

Linking Data Analytics to an Existing Knowledge Management Model

Knowledge creation and knowledge management are still crucial plans for many organizations. Knowledge is power and the knowledge era has replaced the information age. The presenter has expanded an early knowledge management model, which started with data, as raw facts, going through multiple processes to obtain a meaningful outcome, that is, information. The model also discussed the conversion of information into knowledge, both explicit and tacit. The result of the knowledge management model was to emphasize an actionable and sustainable performance to maintain a competitive edge. Any additional element of the model was to understand the value of maintaining an effective strategy in a world that changes by the second. At a later stage, the author added big data as a realistic component and called for an examination of such addition to deal with the exponential increase in information. In the past, it was not clear what encompasses big data. Time has passed and now it is easy to realize how critical for organizations to take big data seriously. Recently, data analytics, business intelligence, data science, and machine learning have become prevalent in the business world. The attempt of this presentation is to link these four major topics, especially data analytics, to the existing model and to discuss and evaluate ways of adding them. The model will also discuss the difference between these major fields. Knowledge management is still the foundation block for any organization that needs to utilize the latest trends in data manipulation leading to knowledge discovery. With linking data analytics, business intelligence, data science and machine learning to the existing model of knowledge management, the addition will support an organizational strategy by providing healthy communication, keeping track of best practices, leveraging existing assets, connecting processes, and above all leading to effective decision-making at all levels.

Key words: knowledge management, data analytics, business intelligence, data science and machine learning

SA20066