the following:
 - All works cited in the text (including sources for tables and figures) should be listed alphabetically.
 - Use **(ed.)** for one editor, and **(ed.s)** for multiple editors.
 - When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc, in chronologically ascending order.
 - Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
 - The title of books and journals should be in italics. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
 - For titles in a language other than English, provide an English translation in parentheses.
 - The location of endnotes within the text should be indicated by superscript numbers.

PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:**BOOKS**

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

CONTRIBUTIONS TO BOOKS

- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

JOURNAL AND OTHER ARTICLES

- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

CONFERENCE PAPERS

- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–22 June.

UNPUBLISHED DISSERTATIONS AND THESES

- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

ONLINE RESOURCES

- Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

WEBSITE

- Garg, Bhavet (2011): Towards a New Natural Gas Policy, Political Weekly, Viewed on January 01, 2012 <http://epw.in/user/viewabstract.jsp>

A CONCEPTUAL STRUCTURE FOR KNOWLEDGE MANAGEMENT MODEL IN HIERARCHICAL DISTRIBUTED ENVIRONMENT: CASE STUDY OF KNOWLEDGE SHARING AMONG DIFFERENT GOVERNMENT ORGANIZATION WORKING FOR PLANNING AND FACILITATING WATER RESOURCES IN UTTARAKHAND STATE

JATIN PANDEY
M.B.A. STUDENT
SJCE
MYSORE

DARSHANA PATHAK JOSHI
ASSOCIATE PROFESSOR
DEPARTMENT OF COMPUTER SCIENCE
DOON UNIVERSITY
DEHRADUN

ABSTRACT

Knowledge management is the process of transforming information and intellectual assets into enduring value and Knowledge sharing is a social action involving the collective behavior of a group of people. However, prior research on knowledge predominately focused on individual behavior. Furthermore, previous studies did not capture the multiple facets of this group behavior. In this paper we proposed a conceptual structure for knowledge sharing model in distributed environment. Furthermore there is a brief discussion on how a mature process of knowledge sharing in ad-hoc system of government departments can improve efficiency of planning and policy making with case study of water departments in Uttarakhand. Attention is drawn to the need of an integrated model of knowledge sharing among different government departments as well as other organization dealing with water sources.

KEYWORDS

Knowledge Management, Group Behavior, ad-hoc System, Uttarakhand, Water Sources.

INTRODUCTION

Knowledge is increasingly recognized as the basic requirement for organization to gain working potential. Organizational knowledge is the collective sum of tacit and explicit knowledge within an organization. Acquiring knowledge and managing knowledge is an emerging requirement of electronic world. In order to manage the knowledge it is required to define it. The definition of knowledge adopted here is "information combined with experience, context, interpretation, and reflection. It is a high-value form of information that is ready to apply to decisions and actions" [Albert and Bradley, 1997]. Knowledge management is the process of continually managing knowledge of all kinds to meet existing and emerging needs, to identify and exploit existing and acquired knowledge assets and to develop new opportunities. It is a systematic process of analysis, capture, defining and optimization of organization's knowledge economics. Its overall purpose is to maximize the organization's knowledge related effectiveness and returns from its knowledge assets and to renew them constantly. Alavi [4] suggests that one of the biggest reasons for focusing on knowledge sharing is that knowledge creation by itself cannot lead to superior performance for the organization. Rather, companies have to create value by using that knowledge, and knowledge can only be utilized if it is shared successfully. Therefore, organizations have to effectively manage knowledge transfer process to obtain success. Knowledge sharing may be challenging due to a number of factors, including the type of knowledge, and an inability to locate and access the required knowledge source [4]. We argue that this sharing process must be boosted among different organizations sharing same knowledge domains. Exploring knowledge is a modeling activity. For a successful start to KM, an organization should engage in a clear understanding of how, and where, knowledge is developed. Knowledge management systems are powerful tools for this purpose. Different sources are analyzed. The findings resulted in a framework for KM (Figure 2). The four main building blocks of the framework are presented in the following diagram.

