INCORPORATING STRATEGIES OF KNOWLEDGE MANAGEMENT PRACTICES FOR ATTAINING A COMPETITIVE ADVANTAGE IN ENGINEERING EDUCATION.

MS. SRI RANJINI S*; PROF. B. V. NARASIMHAM**

*ASST. PROFESSOR & VICE CHAIRPERSON, DEPARTMENT OF MANAGEMENT & COMMERCE, AMRITA VISHWA VIDYAPEETHAM, MYSORE CAMPUS.

**RESEARCH GUIDE, BHARATIAR UNIVERSITY, COIMBATORE, T. N.

ABSTRACT:
Throughout the globe, organizations are facing a widespread confrontation inevitably from the rapid changes in a novel market. Hence, companies need to advance their activities in order to gain sustainable competitive advantages. Many organizations accept Knowledge Management as a universal management standard in order to cope with the changing prospects of the organizations. Like other sectors, educational sector specially engineering education has also been affected by the swift changes in the business environment. The significance between knowledge management strategies and sustaining a competitive advantage in the field of education must be understood. The management & other stake holders of engineering colleges must encourage knowledge management process for becoming a leader in the field. The study attempts to narrow the gap between knowledge management strategies and academic performance of teaching faculties in engineering colleges.

KEYWORDS: Incorporating strategies, knowledge management, engineering education.

References:


