A STUDY ON THE EFFECTIVENESS OF KNOWLEDGE MANAGEMENT WITH SPECIAL REFERENCE TO PLEXUS E BIZ PVT LTD IN CHENNAI

Submitted in partial fulfillment of the requirements for the award of

MASTER OF BUSINESS ADMINISTRATION

by

A. K. SHAALIN BANU

Register No.41410283

DEPARTMENT OF BUSINESS ADMINISTRATION

SCHOOL OF MANAGEMENT STUDIES

SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

Accredited with Grade "A" by NAAC I 12B Status by UGC I Approved by AICTE

JEPPIAAR NAGAR, RAJIV GANDHI SALAI, CHENNAI - 600 119

MAY 2023

SCHOOL OF MANAGEMENT STUDIES

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the Bonafide work of **SHAALIN BANU.A.K. 41410283** who carried out the project entitled "**A STUDY ON EFFECTIVENESS OF KNOWLEDGE MANAGEMENT WITH SPECIAL REFERANCE TO PLUXES E BIZ PVT LTD CHENNAI** under my supervision from January 2023 to April 2023.

Johnpaul

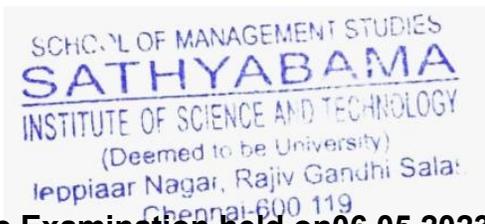**Dr. M. JOHN PAUL**   **BALA .S**

Internal guide   **External Guide**

Dr. BHUVANESWARI .G

Dean – School of Management Studies

SCHOOL OF MANAGEMENT STUDIES
SATHYABAMA
INSTITUTE OF SCIENCE AND TECHNOLOGY
(Deemed to be University)
Jeppiaar Nagar, Rajiv Gandhi Sala:
Chennai-600 119

Submitted for Viva voice Examination held on06.05.2023_____

Internal Examiner   **External Examiner**

DECLARATION

I **SHAALIN BANU A.K. (41410341)** hereby declare that the Project Report entitled "**A Study on effectiveness of knowledge management with special reference to PLUXES E BIZ PVT LTD in Chennai"** done by me under the guidance of **DR.M.JOHN PAUL** is submitted in partial fulfillment of the requirements for the award of Master of Business Administration degree.

DATE:06.05.2023

Shaalin

PLACE: CHENNAI   **SHAALIN BANU.A.K.**

ACKNOWLEDGEMENT

I am pleased to acknowledge my sincere thanks to Board of Management of **SATHYABAMA** for their kind encouragement in doing this project and for completing it successfully. I am grateful to them.

I convey my sincere thanks to **Dr. G. Bhuvaneswari, Dean - School of Management Studies and Dr. A. Palani, Head - School of Management Studies** for providing me necessary support and details at the right time during the progressive reviews.

I would like to express my sincere and deep sense of gratitude to my Project Guide **DR.M.JOHN PAUL** for his valuable guidance, suggestions and constant encouragement paved way for the successful completion of my project work.

I wish to express my thanks to all Teaching and Non-teaching staff members of the **School of Management Studies** who were helpful in many ways for the completion of the project.

A.K. SHAALIN BANU

ABSTRACT

Knowledge Management efforts typically focus on organizational objectives such as improved performance, competitive advantage, innovation, the sharing of lessons learned, integration and continuous improvement of the organization. KM efforts overlap with organizational learning, and may be distinguished from that by a greater focus on the management of knowledge as a strategic asset and a focus on encouraging the sharing of knowledge. The primary objective of this project is to to analyse the effectiveness of the existing knowledge management at Victory Visions Software Development Pvt Ltd, Chennai. The secondary objectives are to find out the satisfaction level of the employees towards the existing knowledge creation, assimilation and sharing processes, find out the satisfaction level of the employees towards the overall knowledge management process, find out the nature and the extent of relationship between the knowledge creation, assimilation and sharing processes and to provide suggestions to overcome the problems and improve the existing knowledge management effectively.

The scope of this project are This study will help the company in knowing the effectiveness of the existing knowledge management and the employees satisfaction level towards it and the relation between the knowledge creation, assimilation and sharing processes can also be found out which will be useful while making changes or improvements. This study will help the company in knowing the effectiveness of the existing knowledge management and the employee's satisfaction level towards it. It will be helpful to find out the problems faced by the employees in carrying out effective knowledge management.

Multiple choice questions have been chosen to collect the responses from 100 employees. Convenience sampling method has used in the research work. Percentage analysis has been used to interpret the collected data. The data collected has been analyzed through various statistical tools like Karl Pearson's Correlation, Chi- square test. Numerous new findings has been derived from this research has helped to provide few suggestions to the company.

TABLE OF CONTENTS

LIST OF TABLES

LIST OF FIGURES

INTRODUCTION

CHAPTER I

1.1 INTRODUCTION:

Knowledge management is the systematic process of capturing, sharing, and effectively using knowledge to improve business performance. In the financial planning industry, knowledge management plays a crucial role in the success of a company.

Effective knowledge management helps financial planner companies to identify, capture, and share valuable knowledge across the organization, which can enhance their ability to provide high-quality financial planning services to their clients. It can also help in the development of new products and services, improving processes, and increasing organizational efficiency.

Financial planner companies rely heavily on the expertise of their employees, and therefore, knowledge management is an essential tool for retaining this expertise within the organization. By capturing and storing knowledge, financial planners can develop a centralized knowledge base that can be easily accessed by employees, regardless of their location.

In summary, the effectiveness of knowledge management in financial planner companies is vital for ensuring that the organization can remain competitive, efficient, and relevant in a constantly changing business landscape. It can help financial planners to better understand their clients' needs and provide customized solutions, leading to improved customer satisfaction and ultimately, better financial outcomes for their clients.

1.2 INDUSTRY PROFILE

The financial planning industry involves professionals who help individuals and organizations manage their financial resources and achieve their financial goals. Financial planners work in a range of settings, including banks, investment firms, insurance companies, and accounting firms, as well as running their own independent practices.

Financial planners offer a range of services, including investment management, retirement planning, estate planning, tax planning, and insurance planning. They typically work with clients to develop a comprehensive financial plan that takes into account their current financial situation, goals, and risk tolerance.

To become a financial planner, one typically needs to have a bachelor's degree in a related field such as finance or accounting, and many also hold advanced degrees such as an MBA or a professional certification such as a Certified Financial Planner (CFP) or a Chartered Financial Analyst (CFA).

The financial planning industry is highly regulated in many countries, and financial planners are often required to hold specific licenses or certifications to practice. In addition, they are often subject to codes of ethics and standards of conduct to ensure that they act in the best interests of their clients.

Overall, the financial planning industry plays an important role in helping individuals and organizations manage their finances and achieve their financial goals, and is likely to continue to grow in importance as people seek professional guidance to navigate increasingly complex financial environments.

1.3 COMPANY PROFILE

Plexus E Biz is an investment portfolio management company promoted by reputed professionals in the business to provide investment management service to people.

The management team of the Plexus E Biz consists of high caliber team with relevant experience in finance, corporate, development, retail, automobile and other sectors.

Over the period, Plexus E Biz has created its own unique benchmark in the business industry and financial models.

Plexus E Biz invests across a broad spectrum of different sectors, strategies and deliver consistent, superior risk adjusted returns to our investors.

Plexus E Biz currently manages capital on behalf of High Net worth Individuals and institutions including family, offices. Our investment research teams studies and analyze Global and Indian companies and invest in risk free companies.

1.4 OBJECTIVES OF THE STUDY

1.4.1 Primary Objective:

- To analyze the effectiveness of the existing knowledge management at plexus e

  Biz Chennai

1.4.2 Secondary objectives:

- To find whether there is relationship between the age of the employees and Knowledge they possess as their age increases.
- To find out how effective is the knowledge management system among the employees of the organization.
- To find out at what extent does your organization have a formal Knowledge management system in place?
- To find out the familiarity with the concept of knowledge management This study will help the company in knowing the effectiveness of the existing knowledge management and the employees satisfaction level towards it.
- The relation between the Employees and the concept of knowledge management system inside the organization.
- It will be helpful to find out the problems faced by the employees in carrying out effective knowledge management.
- Suggestions to overcome the problems will be provided by the employees Themselves among employees.

1.5 NEED OF THE STUDY:

- The main need for conducting this study is to analyze the effectiveness of the existing knowledge management within pluxes e biz in Chennai.
- This study will help the management to align the knowledge management with the need for the company and improve its effectiveness.