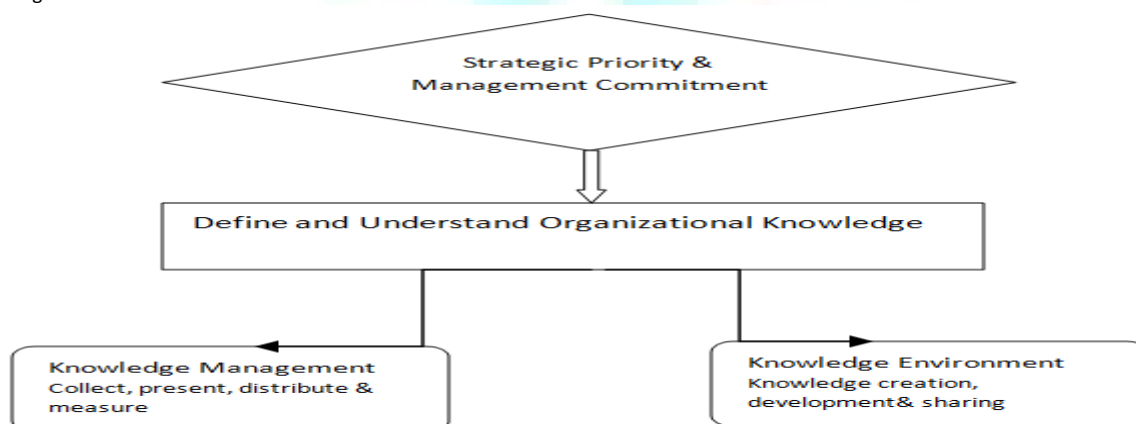


Figure 1: Knowledge Management System

RESEARCH METHODOLOGY

The research described in this paper aims to concentrate on knowledge definition, branches and degree of usage in inter-organization. To achieve our main research goal, we employed a two phase research strategy in this paper. At first, we used knowledge derived from an analysis of KM Literature in order to propose our conceptual model for inter-organization knowledge management system. The model covers aspects referring to knowledge "for", "from" and "about" in depth. Therefore, the phase provides us with suitable framework for our case study in the second phase. This second phase consist of an explanatory case study of different government organizations dealing with water resources in Uttarakhand.

RESEARCH FINDINGS

Nonaka [1] proposes that new organizational knowledge can be created through four conversion processes that involve tacit and explicit knowledge: socialization, externalization, combination and internalization. Knowledge is an important asset that allows obtaining and retaining competitive advantage. For this reason knowledge sharing has become a strategic priority for most organizations. Knowledge sharing is extremely important because organizations have to continually learn and innovate to remain competitive. According to several authors, the interplay between the individual and collective knowledge is an important aspect of organizational knowledge creation, amplification, and sharing.

