

The Evolution of Knowledge Management: Current and Future Applications in China

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KM in China –

www.chinakm.com

www.ckmchina.com

www.i-power.com.cn

www.cko.com.cn

www.pa18.com.cn

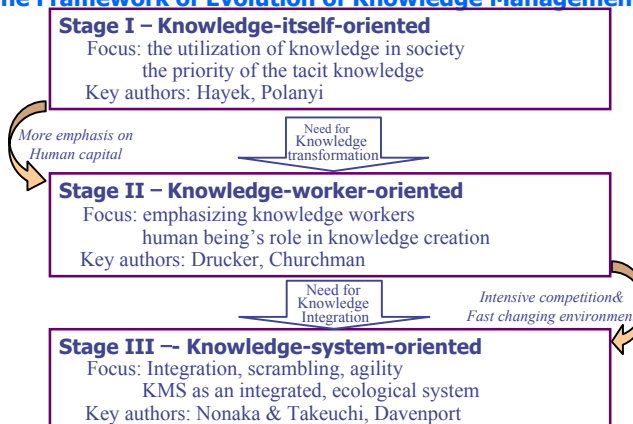
www.daochina.com



Research Objective:

To propose an integrated framework of knowledge management in an evolutionary view

The Framework of Evolution of Knowledge Management:



Driving Theory /Perspective

- Resource-based view of the firm
- Knowledge-based view of the firm
- Organizational learning
- Organizational memory
- Complexity theory

Current Applications of KM in China:

<KM2002 China Survey Report>

A survey conducted by **DaoChina.com KnowledgeWeb Corporation**

Period: March to April, 2002

Questionnaires distribution channel: paper-based mail/ online

Target population: 10,000 large-/middle-scale businesses and professional institutions

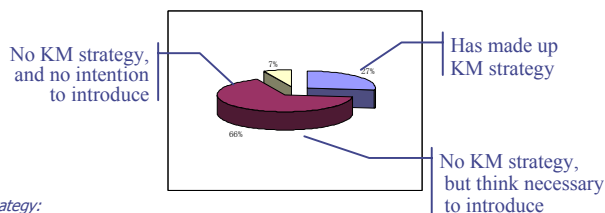
Returned rate: 13.4%

Based on 86% respondents who answered "heard of KM":

Q1 - The awareness of KM in China

1	Never heard of KM	14%
2	Unfamiliar with KM	30.1%
3	Familiar with KM	50.7%
4	Very familiar with KM	5.2%
Total:		100%

Q2 - Existence of knowledge strategy

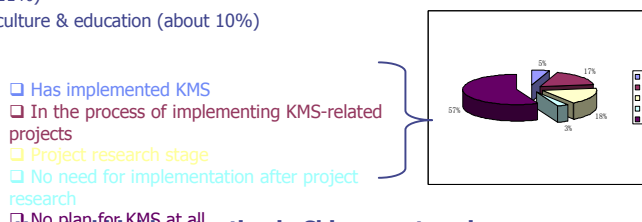


Among the 27% respondents who have KM strategy:

Q3 - More than 70% are in five industries

- software, information & consulting (about 30%)
- financing service (about 11%)
- communication, media & entertainment (about 11%)
- light industry (about 11%)
- medical & sanitation, culture & education (about 10%)

Q4 - Existence of knowledge management system (KMS)



Conclusions:

- ◆ **KM has attracted highly attention in Chinese enterprises;**
- ◆ **Minority has KM strategy; even fewer has introduced KMS;**
- ◆ **Organizations with KM strategy are centralized in industries who are knowledge/technology intensive with short product life circle;**
- ◆ **These five industries act as the pioneer of KM practitioners in China**

KM in China is still in preliminary stage

Research

Implications:

- Generalization of the perspectives and focuses of KM in existing literature
- A dynamic way to understand the nature of KM
- To help businesses to have a clear view on KM and to position themselves
- To provide guidelines for practitioners on how to push their KM activities forward



Future Research Issues:

- In general:
 - ✓ Knowledge strategy
 - ✓ Knowledge infrastructure
 - ✓ Knowledge worker
 - ✓ Knowledge linkage (partnership)
- In particular:
 - ✓ The short-term target of KM in China would be knowledge worker
 - ✓ The long-term focus lies on the integrated reorganization of knowledge