1.5 SCOPE OF THE STUDY

- This study will help the company in knowing the effectiveness of the existing knowledge management and the employees satisfaction level towards it.
- The relation between the Employees and the concept of knowledge management system inside the organization.
- It will be helpful to find out the problems faced by the employees in carrying out effective knowledge management.
- Suggestions to overcome the problems will be provided by the employees themselves.

CHAPTER II

REVIEW OF LITERATURE

- Al-Hadab, M. S., & Al-Khayyal, F. A. (2014). Knowledge management and its impact on improving the performance of financial planning firms. Journal of Management Development, 33(4), 391-412.

- Alavi, M., & Leidner, D. E. (2001). Knowledge management and knowledge management systems: Conceptual foundations and research issues. MIS Quarterly, 25(1), 107-136.

- Alegre, J., & Chiva, R. (2013). Linking entrepreneurial orientation and firm performance: The role of organizational learning capability and innovation performance. Journal of Small Business Management, 51(4), 491-507.

- Argote, L., & Ingram, P. (2000). Knowledge transfer: A basis for competitive advantage in firms. Organizational Behavior and Human Decision Processes, 82(1), 150-169.

- Bhatt, G. D. (2001). Knowledge management in organizations: Examining the interaction between technologies, techniques, and people. Journal of Knowledge Management, 5(1), 68-75.

- Bhattacharya, A., & Mishra, B. K. (2014). Knowledge management practices and firm performance: A qualitative review. Journal of Knowledge Management, 18(6), 1148-1172.

- Bose, R. (2004). Knowledge management-enabled health care management systems: Capabilities, infrastructure, and decision-support. Expert Systems with Applications, 26(2), 155-164.

- Carillo, K. D., & Hussain, Z. (2011). Knowledge management in the financial services industry: Using knowledge to create value. Journal of Knowledge Management, 15(2), 224-242.

- Davenport, T. H., & Prusak, L. (1998). Working knowledge: How organizations manage what they know. Harvard Business Press.

- Day, J. F. (2000). Building shareholder value through knowledge management. Long Range Planning, 33(1), 35-54.

- De Long, D. W., & Fahey, L. (2000). Diagnosing cultural barriers to knowledge management. Academy of Management Executive, 14(4), 113-127.

- Desouza, K. C., & Awazu, Y. (2006). Knowledge management at SMEs: five peculiarities. Journal of Knowledge Management, 10(3), 32-43.

- Dugan, R. E., & Hernandez, M. (2012). The impact of knowledge management on employee turnover in a financial services organization. Journal of Knowledge Management, 16(4), 617-634.

- Foss, N. J., Husted, K., & Michailova, S. (2010). Governing knowledge sharing in organizations: Levels of analysis, governance mechanisms, and research directions. Journal of Management Studies, 47(3), 455-482.

- Grant, R. M. (1996). Toward a knowledge-based theory of the firm. Strategic Management Journal, 17(S2), 109-122.

- Grant, R. M. (2003). Strategic planning in a turbulent environment: Evidence from the oil majors. Strategic Management Journal, 24(6), 491-517.

- Bontis, N., Keow, W. C. C., & Richardson, S. (2000). Intellectual capital and business performance in Malaysian industries. Journal of Intellectual Capital, 1(1), 85-100.

- Bontis, N. (2001). Assessing knowledge assets: A review of the models used to measure intellectual capital. International Journal of Management Reviews, 3(1), 41-60.

- Brooking, A. (1996). Intellectual capital: Core asset for the third millennium enterprise. International Thompson Business Press.

- Chua, A. (2005). Knowledge management in financial planning: A study of its impact on customer satisfaction and business performance. Journal of Financial Services Marketing, 10(2), 155-168.

- Drucker, P. F. (1993). Post-capitalist society. Butterworth-Heinemann.

- Edvinsson, L., & Malone, M. S. (1997). Intellectual capital: Realizing your company's true value by finding its hidden brainpower. Harper Collins.

- Grant, R. M. (1996). Toward a knowledge-based theory of the firm. Strategic Management Journal, 17, 109-122.

- Holsapple, C. W., & Joshi, K. D. (2000). Organizational knowledge resources. Decision Support Systems, 31(1), 39-54.

- Kim, Y. G., & Park, S. C. (2010). Exploring the link between IT capability and knowledge management capability in enhancing customer relationship management performance. Information & Management, 47(4), 223-231.

- Liebowitz, J., & Suen, C. (2000). Developing knowledge management metrics for measuring intellectual capital. Journal of Intellectual Capital, 1(1), 54-67.

- Meso, P., & Smith, R. (2000). A resource-based view of organizational knowledge management systems. Journal of Knowledge Management, 4(3), 224-234.

- Nonaka, I., & Takeuchi, H. (1995). The knowledge creating company: How Japanese companies create the dynamics of innovation. Oxford University Press.

- Osterloh, M., & Frey, B. S. (2000). Motivation, knowledge transfer, and organizational forms. Organization Science, 11(5), 538-550.

- Paulin, D., & Suneson, K. (2012). Knowledge transfer, knowledge sharing and knowledge barriers—Three blurry terms in KM. The Electronic Journal of Knowledge Management, 10(1), 81-91.

- Polanyi, M. (1967). The tacit dimension. University of Chicago Press.

- Riege, A. (2005). Three-dozen knowledge-sharing barriers managers must consider. Journal of Knowledge Management, 9(3), 18-35.

- Rothwell, W. J., & Kazanas, H. C. (1999). Improving strategic planning and knowledge management in organizations. Information Strategy, 15(2), 37-43.

- Rowley, J. (1999). What is knowledge management? Library Management, 20(8), 416-419.

- Sallis, E. (2002). Total quality management in education. Routledge Falmer.

CHAPTER III

RESEARCH METHODOLOGY

3.1 RESEARCH METHODOLOGY:

Research can be defined as the search for knowledge or as any systematic investigation to establish facts. The primary purpose for applied research (as opposed to basic research) is discovering, interpreting, and the development of methods and systems for the advancement of human knowledge on a wide variety of scientific matters of our world and the universe.

3.2 RESEARCH DESIGN:

The researcher has used the descriptive type of research design for the study. The descriptive research is defined as fact finding with adequate interpretation. It uses simple analysis of data, develops thinking and elaboration of patterns and obtains tentative generalizations as hypothesis.

3.3 SAMPLING DESIGN:

Meaning of stratified random sampling

If a population from which a sample is to be drawn does not constitute a homogenous group, stratified sampling technique is generally applied in order to obtain a representative sample.

From the population the researcher took the sample size of 100.

3.4 Data collection:

Data are raw facts or information. The data required for the research can be classified into two categories. They are

i) Primary data.

ii) Secondary data.

Primary data

Data which are collected fresh for the first time and thus happens to be original in character. Primary data are gathered for specific purpose. The primary data is the major tool for collecting the data for the analysis and findings for the study, which is through a questionnaire.

Secondary data

Data that are collected from primary data i.e., they are already exit somewhere. The secondary data of information were obtained through Books, Publications and Websites, Brochures and Pamphlets.

3.5 STATISTICAL TOOLS

The statistical tools and test used for this study are.

- Percentage analysis.
- Chi-square Tests.
- Correlation

Percentage analysis

Percentage analysis used to describe the relationship comparison of absolute figure that is difficult to compute interprets. Percentages are used to make comparison between two or more series of data.

Simple percentage method = No. of respondents / Total no. of samples X 100

Chi-square method

The chi-square test is one of the simplest and most widely used non-parametric tests in satisfied work. As a non-parametric test it can be used to determine if categorical data shows dependency or the two classifications are independent. It can also be used to make comparisons between theoretical population and actual data when categories are used.

The formula for calculating chi-square is

$$X^2 = \sum \frac{[(O - E])^2}{E}$$

Where, O= observed frequency

E= expected frequency

CHAPTER IV

DATA ANALYSIS AND INTERPRETATION

4.1 PERCENTAGE ANALYSIS:

TABLE 1: AGE

Particular	No. of Respondents	% of Respondents
Under 20	0	0%
21-30	63	63%
31-40	24	24%
41-50	13	13%
51 and above	0	0%
Total	**100**	**100%**

CHART 1
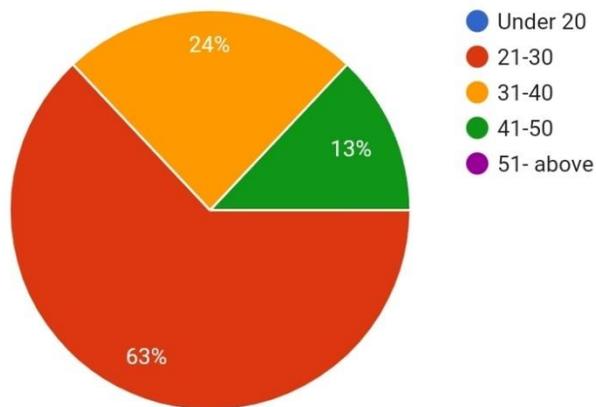
INFERENCE:

The above table shows that there are 63% of the respondents are belonging to the age group of 21-30 years, 24% of the respondents are belonging to the age group of 31-40 years.