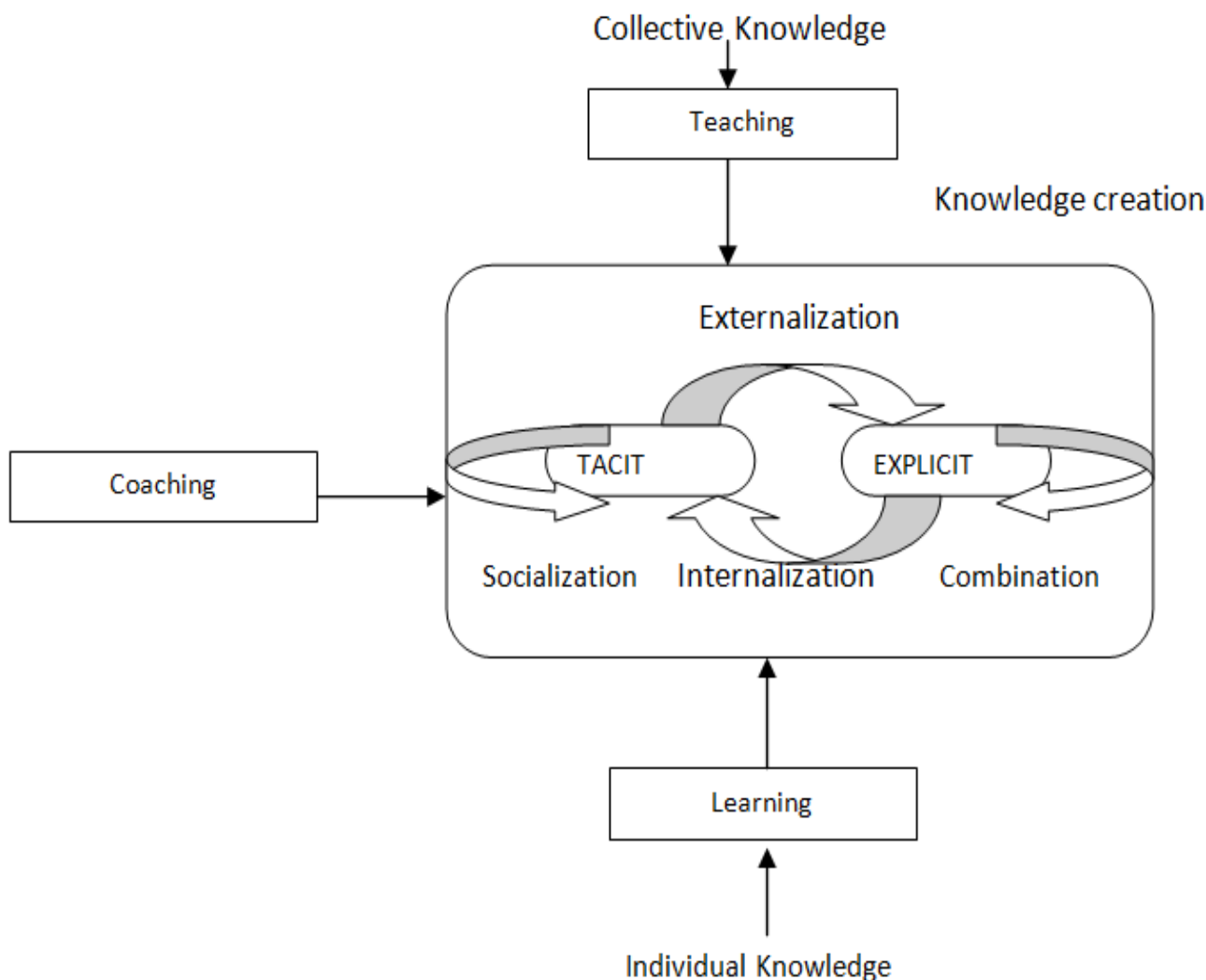


Figure 2: Knowledge Creation

Information systems literature makes a difference between data, information and knowledge [3] elaborated on the disparities:

“Data is a set of discrete, objective facts about events. In an organization context, data is described as structured records of transactions. Information is data endowed with relevance and purpose. It is a message with a sender and a receiver. Information is meant to change the way the receiver perceives something, to have an impact on his judgment and behavior. It must inform. Knowledge is a fluid mix of framed experience, values, contextual information, and expert insight that provides a framework for evaluating and incorporating new experiences and information.”[2].

We argue that knowledge which plays an important role in organizations growth is distributive and hierarchical in nature and interplay of knowledge management in inter-organization system is modeling of concepts, expertise’s, experiences of individuals and groups of experts at different levels of organization . E-Gov. can play a vital role in knowledge sharing in government organization.

CONCEPTUAL MODELING FOR HIERARCHICAL AND DISTRIBUTIVE SYSTEM

Conceptual modeling is a technique that helps to clarify the structure of a knowledge-intensive business task. The knowledge model of an application provides a specification of the data and knowledge structures required for the application. The model is developed as part of the analysis process. The knowledge model does not contain any implementation-specific terms. These are left for the design and implementation phase. In this section we are going to explain an important part of this study- theoretical conceptual model we created through literature. In our conceptual model we divided Domain knowledge (what aspect of knowledge) experts according to organization’s hierarchies and modeled task/inference knowledge (how aspect of model) interplay in distributed inter-organization system. We grouped individuals with experiences and expertise with different aspects related to same domain in same level of organizations hierarchy and knowledge sharing between different organization is will be done at corresponding levels of organizational hierarchy . We believe that knowledge about organization involves basic info like name of department, no. of resources, information about resources, authorities of department and policies of deptt. . Knowledge from organization is most important part as it will consist task knowledge or inference knowledge about domain. Knowledge for organization is domain specific knowledge which will be internal as well as external. Internal knowledge is tactic and explicit knowledge both. While external knowledge will be gathered through different knowledge assets as well as interplay of knowledge among organization about common knowledge domain.

