

The Use Management of the Knowledge Management and the Information Technologies in the Competitive Strategy of a Self-Propelling Industry

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Abstract : This article presents the beginning of a wider study that intends to demonstrate how within organizations of the automotive industry from the city of Querétaro. Knowledge management and technological management are required, as well as people's initiative and the interaction embedded at the interior of it, with the appropriate environment that facilitates information conversion with wide information technologies management (ITM) range. A company was identified for the pilot study of this research, where descriptive and inferential research information was obtained. The results of the pilot suggest that some respondents did not note the entity of the knowledge management topic, even if staffs have access to information technology (IT) that serve to enhance access to knowledge (through internet, email, databases, external and internal company personnel, suppliers, customers and competitors) data, this implicates that there are Knowledge Management (KM) problems. The data shows that academically well-prepared organizations normally do not recognize the importance of knowledge in the business, nor in the implementation of it, which at the end is a great influence on how to manage it, so that it should guide the company to greater in sight towards a competitive strategy search, given that the company has an excellent technological infrastructure and KM was not exploited. Cultural diversity is another factor that was observed by the staff.

Keywords : Knowledge Management (KM), Technological Knowledge Management (TKM), Technology Information Management (TI), access to knowledge

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