Therefore most of the respondents are belonging to the age group of 21-30 years.

TABLE 2: GENDER

Particular	No. of Respondents	% of Respondents
Male	47	47%
Female	53	53%
Total	**100**	**100%**

CHART 2
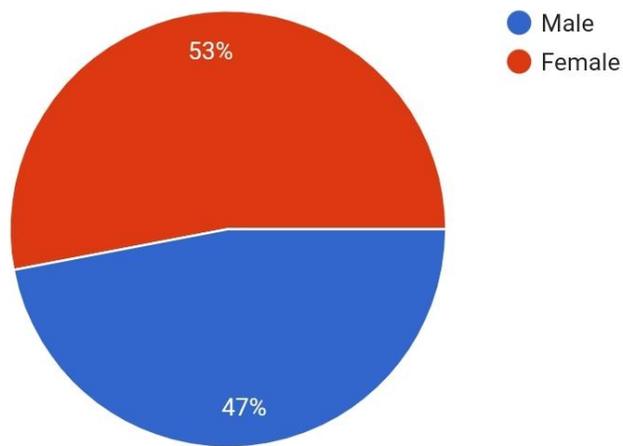
INFERENCE:

The above table shows that there are 47% of the respondents are male, 53% of the respondents are female.

Therefore most of the respondents are female.

TABLE 3: WORK EXPERIENCE

Particular	No. of Respondents	% of Respondents
Less than 1 year	30	30%
1-5	33	33%
6-10	24	24%
11-15	13	13%
16 and above	0	0
Total	**100**	**100%**

CHART 3
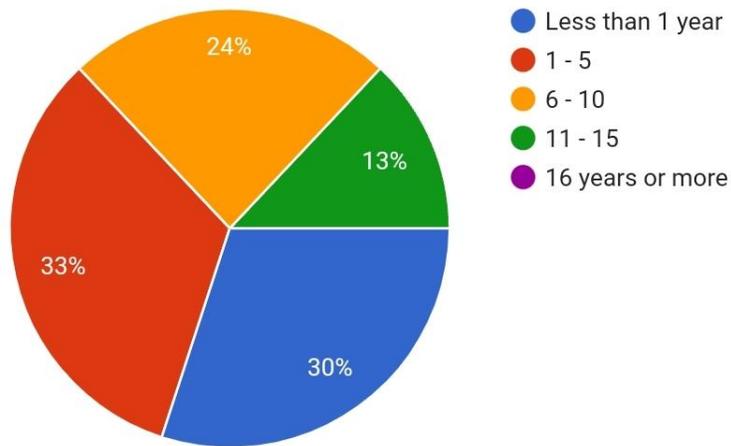
INFERENCE:

The above table chart shows that there are 33% of the respondents having 1-5 years of experience, 24% of the respondents having 6-10yrs experience.

Therefore most of the respondents having 1-5 yrs experience.

TABLE 4: FAMILIARITY WITH KM CONCEPTS

Particular	No. of Respondents	% of Respondents
Not familiar at all	0	0%
Somewhat familiar	12	12%
Moderately familiar	36	36%
Very familiar	15	15%
Extremely familiar	37	37%
Total	**100**	**100%**

CHART 4
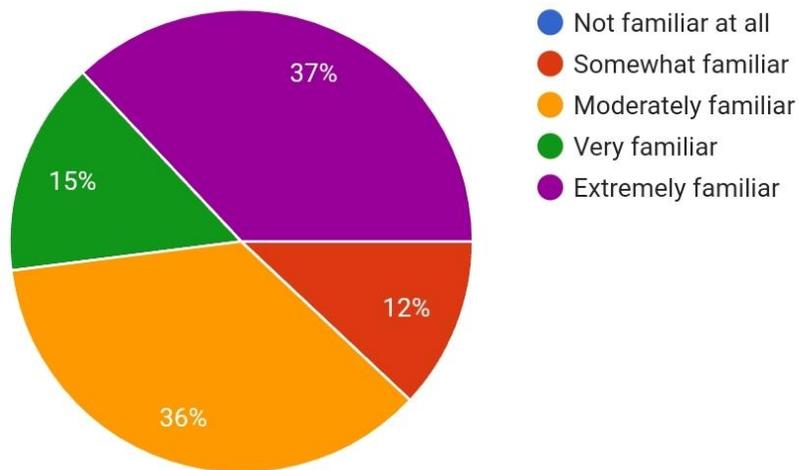
INFERENCE:

The above table shows that there are 37% of the respondents are very familiar with the concepts of KM, 36% of the respondents are moderately familiar.

Therefore most of the respondents are very familiar

TABLE 5: FORMAL KM SYSTEM IN PLACE

Particular	No. of Respondents	% of Respondents
Strongly disagree	0	0%
Disagree	0	0%
Neither agree nor disagree	12	12%
Agree	64	64
Strongly agree	24	24%
Total	**100**	**100%**

CHART 5
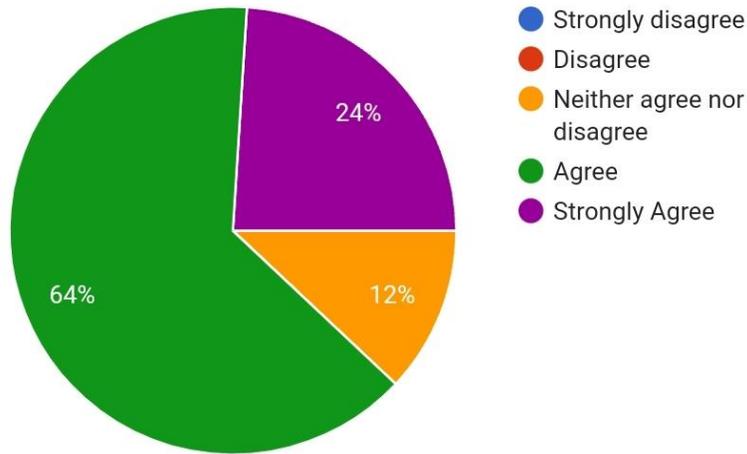
INFERENCE:

The above chart shows that there 64% of the respondents agrees that there is formal KM system in place, 12% of the respondents neither agree nor disagree.

Therefore majority of the employees agrees to this.

TABLE 6: EFFECTIVENESS OF KM SYSTEM AMONG EMPLOYEES

Particular	No. of Respondents	% of Respondents
Very ineffective	0	0%
Ineffective	12	12%
Neutral	21	21%
Effective	29	29%
Very effective	38	38%
Total	**100**	**100%**

CHART 6
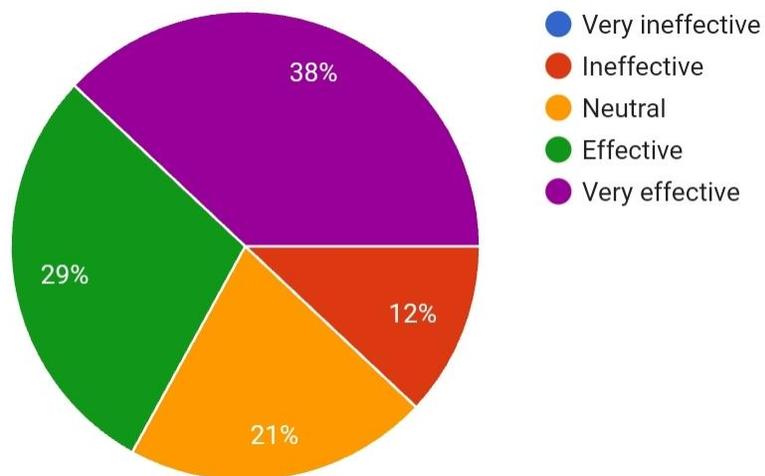
INFERENCE:

The above table shows that there 38% of the respondents tells that knowledge management is very effective , 12% of the respondents tells that it is ineffective.

Therefore most of the respondents finds knowledge management effective.

