

Pharmco national



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Many organizations today fight their way through to global challenges and oversee of developing and implementing management systems that they think would be their advantage. Pharmco National, a company related to manufacturing of pharmaceutical products and a trading organization, considers technology intervention through the intranet scheme. The CEO leads the design of intranet and appointment of members for the Knowledge Management Team. However, various issues coupled the presentation of intranet. This gives rise to the pro and anti responses from managers as far as their area of responsibility is concerned. What is effective and evident practice of one manager does not necessarily mean appropriateness to other managers as well.

Sharing of knowledge as one context in the system does not get an absolute support from the employees, considering the fact that it is one investment that they nurture through years of experience and they are not set of giving it. Doubts relating to threats in position exist among managers that impede them to be one in meeting the intranet prospects. Likely, each function performs in a world different from the others and concentrates on meeting the objectives of their particular area only.

Knowledge capturing by intranet system differs from person to person interaction in conceptualization of information. Knowledge barrier is evident in all concerned functions, particularly among Marketing and Sales role that speak their own language in performing their respective responsibility. The Intranet system does not bridge the differences of each area and utilization of knowledge for use by others. There is absence of common contextualization of the knowledge management system that makes it difficult to acquire participation of involved personnel.

1. The project fails to account the details of the nature of responsibility of involved function. The transfer, retention and access of knowledge as anticipated benefiting the company through the intranet system, lacks the common preferences that can be use and applicable to all functions and level in the organization.
2. Individuals find it difficult to share their knowledge for learning of others as they believe of being exploited, in order to increase profitability for stockholders in the situation of insufficient returns for the organization.
3. Knowledge management through intranet system cannot prove its effectiveness and usefulness compare with the person to person interaction. Some believe that knowledge is evident and incorporated to work practices only, and transferring all competence that you have in the system is not viable.
4. Position threats, area boundaries and differences in organizational functions hinders in knowledge sharing. Old employees are not incline in giving their expertise to new ones, as they consider it their own investment from their years of experience, while other functions in the organization find it difficult to gap the differences of their respective responsibility, as they find it unrelated to their own area.
5. Knowledge sharing and learning will be accessible to all employees within the organization through the intranet system. The CEO believes of acquiring competency by all employees through the knowledge management system and benefits their own work, and become an advantage to the company.
6. It is important to develop a method that will acquire participation of all employees to make the project viable. Anticipate all feedback from

employees and prepare possible solutions for this. Plan for a gradual development and implementation of the system in the organization and consider continual improvement once it is implemented.

Works Cited

Sage Publications. London, Thousand Oaks CA and New Delhi: Pharmco National - The Limits of a Technological Fix to knowledge, 2004.

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