

Issues in

# Knowledge Management

Mohamad Fauzan Noordin



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# ISSUES IN KNOWLEDGE MANAGEMENT

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**Editor**

Mohamad Fauzan Noordin



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# **SOCIAL MEDIA AS A KNOWLEDGE MANAGEMENT TOOL: THE USE, POTENTIAL AND CHALLENGES**

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Ahmed Abdul-Aziz Abbas and Mohamad Fauzan Noordin

## **Abstract**

Lack of knowledge and understanding of Social Media potentials in Knowledge Management was the most important reason in slowing the adoption of Social Media as a Knowledge Management tool. It also suggest that to utilize Social Media as a Knowledge Management tool, the above mentioned barrier should be worked on in companies, and academic research should be carried out to produce a more systematically organized, holistic and less fragmented picture of Social Media engagement in Knowledge Management.

## **29.1 Introduction**

Change is rapid in this modern world and the emergence of Social Media and Web 2.0 has changed the way of our communication and interaction. This change has affected many areas of business including Knowledge Management. By definition Knowledge Management emphasizes the importance of efficient and effective use of knowledge and information to achieve the organization strategy. While prior work has provided high level frameworks for knowledge management, few studies have offered prescriptive advice on what features of KMSs facilitate knowledge creation. In order to improve future KMS implementations, the authors wanted to know “What are the features of KMSs that foster the creation of new knowledge?” (Arling & Chun,