TABLE 7: KMS BETTER UNDERSTANDING OF ORG'S GOALS

Particular	NUMBER OF RESPONDENTS	PERCENTAGE
Strongly disagree	0	0%
disagree	0	0%
neutral	12	12%
agree	62	62%
Strongly agree	26	26%
TOTAL	100	100%

CHART 7
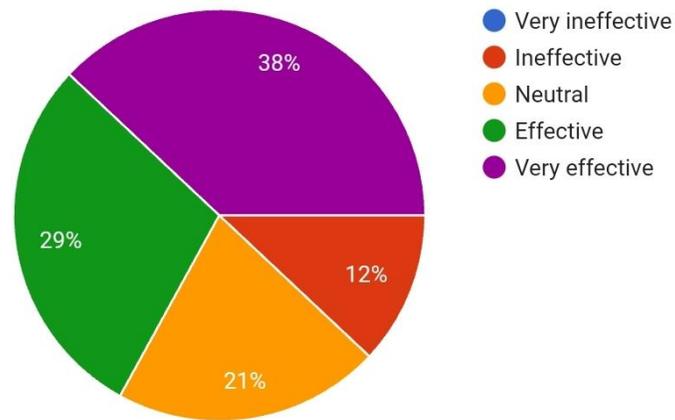
INFERENCE:

The above chart shows that there 62% of the respondent agrees and 26% of the employees strongly agrees.

Therefore most of the respondent agrees that KMS has better understanding of organizational goals.

TABLE 8: KM TRAINING SESSIONS

Particular	No. of Respondents	% of Respondents
Never	0	0%
Rarely	0	0%
occasionally	12	12%
Frequently	88	88%
Always	0	0%
Total	**150**	**100%**

CHART 8
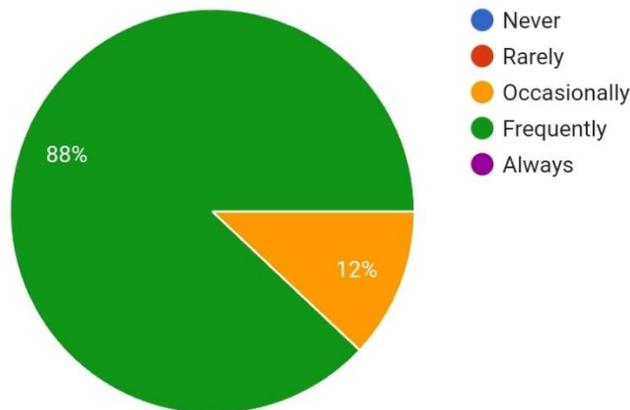
INFERENCE:

The above table shows that 88% of the employees tells frequently and 12% of the employees tells occasionally.

Therefore KM training sessions frequently takes place.

TABLE 9: HELPFULNESS OF KMS IN SOLVING THE PROBLEMS

Particular	No. of Respondents	% of Respondents
Not helpful at all	0	0%
Slightly helpful	0	0%
Moderately helpful	36	36%
Very helpful	34	34%
Extremely helpful	30	30%
Total	**100**	**100%**

CHART 9
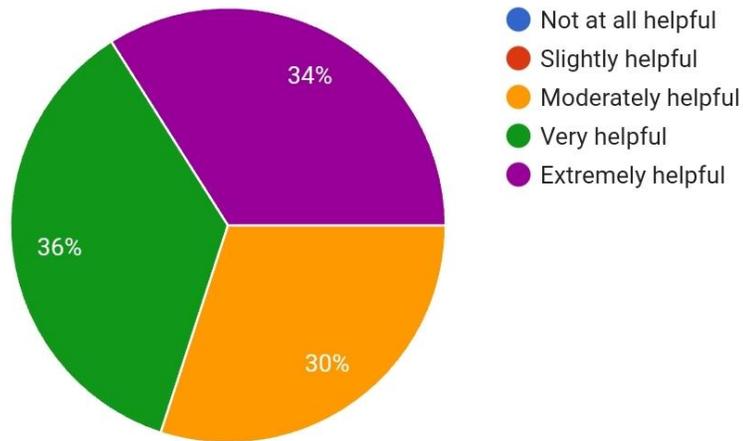
INFERENCE:

The above table shows that there 36% of the respondents finds it very helpful and 30% of the respondents find it moderately helpful.

Therefore most of the respondents finds it very useful.

TABLE 10: KM RETAINS ORGANIZATIONS EXPERTISE

Particular	No. of Respondents	% of Respondents
Strongly disagree	0	0%
Disagree	0	0%
Neutral	11	11%
Agree	60	60%
Strongly agree	29	29%
Total	**130**	**100%**

CHART 10
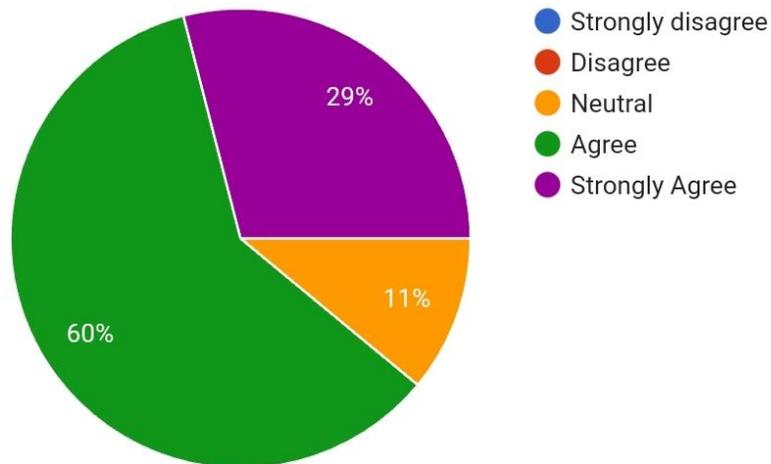
INFERENCE

The table shows that 60% of the respondents agrees and 29% of the employees strongly agrees.

Therefore most of the respondents agrees.

TABLE 11: ACCESS TO KMS

Particular	Number of respondents	Percentage
Very difficult	63	42%
Difficult	46	31%
Neutral	37	37%
Easy	52	52%
Very easy	11	11%
Total	**100**	**100%**

CHART 11
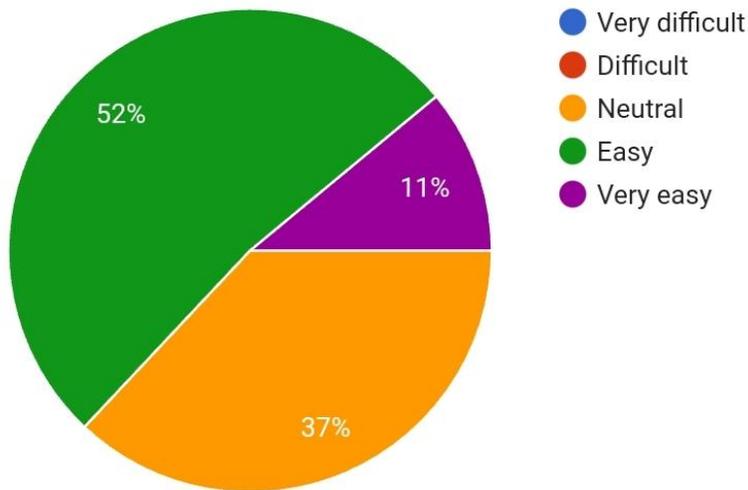
INFERENCE:

The above table shows that 52% of the respondents find it easy and 11% of the respondents finds it very easy.

Therefore most of the finds it easy to access.

TABLE 12 EFFECTIVENESS OF KM IN SHARING BEST PRACTICES

Particular	Number of respondents	Percentage
Very ineffective	0	0%
Ineffective	0	0%
Neutral	51	51%
Effective	20	20%
Very effective	29	29%
Total	**100**	**100%**

CHART 12
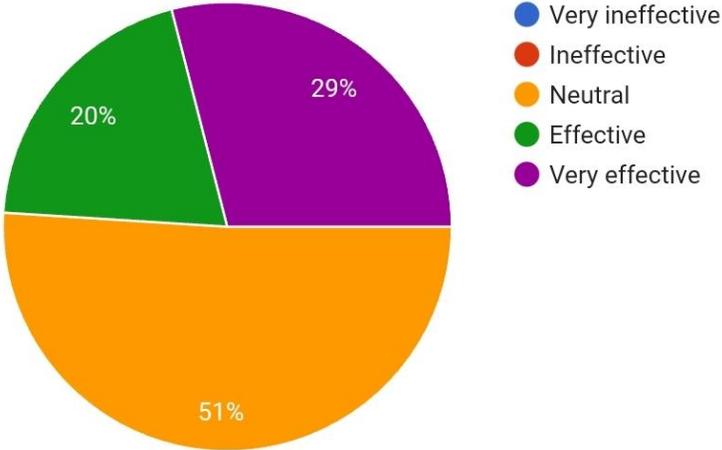
INFERENCE:

From the above table 51% of the respondents finds it neutral whereas 29% of the respondents finds it effective.

Therefore most of the respondents finds it effective.

