



INTERNATIONAL RESEARCH JOURNAL OF HUMANITIES AND INTERDISCIPLINARY STUDIES

(Peer-reviewed, Refereed, Indexed & Open Access Journal)

DOI : 03.2021-11278686

ISSN : 2582-8568

IMPACT FACTOR : 5.71 (SJIF 2021)

Impact of Knowledge Integration on Brand Management

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DOI No. **03.2021-11278686** DOI Link :: <https://doi-ds.org/doi/10.2021-45662455/IRJHIS2107022>

Abstract:

As the pandemic creating physical distances in terms of restricting meetings with customers, it has become more important to organizations to focus on brand management which can help in surviving and enhancing business. Since every organization strive for such goals, one of the important factors "Knowledge Integration" is emerging as the core differentiator among the organizations in the competitive and the present challenging scenario. Knowledge management within organization exists but inter organization knowledge integration makes the whole difference. While time is the major concern as employees in organization focus on day-to-day activities for not spending time on knowledge up gradation. The systematic way of knowledge integration among the employees and external organizations should help achieving key performance indicators of individuals and organizations. Since this process in more of connecting to the external world, it helps greatly in Brand Management. Knowledge seekers and knowledge sharing organizations are always considered with high esteem because of their acceptance to change. Present pandemic guiding people towards new normal and its important for every organization to focus knowledge integration process, enhance skills, learn new things and work towards brand management which can spread business even remotely.

Keywords: Knowledge Management, Key Performance Indicator, Brand Building.

Introduction:

Brand building and brand management is always seen by organizations and specifically corporate houses as the most important activity in the competitive world. The benefits of brand management experienced by most of the organizations is that, it helps to optimize logistic charges in one to one physical meetings for marketing, advertisement etc. the brand speaks about the quality of the product and services, customers themselves will speak to other users and voice of customer helps in enhancing business. However, those companies who are yet to reach the desired level in brand building were depend on conventional one to one meeting and marketing. So far it was also felt that, brand building is expensive activity and hence many organizations were hesitant to come out of

conventional way of marketing. The pandemic situation after the COVID-19 related issues emerged forced organizations and its employees to close for many days and stay at home. It brought a lot of restrictions in travelling. The expenses on one to one physical meeting have increased heavily due to risk of health and extra precautions people had to take. For the survival in the market, organizations have started thinking out of the box and initiated change in their approach to come out of the conventional way since no more those will help in the present challenge situation.

It is also important for organizations to learn new normal and ways to enhance business even in such challenges. Knowledge on various aspects like technical, applications etc. lead organizations to find new ways to promote their product and service and build brand. However, knowledge is available in different pockets, within organization and outside organization. The actions on knowledge integration among the internal as well as external resources will yield result in brand management. Even for the organizations who have built brand over the years, it is challenging to manage the brand in this pandemic. Since there used to be road shows, sponsoring of events by the brand earlier that was helped brand management. In the present scenario many such opportunities are not available. Hence even great organizations are learning and sharing knowledge within organizations and to their customers so that they come on one platform where they can work together and that platform is mostly virtual platform today!

After conducting webinars, online presentations, virtual meets focusing on knowledge sharing related to their products and services, organizations started getting result towards brand management in recent days. The virtual platform will slowly replace the physical meetings largely what we see. In the future as well it looks like knowledge integration will continue among organizations as many leaders in the organizations have seen benefit of it and also see the quality of product and services will be well represented when we share awareness, knowledge on the specifications, features, applications and benefits to its customers.

Literature Review on Knowledge Integration and its impact:

A. Importance of Knowledge Integration:

In the beginning, let's understand importance of Knowledge integration based on literature review. There are various studies in the past done regarding importance. Caroline A et al. [1] in his study, emphasized on knowledge integration and its process. The study focused on systematic process of knowledge integration in a formal way. The process should be repeated so that the benefit can be yielded for long term. The result is expected in the field of product development which intern should contribute for a brand building and management. Organizations expect that such knowledge development process should involve in knowledge sharing among employees so that even one employee know something better, other employees can get benefited from him. Such optimization will help in putting more resources in house towards brand management.