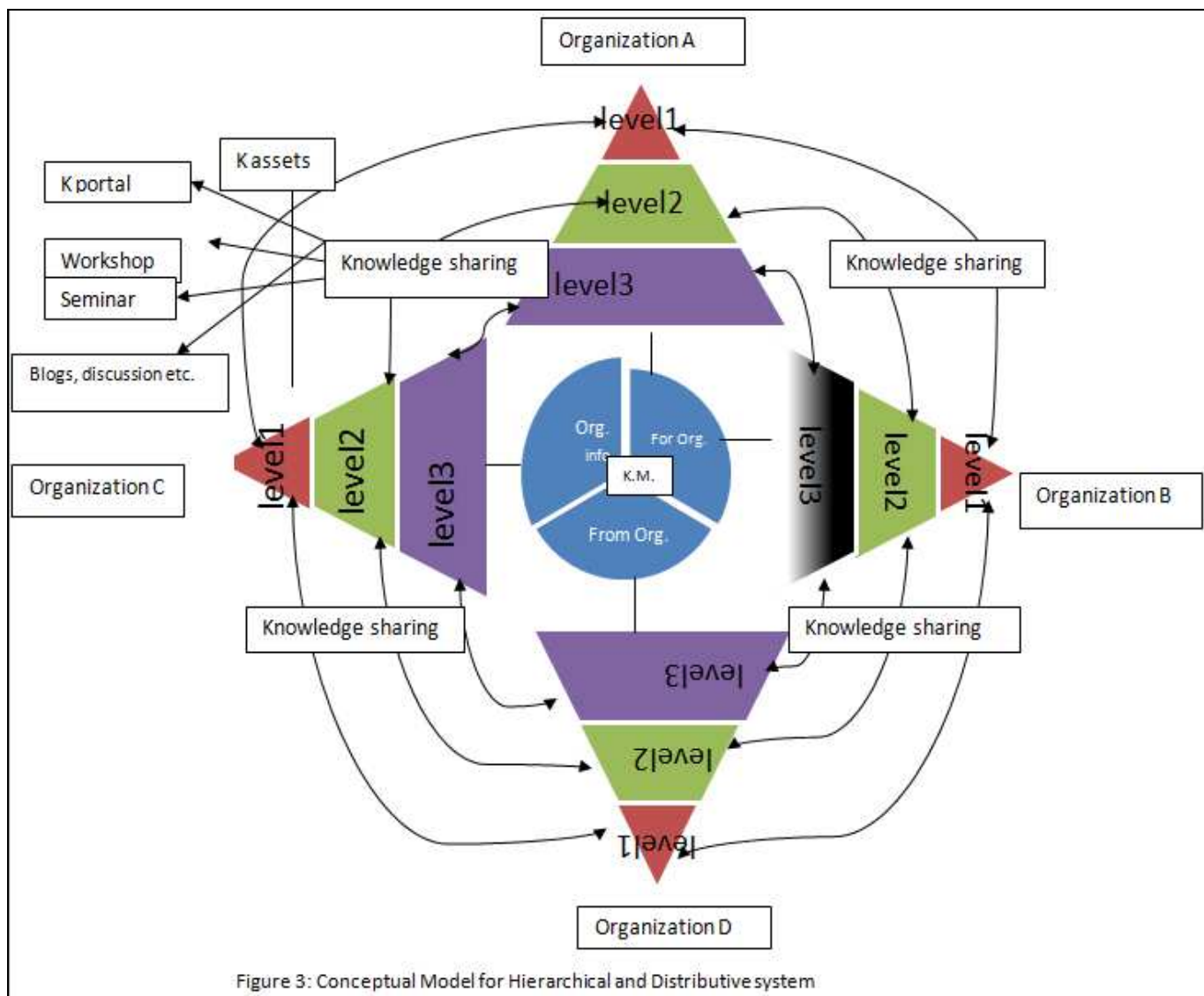


Figure 3: Conceptual Model for Hierarchical and Distributive system

CASE STUDY

The following case demonstrates utilization of conceptual model for hierarchical distributed system. There are six departments in Uttarakhand at present dealing with water resources but working under different administrative control in the government and as well despite of all e-government practices there is no common knowledge base related to water resources of state. Due to this reason, the water resource planning for different purposes falls mostly into the abyss of dispute causing bottlenecks in the pace of development. To establish synchronization, information and knowledge base all the water resource agencies irrigation department, minor irrigation department, watershed management directorate, Jal Vidyut Nigam, Peyjal Nigam and Jal Sansathan should be brought under single umbrella knowledge management system.

We propose inter and intra department both type of knowledge sharing. Intra department knowledge sharing can be in same level as well as groups at different levels of organizational hierarchy while inter department KT will be at corresponding levels of hierarchy i.e. village to village level, tahsil to tahsil, district to district level. Now, next question about management of shared knowledge of experts from different organizations? E- Gov. efforts can play a vital role for this purpose. Knowledge shared among different level i.e. block, Tahsil, District and state level through different knowledge assets will be managed under a common KMS. Uttarakhand currently faces huge water scarcity mainly due to unsystematic distribution of water as well as poor management of water resources and such efforts can help to get by situations.

CONCLUSION

The success of an organization lies more in its intellectual and systems capabilities than in its physical assets. The importance of KM application in real world problems will continue being increased in the coming years. As a result of the research effort, we proposed our theory of combining knowledge management concept with E-Gov. efforts for increasing efficiency of distributed environments

BIBLIOGRAPHY