TABLE 13 UPDATING KMS

Particular	Number of respondents	Percentage
Never	0	0%
Rare	0	0%
Occasionally	34	34%
Frequently	66	66%
Always	0	0%
Total	100	100

CHART 13
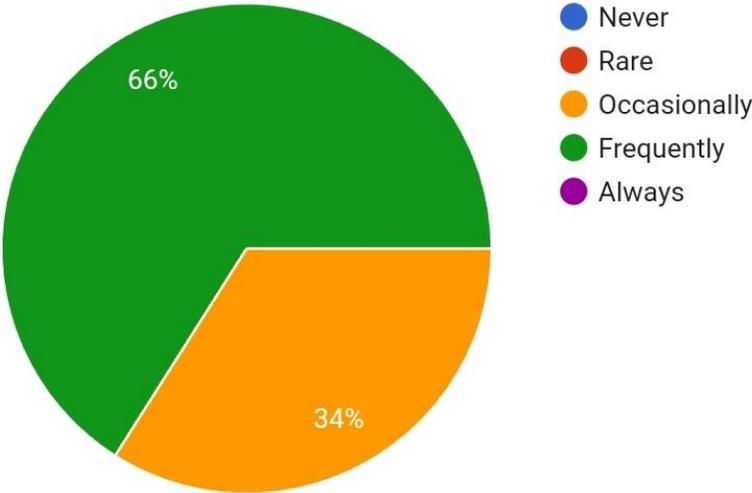
INFERENCE:

In the above table 66% of the respondents have told that the organization updates KMS frequently and 34% of the respondents told that the organization updates occasionally.

Therefore the organization frequently updates its KMS.

TABLE 14: QUALITY OF WORK

Particular	Number of respondents	Percentage
Very ineffective	0	0%
Ineffective	0	0%
Neutral	41	41%
Effective	39	39%
Very effective	20	20%
Total	**150**	**100%**

CHART 14
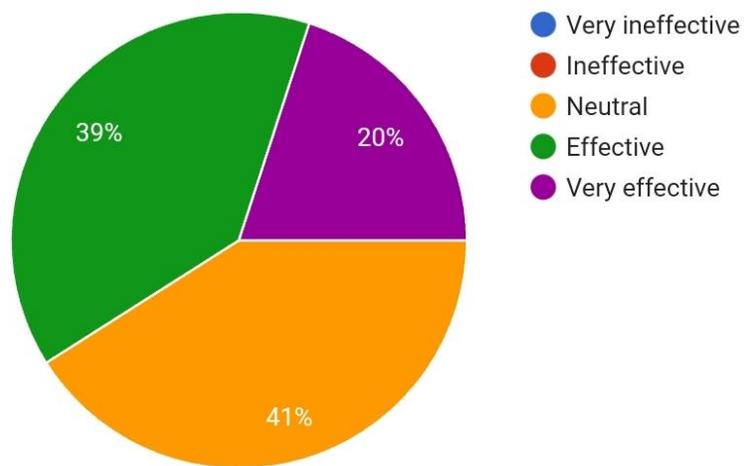
INFERENCE:

In the above table 39% of the respondents told it is effective and 41% of the respondents told it is neutral

Therefore the effectiveness is neutral.

TABLE 15 KM IMPROVES OVERALL PERFORMANCE

Particular	Number of respondents	Percentage
Strongly Agree	35	35%
Agree	65	65%
Neutral	0	0%
Disagree	0	0%
Strongly Disagree	0	0%
Total	100	100%

CHART 15
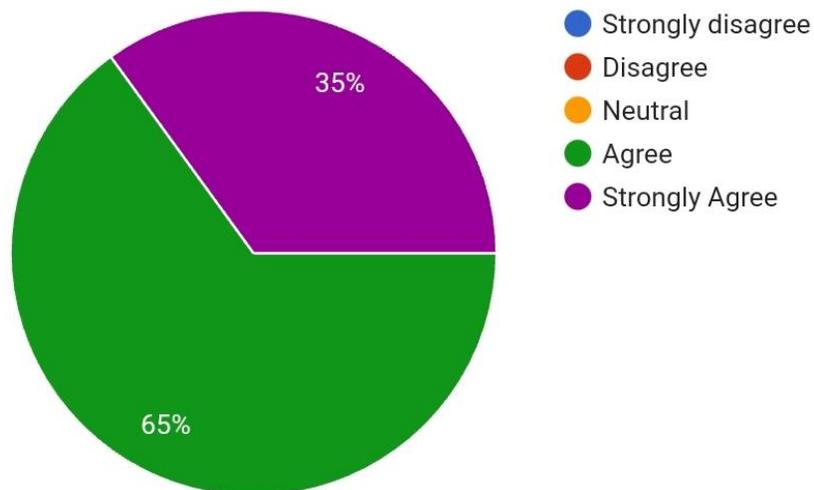
INFERENCE:

In the above table 65% of the respondents agree that knowledge management improves overall performance and 35% of the employees strongly agrees that KM improves overall performance.

Therefore KM improves overall performance.

TABLE 16 EMPLOYEE CONTRIBUTION TO KMS

Particular	Number of respondents	Percentage
Never	0	0%
Rarely	0	0%
Occasionally	42	42%
Frequently	58	58%
Always	0	0%
Total	**100**	**100%**

CHART 16:
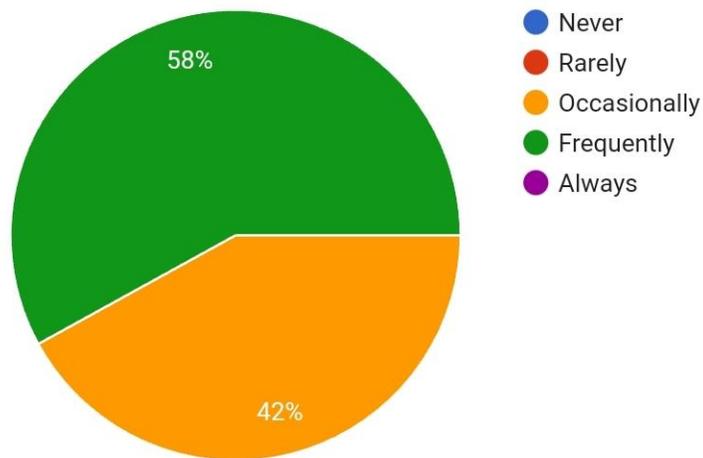
INFERENCE:

In the above table 58% of the respondents frequently contribute in KMS and 42% of the respondents occasionally contributes in KMS

Therefore employees contribute frequently on KMS

TABLE 17 KM ENCOURAGES INNOVATION AND CREATIVITY AMONG EMPLOYEES

Particular	Number of respondents	Percentage
Strongly Agree	11	11%
Agree	51	51%
Neutral	38	38%
Disagree	0	0%
Strongly Disagree	0	0%
Total	**100**	**100%**

CHART 17
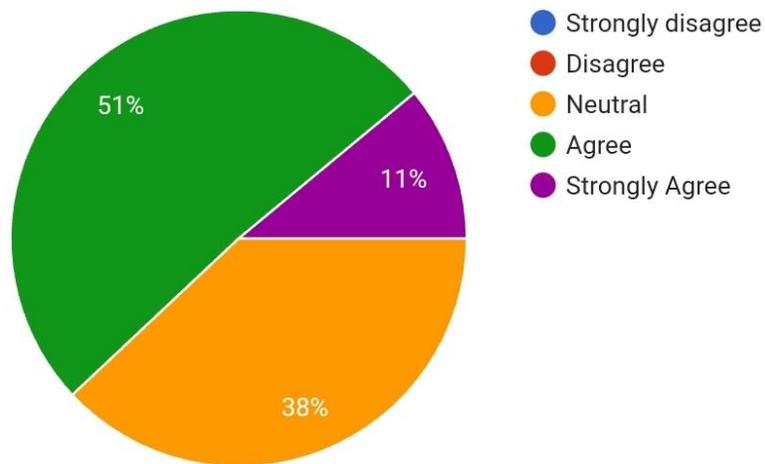
INFERENCE:

In the above table 51% of the respondents agrees that KMS encourages creativity and 11% of the respondent strongly agrees with this.

Therefore km encourages creativity among employees.

TABLE 18 THERE IS RELATIONSHIP BETWEEN AGE AND KNOWLEDGE THEY POSSESS

Particular	Number of respondents	Percentage
Strongly Agree	62	62%
Agree	26	26%
Neutral	12	12%
Disagree	0	0%
Strongly Disagree	0	0%
Total	**100**	**100%**

CHART 18
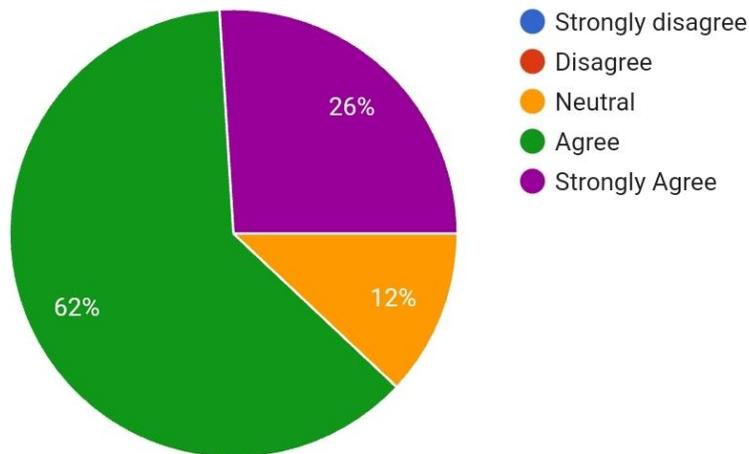
INFERENCE:

In the above table 62% of the respondents strongly agrees that there is relationship between the age of the employees and knowledge they possess and 12% employees neutrally believes that there is relationship between the age and knowledge they possess.