The knowledge management importance leads to positive behavior in organizations as per the study of Fabiana Be et al. [2] related to knowledge management and leadership. Knowledge management process can be depending on just employees or departments, it is the leadership who takes responsibility. This shows the importance. However, the author says that characteristic of leaders is also important since the genuine efforts towards knowledge management require sincere efforts. As the process of knowledge sharing is going to help to enhance performance in the areas of brand management, the process is considered as very important in industries.

B. Organizational development and Brand Management:

Organizational development starts with organizational learning and ends with continuous process of brand management. Organization leaning is also part of knowledge management. Alexandra L [3] in the study of organizational learning and performance emphasize on organizational behaviors includes learning and development aspects. Learning capability is considered as directly proportional to learning process. So, its important have organization structure with good capabilities in resources so that organization development can happen thru knowledge management and brand also develops over the period.

The effective knowledge sharing is considered as the base of organizational development. Only having knowledge in few employees will not hep organization. Applying the knowledge to have value addition and get result into some organizational development shows the effectiveness. Laurence L [4] in his study shown the quality process of knowledge management and the effectiveness on organization. Basically, organizational development is correlated to the systematic processes and its effectiveness. No brand can be created without quality processes, specifically in knowledge integration process.

C. Leadership role in collaborative knowledge management

Most of the studied did not forget to mention role of leadership. Musadaq H et al. [5] in their study focused on leadership roles considering knowledge to be shared with a proper collaboration so that it can have impact of productivity and brand building. The study concluded on important role of knowledge sharing in day to day activities of any organization and how leadership promote the same in collaborative manner. The feedback is also considered as important factor in this study and further developing model with corrections if any or suggestions so that knowledge integration activities are collaborated and its impact is evaluated in business enhancement and how the brand is taking towards concluding further business.

The motivation for employees and leadership for collaborative management is this avoids duplication in work as everyone will be familiar says Robinson H et al. [6]. Study reveals that, this not only inching towards best practices but also building lot of confidence in employees and its leadership since they are learning in collaborative manner. Leaders take first step in the process as it

is part of their profile and helping to build or manage brand of their organization.

Conclusion:

During present pandemic and challenging situation for business and organizations, it's important to focus on survival tactics which can lead to create and manage the brand since it may take long time to come for previous normal or it may not come since everyone is talking is to adjust to new normal. In such case, activities of marketing to focus on building brand which can take to customers remotely. This may need quality consciousness among employees in their work, productivity etc. The root cause of failing in to this is always took to lack of knowledge as it is difficult to accept to any employee that they are ignorant of their job that too in the present situation where job loss can come as shock to many due the business losses.

Author of this paper also conducted various surveys and brainstorming to understand the impact of knowledge integration on key performance indicators including brand management. The major outcome seen originations and employees contacted during the survey represents various ways of knowledge sharing and integration by the organizations and also a study on how they correlate this with reaching various KPIs which in turn convert that origination in to a brand.

The author of this paper has done survey among manufacturing process industries an organization keeping knowledge integration as the variable and studied impact of the same on performance indicators which contribute to brand management. Below Table 1. represents the components of Performance indicators and Knowledge integration items in the Questionnaires and Cronbach's alpha value for each component. The summary of factor analysis is shown in Table 1. Below.

Sr. No.	Dimensions of Knowledge Integration and Performance Indicators	Cronbach's alpha value
1	Cost optimization Innovation Strategies	0.956
2	Strategic Management	0.836
3	Knowledge Sharing	0.852
4	Effective Information System	0.891
5	Learning Participation	0.732
6	Interorganizational Knowledge sharing	0.696

Table. 1. Components of Knowledge Integration and Performance Indicators

The survey which was also difficult during pandemic since author also cannot physically travel to meet customers to take their opinions on a Likert scale for as good as 72 items comparison independent and dependent variable questionnaires. Since the author is working in industry and that for a company which has its own brand, it was easy to reach customers remotely and get the inputs for the research work of author.

The dimensions mentioned in the Table 1. Gave various angles of knowledge integration and its impact on management aspects leading to brand management. It is too early to conclude many things in the present pandemic situation, however knowledge is always an important source for any individual and organization and in business brand has its own space and helps to lead for better market share against many more competitions. So, in any case it is important to enhance knowledge and manage brand with value additions. These kind of positive actions and impacts can help organizations to survive and win over the challenges of pandemic. Hence the research study aims to create modules which can help in effective knowledge integration and its impact of key performance indicators which includes brand management.

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