- [1] Nonaka I.; *A dynamic theory of organizational knowledge creation*, Organization Science, Vol.n 5, Issue 1, 1994, pp. 14-37.
- [2] Bloesch, M.; *Customer Knowledge*, Knowledge and Process Management, 2000, Vol. 4, No. 4, pp. 265- 268.
- [3] Davenport TH and Prusak L (1997). *Working Knowledge: How Organizations Manage What They Know*. Harvard Business Press: Cambridge, MA, p. 5.
- [4] Alavi, M. and D.E. Leidner. *Knowledge Management System: Issue, Challenges and Benefits*, Communication of the AIS, 1:7, 1999.
- [5] Davenport, T.H. and Probst, G.J.B. (2001) *Knowledge Management Case Book*. Weinheim, Wiley.
- [6] V. R. Benjamins. On a role of problem solving methods in knowledge acquisition— experiments with diagnostic strategies. In L. Steels, A. T. Schreiber, and W. van de Velde, editors, *LNAI 867, EKAW'94*, pages 137–157, Berlin, Germany, 1994. Springer-Verlag.
- [7] Kingston, J., and Macintosh, A., 1999. Knowledge Management through Multi Perspective Modelling, In *Research and Development in Intelligent Systems XVI*, pages 221-239, Springer-Verlag, Berlin.
- [8] Fayyad U., Piatetsky-Shapiro G., Smyth P. (1996). "The KDD Process for Extracting Useful Knowledge from Volumes"

REQUEST FOR FEEDBACK

Dear Readers

At the very outset, International Journal of Research in Computer Application and Management (IJRCM) acknowledges & appreciates your efforts in showing interest in our present issue under your kind perusal.

I would like to request you to supply your critical comments and suggestions about the material published in this issue as well as on the journal as a whole, on our E-mails i.e. infoijrcm@gmail.com or info@ijrcm.org.in for further improvements in the interest of research.

If you have any queries please feel free to contact us on our E-mail infoijrcm@gmail.com.

I am sure that your feedback and deliberations would make future issues better – a result of our joint effort.

Looking forward an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-

Co-ordinator

ABOUT THE JOURNAL

In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active co-operation of like-minded scholars, we shall be able to serve the society with our humble efforts.

Our Other Journals