Therefore there is strong relationship between age and knowledge of the employees.

TABLE 19 EMPLOYEES KNOWLDEGE INCREASES AS THEIR AGE INCREASES

Particular	Number of respondents	Percentage
Strongly Agree	46	46%
Agree	54	54%
Neutral	0	0%
Disagree	0	0%
Strongly Disagree	0	0%
Total	**100**	**100%**

CHART 19
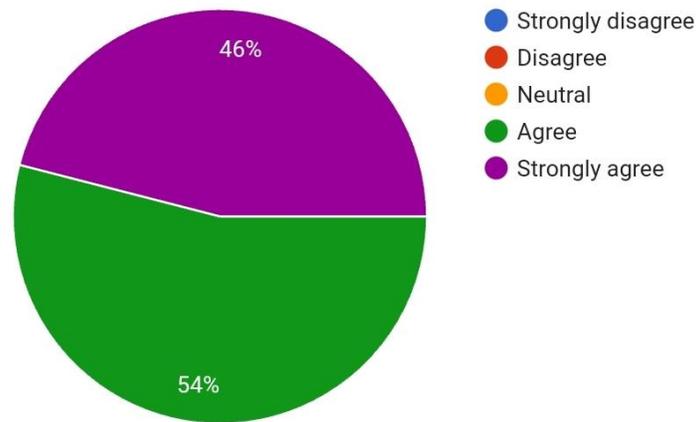
INFERENCE:

In the above table it shows that 54% of the respondents agrees that employees knowledge increases as their age increases. 46% of the respondents also agrees with this.

Therefore employees knowledge increases as their age increases.

TABLE 20 EFFECTIVENESS OF KMS IN PROMOTING CONTINIOUS LEARNING

Particular	Number of respondents	Percentage
Very ineffective	0	0%
Ineffective	0	0%
Neutral	31	31%
Effective	69	69%
Very effective	0	0%
Total	**100**	**100%**

CHART 20
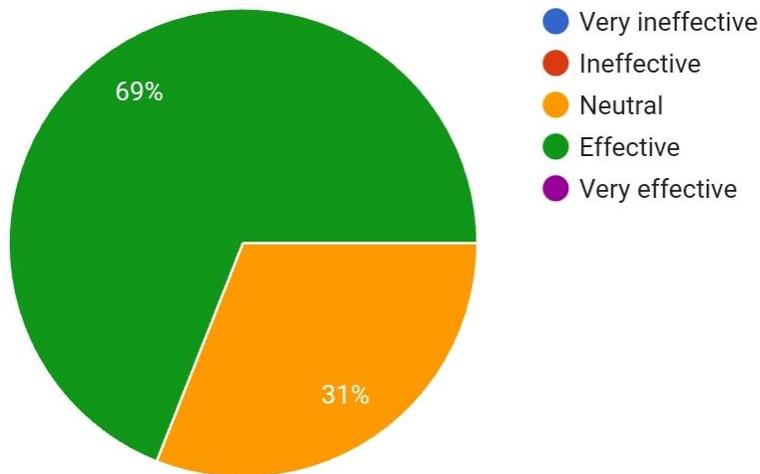
INFERENCE:

In the above table 69% of the respondents finds KMS is promoting continuous learning and 31% of the respondents neutrally believes it.

Therefore KMS improves continuous learning.

TABLE 21 KMS HELPS IN REDUCING DUPLICATION OF WORK

Particular	Number of respondents	Percentage
Strongly Agree	12	12%
Agree	15	15%
Neutral	18	18%
Disagree	55	55%
Strongly Disagree	0	0%
Total	**100**	**100%**

CHART 21
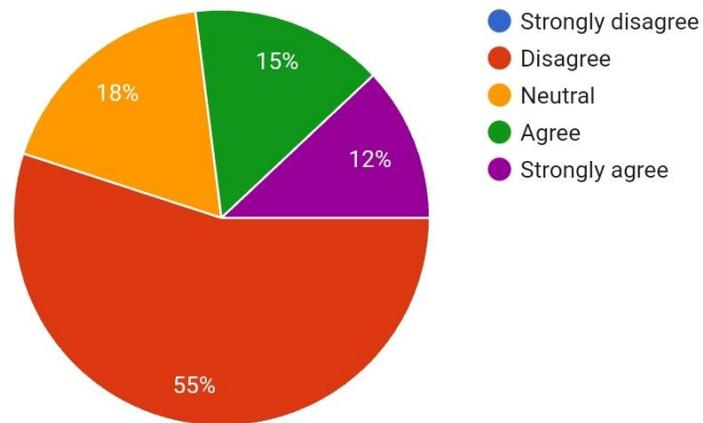
INFERENCE:

From the above table 55% of the employees strongly disagrees that KMS reduces duplication of work and 18% of the respondents neutrally believesTherefore KMS does not reduces duplication of work.

4.2 CHI- SQUARE TEST I – (ψ^2)

Chi-square is the sum of the squared difference observed (o) and the expected (e) data (or the deviation, d), divided by the expected data in all possible categories.

Null hypothesis (Ho):

There is a relationship between the age and knowledge that employees possess

Alternate hypothesis (H1):

There is no relationship between the age and knowledge that employees possess

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
age * employeeknowledge	100	100.0%	0	0.0%	100	100.0%

age * employeeknowledge Crosstabulation

			employeeknowledge		
			agree	strongly agree	Total
Age	21-30	Count	54	9	63
		Expected Count	34.0	29.0	63.0
	31-40	Count	0	24	24
		Expected Count	13.0	11.0	24.0
	41-50	Count	0	13	13
		Expected Count	7.0	6.0	13.0
Total		Count	54	46	100
		Expected Count	54.0	46.0	100.0

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	68.944[a]	2	.000
Likelihood Ratio	86.314	2	.000
Linear-by-Linear Association	56.969	1	.000
N of Valid Cases	100		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 5.98.

Hence, the Alternate hypothesis [H1] is accepted

INFERENCE:

Since the calculated value is greater than the tabulated value, we accept the alternate hypothesis and hence there is a relationship between the age and knowledge that employees possess**.**

4.3 CORRELATION ANALYSIS

Correlation analysis is the statistical tool used to measure the degree to which two variables are linearly related to each other. Correlation measures the degree of association between two variables.

Null hypothesis (H0):

There is positive relationship between the spend too much time at work and missed out quality time with family and friends because of pressure of work.

Alternate hypothesis (H1):

There is negative relationship between the spend too much time at work and missed out quality time with family and friends because of pressure of work.

Correlations

		trainingsessions	employeesunderstanding
Trainingsessions	Pearson Correlation	1	.791[**]
	Sig. (2-tailed)		.000
	N	100	100
employeesunderstanding	Pearson Correlation	.791[**]	1
	Sig. (2-tailed)	.000	
	N	100	100

**. Correlation is significant at the 0.01 level (2-tailed).

$$r = \frac{N\sum XY - \sum X \sum Y}{\sqrt{N\sum X^2 - (\sum X)^2}\sqrt{N\sum Y^2 - (\sum Y)^2}}$$

r= .970

INFERENCE:

Since r is positive, there is positive relationship between the training sessions conducted and employees understandings from the training.

CHAPTER - V

5.1 Findings:

- Employees across all age group are familiar with the concept of knowledge management

- Knowledge management system is Extremely helpful for both male and female employees

- 49.2% of employees finds it very easy to access and use the knowledge management system

- Majority of the employees that is 36.7% of the employees found that knowledge management system is very effective in capturing and sharing best practices across the organization.

- 36.7% of the employees finds that knowledge management system is very effective in improving the quality of work and services provided by the organization.

- 25% of the employees frequently contribute to the knowledge management system by sharing their knowledge and experiences

- 49.2% of the employees strongly agrees that the employees knowledge increases as their age increase

5.2 SUGGESTIONS

- In order to avoid duplication of work and minimizing errors the organization should make use of knowledge management system

- The organization should often conduct knowledge management training sessions which will help all age group members to share the knowledge they possess

- The organization should have a formal knowledge management system in place.

