How social networking creates a collaboration culture essay sample

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KM's attempt in the 1990s to collect, store and share the knowledge and expertise of employees by creating employees database to speed the operation of a company failed to capture the corporate world as employee were too passive in updating their profiles as they found it burdensome, and the database became less useful.

The changing perception due to increasing social networking behavior along with advanced collaboration tools and IT system have however changed the scenario today and inspired by it, KM is revitalizing and has deployed software that extracts necessary information from the conversation of employees and clients in the social networking sites.

The challenge still exists according to John Poulin, director and principal of Huron Consulting Group, and to improve, integration of collaboration tool with e-mail, business process management and analytics applications is required and the organizational culture and ability to align with the system is what that determines the success.

In order to promote collaboration, facilitation of social interaction is casual and friendly approach helps most says, Campos. The wrong concept and negative motivation among engineers of companies unlike that of Facebook are one of the reasons for failure in the adoption of the collaboration system. Engineers take it as extra work and none of their business things when they have to work with collaboration.

In conclusion, for the best result from Collaboration, employees should be motivated like gathering of like-minded groups; tap many information sources through online employee interaction and chat that is useful. Apart from that, it is necessary to integrate with vendor's systems the

collaboration products like Microsoft SharePoint so that companies can incorporate information for better and fast decision making. This what KM should do to for more fruitful result.