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Conceptualizing Knowledge Utilization: The Need Based Model of Knowledge Use

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ABSTRACT

Knowledge use in organizations is a key focus of knowledge management system. This is because organizations achieve competitive advantage by using knowledge assets. However, despite perceived benefits of knowledge assets, organizations are finding it difficult to link their most valuable assets with the needs of employees to support tasks related programs. To solve this problem, research has suggested further theory development in the area. This paper, builds on prior research, to advance theoretical and methodological approaches that will link the most valuable organizational asset to tasks performed by employees. The “Need Based Model of Knowledge Use”, is proposed, which consist of four domains: knowledge needs of individuals, relevancy of knowledge, the use/non use of knowledge, and the moderating domain of knowledge intermediary. The model has the potential to support the design of personalized knowledge management programs that can provide the right knowledge for accomplishing organizational strategic objectives.

Keywords

Knowledge utilization, Stages of knowledge utilization, Measurement of knowledge utilization, Model of knowledge utilization.