5.3 LIMITATIONS OF THE STUDY

- The-sample size of the survey may not be representative of the entire employees of the organization which may limit the generalizability of the Findings

- The survey responses and feedback may be subject to response bias, where employees may not provide accurate or honest feedback due to insecure feeling of getting fired from their current job and other factors.

- The study relied on self-reported data from employees, which may be subject to memory biases and inaccuracies..

5.4 CONCLUSION

Knowledge management can improve employee productivity: By having access to relevant and up-to-date information, financial planners can make better decisions and

provide more valuable services to their clients. This, in turn, can increase employee productivity and job satisfaction.

Knowledge management can enhance collaboration and communication: By sharing knowledge and expertise across teams and departments, financial planners can collaborate more effectively and communicate more efficiently. This can lead to better teamwork, faster problem-solving, and more innovative solutions.

Knowledge management can promote continuous learning and development: By providing employees with access to training and development opportunities, financial planners can continuously improve their skills and knowledge. This can lead to career growth and advancement opportunities, as well as a more engaged and motivated workforce.

Knowledge management can improve organizational performance: By leveraging the collective knowledge and expertise of its employees, financial planner businesses can improve their overall performance and competitive advantage. This can lead to increased revenue, profitability, and customer satisfaction.

Overall, the effectiveness of knowledge management in financial planner business from employees' point of view can be significant in terms of improving productivity, collaboration, learning, and development, and organizational performance.

REFERENCE:

Aaker, D. A. (2001) 'Strategic Market Management', 6th Edition, John Wiley & Sons, New York

Adenfelt, M. and Lagerström, K. (2006) 'Enabling knowledge creation and sharing in transnational projects', International Journal of Project Management, Vol. 24, No. 3, pp. 191- 198 Alvesson,

M. and Sköldberg, K. (2009) 'Reflexive Methodology, New Vistas for Qualitative Research', 2nd Edition, London: Sage Publications

Arvidsson, N. (2009) 'Exploring tensions in projectified matrix organizations', Scandinavian Journal of Management, Vol. 25, No. 1, pp. 97-107 Barney,

J. B. (1991) 'Firm Resources and Sustained Competitive Advantage', Journal of Management, Vol. 17, pp. 99-120

Bierly, P. and Chakrabarti, A. (1996) 'Generic knowledge strategies in the U.S. pharmaceutical industry', Strategic Management Journal, Vol. 17, pp. 123–135

Boh, W. F. (2006) 'Mechanisms for sharing knowledge in project-based organizations', Information and Organization, Vol. 17, pp. 27-58

Bresnen, M., Edelman, L., Newell, S., Scarbrough, H. And Swan, J. (2003) 'Social practices and the management of knowledge in project environments' International Journal of Project Management, Vol. 21, No. 3, pp. 157-166

Brown, J. S. and Duguid, P. (1998) 'Organizing Knowledge', California Management Review, Vol. 40. No. 3, pp. 90-111

Bryman, A. and Bell, E. (2007) 'Business Research Methods', 2nd Edition, Oxford: University Press

Buckingham Shum, S. (1997) 'Negotiating the construction of organizational memories', Journal of Universal Computer Science, Vol. 3, No. 8 Cooper,

K. G., Lyneis, J. M. and Bryant, B. J. (2002) 'Learning to learn, from past to future', International Journal of Project Management, Vol. 20, pp. 213-219

Corso, M., Martini, A., Pellegrini, L., Massa, S. and Testa, S. (2006) 'Managing dispersed workers: the new challenge in Knowledge Management', Technovation, Vol. 26, No. 5-6, pp. 583-594

Cortada, J. and Woods, J (2000) 'The Knowledge Management Yearbook 1999-2000', Butterworth-Heneiman, Woburn, USA 78

Czarniawska, B. (2007) 'Shadowing and Other techniques for Doing Fieldwork in Modern Societies', Copenhagen Business School Press,

Copenhagen Damm, D. and Schindler, M. (2002) 'Security issues of a knowledge medium for distributed project work', International Journal of Project Management, Volume 20, No. 1, pp. 37-47 Dell Computers Official Website, www.dell.com, retrieved November 25, 2009

Ekstedt E., Lundin R. A., Söderholm A. and Wirdenius H. (1999) 'Neo-industrial Organising: Renewal by Action and Knowledge in a Project-intensive Economy'.

Routledge, London. Eppler, M. and Sukowski, O. (2000) 'Managing team knowledge: core processes, tools and enabling factors', European Management Journal, Vol. 18, No. 3, pp. 334-341

Gardiner, P. D. (2005) 'Project management, a strategic planning approach',

Palgrave Macmillan, UK Ghoshal, S. and Gratton, S. (2002) 'Integrating the Enterprise', MIT Sloan Management Review, Vol. 44, No. 1, pp. 31-39

Gray, C. F. and Larson, E. W. (2008) 'Project Management: The Managerial Process', McGraw-Hill, Irwin, NY Gupta, B., Iyer, L. S. and Aronson, J. (2000) 'Knowledge Management: practices and challenges', Industrial Management & Data Systems, Vol. 100, No 1, pp. 17-21

QUESTIONNARIE ON EFFECTIVENESS OF KNOWLEDGE MANAGEMENT WITH SPECIAL REFERENCE TO PLUX E BIZ PVT LTD CHENNAI

Dear respondent,

[This Data or Information collected will be kept as 'Confidential' and shall not be used or reproduced anywhere. It is meant only for the purpose of preparing MBA Research Study paper]

Age	Under 20	21-30	31-40	41-50	51 and above
Gender	Male	Female			
Work Experience	Less than 1 year	1-5	6-10	11-15	16 years and above
Familiarity with KM concepts	Not familiar at all	Somewhat familiar	Moderately familiar	Very familiar	Extremely familiar
Formal KM system in place	Strongly disagree	disagree	Neither agree nor disagree	Agree	Strongly agree
Effectiveness of KMS among employees	Very ineffective	ineffective	neutral	effective	Very effective
KMS better understanding of organizations goals	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
KM training session	never	Rarely	occasionally	frequently	Always
Helpfulness of KM in solving problems	Not at all helpful	Slightly helpful	Moderately helpful	Very helpful	Extremely helpful
KM retains organizations	Strongly	Disagree	neutral	Agree	Strongly

expertise	disagree				agree
Access to KM	Very difficult	Difficult	neutral	Easy	Very easy
KMS captures and shares best practices	Very ineffective	ineffective	neutral	effective	Very effective
Organization reviews and update its KMS	never	Rare	occasionally	frequently	always
KMS improving quality of work and services	Very ineffective	ineffective	neutral	effective	Very strongly
KMS improves overall performance	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Employees sharing their knowledge and experience	never	Rarely	occasionally	frequently	always
KMS encourages innovative	Strongly disagree	Disagree	neutral	Agree	Strongly agree
There is relationship between age and employees knowledge	Strongly disagree	Disagree	neutral	Agree	Strongly agree
Employees knowledge	Strongly disagree	Disagree	neutral	agree	Strongly agree

increases as their age increases					
Effectiveness of KM in learning and development	Very ineffective	ineffective	neutral	effective	Very effective
KM helps in reducing duplication of work	Strongly disagree	disagree	neutral	Agree	Strongly agree

A STUDY ON THE EFFECTIVENESS OF KNOWLEDGE MANAGEMENT WITH SPECIAL REFERENCE TO PLEXUS E BIZ PVT LTD IN CHENNAI

Shaalin banu A K, P.G scholor, MBA department, Sathyabama University

DR .John Paul, Associate professor, MBA department, Sathyabama University

Abstract:- Organizational goals like improved performance, competitive advantage, innovation, the sharing of lessons learned, integration, and continuous improvement are typically the focus of knowledge management efforts. KM endeavors cross-over with hierarchical learning, and might be recognized from that by a more noteworthy spotlight on the administration of information as an essential resource and an emphasis on empowering the sharing of information. The primary goal of this project is to evaluate Victory Visions Software Development Pvt Ltd., Chennai,'s current knowledge management system for efficiency. The optional goals are to figure out the fulfillment level of the representatives towards the current information creation, osmosis and sharing cycles, figure out the fulfillment level of the workers towards the general information the board interaction, figure out the nature and the degree of connection between the information creation, absorption and sharing cycles and to give ideas to beat the issues and further develop the current information the executives successfully.

INTRODUCTION

The systematic collection, sharing, and efficient application of knowledge to enhance business performance is known as knowledge management. Knowledge management plays a crucial role in a company's success in the financial planning industry. Financial planner businesses can improve their ability to provide high-quality financial planning services to their clients by identifying, capturing, and sharing valuable knowledge across the organization through effective knowledge management. It can also be of assistance in the creation of new goods and services, the improvement of procedures, and the improvement of organizational efficiency. Knowledge management is an essential tool for retaining this expertise within the organization because financial planner firms rely heavily on the expertise of their employees. Financial planners can create a centralized knowledge base that employees, regardless of where they are located, can easily access by capturing and storing knowledge.

OBJECTIVES OF THE STUDY

- To analyze the effectiveness of the existing knowledge management at plexus e Biz ChennaiTo find whether there is relationship between the age of the employees and Knowledge they possess as their age increases.
- To find out how effective is the knowledge management system among the employees of the organization.
- To find out at what extent does your organization have a formal Knowledge management system in place?
- To find out the familiarity with the concept of knowledge management This study will help the company in knowing the effectiveness of the existing knowledge management and the employees satisfaction level towards it.
- The relation between the Employees and the concept of knowledge management
- system inside the organization.
- It will be helpful to find out the problems faced by the employees in carrying out
- effective knowledge management.
- Suggestions to overcome the problems will be provided by the employees Themselves among employees.

NEED OF THE STUDY:

- The main need for conducting this study is to analyze the effectiveness of the existing knowledge management within pluxes e biz in Chennai.
- This study will help the management to align the knowledge management with the need for the company and improve its effectiveness.

SCOPE OF THE STUDY

- This study will help the company in knowing the effectiveness of the existing knowledge management and the employees satisfaction level towards it.
- The relation between the Employees and the concept of knowledge management system inside the organization.
- It will be helpful to find out the problems faced by the employees in carrying out effective knowledge management.
- Suggestions to overcome the problems will be provided by the employees themselves.

REVIEW OF LITERATURE

- Al-Hadab, M. S., & Al-Khayyal, F. A. (2014). Knowledge management and its impact on improving the performance of financial planning firms. Journal of Management Development, 33(4), 391-412.

- Alavi, M., & Leidner, D. E. (2001). Knowledge management and knowledge management systems: Conceptual foundations and research issues. MIS Quarterly, 25(1), 107-136.

- Alegre, J., & Chiva, R. (2013). Linking entrepreneurial orientation and firm performance: The role of organizational learning capability and innovation performance. Journal of Small Business Management, 51(4), 491-507.

- Argote, L., & Ingram, P. (2000). Knowledge transfer: A basis for competitive advantage in firms. Organizational Behavior and Human Decision Processes, 82(1), 150-169.

METHODOLOGY:

RESEARCH METHODOLOGY:

The search for knowledge or any systematic investigation to establish facts can be defined as research. The main role for applied research (rather than essential exploration) is finding, deciphering, and the improvement of techniques and frameworks for the headway of human information on a wide assortment of logical issues of our reality and the universe.

RESEARCH DESIGN:

The study's researcher has employed a descriptive research design. The term "fact finding with adequate interpretation" is used to describe descriptive research. It develops thinking, elaborates on patterns, and generates hypothesized tentative generalizations through simple data analysis.

- In the event that a populace from which an example is to be drawn doesn't comprise a homogenous gathering, separated testing method is by and large applied to get a delegate test.
- From the populace the scientist took the example size of 100.

DATA COLLECTION:

PRIMARY DATA:

Information which are gathered new interestingly and along these lines is unique in character. Essential information are assembled for explicit reason. The essential information is the significant device for gathering the information for the investigation and discoveries for the review, which is through a poll..
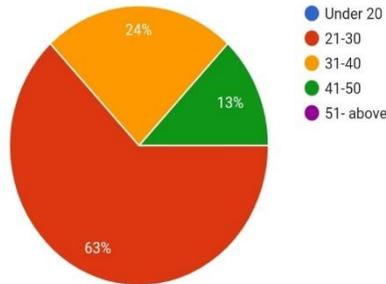
STATISTICAL TOOLS

The statistical tools and test used for this study are.

- Percentage analysis.
- Chi-square Tests.
o Correlation

DATA ANALYSIS AND INTERPRETATION
PERCENTAGE ANALYSIS:

AGE

| Particular	No. of Respondents	% of Respondents
Under 20	0	0%
21-30	63	63%
31-40	24	24%
41-50	13	13%
51 and above	0	0%
Total	**100**	**100%**

47

INFERENCE:

The above table shows that there are 63% of the respondents are belonging to the age group of 21-30 years, 24% of the respondents are belonging to the age group of 31-40 years.

Therefore most of the respondents are belonging to the age group of 21-30 years.

EMPLOYEES KNOWLDEGE INCREASES AS THEIR AGE INCREASES

Particular	Number of respondents	Percentage
Strongly Agree	46	46%
Agree	54	54%
Neutral	0	0%
Disagree	0	0%
Strongly Disagree	0	0%
Total	**100**	**100%**
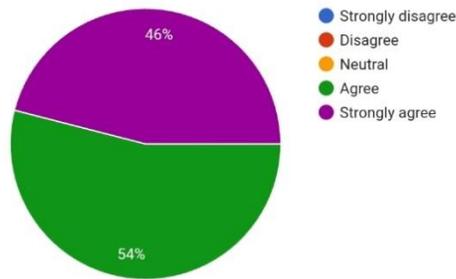
INFERENCE:

In the above table it shows that 54% of the respondents agrees that employees knowledge increases as their age increases. 46% of the respondents also agrees with this.

Therefore employees knowledge increases as their age increases.

CHI- SQUARE TEST I – (ψ^2)

Chi-square is the sum of the squared difference observed (o) and the expected (e) data (or the deviation, d), divided by the expected data in all possible categories.

Null hypothesis (Ho):

There is a relationship between the age and knowledge that employees possess

Alternate hypothesis (H1):

There is no relationship between the age and knowledge that employees possess

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	68.944a	2	.000
Likelihood Ratio	86.314	2	.000
Linear-by-Linear Association	56.969	1	.000
N of Valid Cases	100		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 5.98.

Hence, the Alternate hypothesis [H1] is accepted

INFERENCE:

Since the calculated value is greater than the tabulated value, we accept the alternate hypothesis and hence there is a relationship between the age and knowledge that employees possess**.**

<u>**CORRELATION ANALYSIS**</u>

Correlation analysis is the statistical tool used to measure the degree to which two variables are linearly related to each other. Correlation measures the degree of association between two variables.

Null hypothesis (H0):

There is positive relationship between the spend too much time at work and missed out quality time with family and friends because of pressure of work.

Alternate hypothesis (H1):

There is negative relationship between the spend too much time at work and missed out quality time with family and friends because of pressure of work.

Correlations

		trainingsessions	employeesunderstanding
Trainingsessions	Pearson Correlation	1	.791**
	Sig. (2-tailed)		.000
	N	100	100
employeesunderstanding	Pearson Correlation	.791**	1
	Sig. (2-tailed)	.000	
	N	100	100

**. Correlation is significant at the 0.01 level (2-tailed).

INFERENCE:

Since r is positive, there is positive relationship between the training sessions conducted and employees understandings from the training.

FINDINGS

- Employees across all age group are familiar with the concept of knowledge management

- Knowledge management system is Extremely helpful for both male and female employee.

- 49.2% of employees finds it very easy to access and use the knowledge management system

- Majority of the employees that is 36.7% of the employees found that knowledge management system is very effective in capturing and sharing best practices across the organization.

- 36.7% of the employees finds that knowledge management system is very effective in improving the quality of work and services provided by the organization.

- 25% of the employees frequently contribute to the knowledge management system by sharing their knowledge and experiences

- 49.2% of the employees strongly agrees that the employees knowledge increases as their age increase

CONCLUSION

Employee productivity can be increased by knowledge management: Financial planners can make better decisions and provide more valuable services to their clients if they have access to current and relevant information. This, thus, can increment worker efficiency and occupation fulfillment.

Collaboration and communication can be enhanced through knowledge management: Financial planners are able to collaborate and communicate more effectively when they share knowledge and expertise across teams and departments. Better teamwork, quicker problem-solving, and more creative solutions may result from this.

REFERENCES

- Aaker, D. A. (2001) 'Strategic Market Management', 6th Edition, John Wiley & Sons, New York
- Adenfelt, M. and Lagerström, K. (2006) 'Enabling knowledge creation and sharing in transnational projects', International Journal of Project Management, Vol. 24, No. 3, pp. 191- 198 Alvesson,
- M. and Sköldberg, K. (2009) 'Reflexive Methodology, New Vistas for Qualitative Research', 2nd Edition, London: Sage Publications
- Arvidsson, N. (2009) 'Exploring tensions in projectified matrix organizations', Scandinavian Journal of Management, Vol. 25, No. 1, pp. 97-107 Barney,
- J. B. (1991) 'Firm Resources and Sustained Competitive Advantage', Journal of Management, Vol. 17, pp. 99-120