

## AN ANALYSIS OF IT TO EXPLORE DATA MANAGEMENT FOR E-COMMERCE APPLICATIONS

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### ABSTRACT

*The business leaders began to realize, information, land, labor, capital and energy, an extremely important factor in production, knowledge management has become increasingly important. As developing countries continue to "Knowledge-based" Economic and Information Technology (IT) to changed fundamentally changing the economic, social and organizational structure of the organization, knowledge management has become an important strategic business decision. IT alone cannot define an organization's knowledge management initiatives, it is just an enabler. It can be used to support Data knowledge management of several key IT infrastructure components. These may include: local area network / wide area networks (LAN / WAN), the user interface, information services, electronic knowledge repositories, and various IT applications. Its key component, pull it all together in a knowledge management initiatives are a corporate intranet. This paper discusses the basic concepts involved in the E-commerce design and development of knowledge management, intranet, and Intranet technology to analyze and apply knowledge management initiatives.*

**KEYWORDS:** *E-commerce Enterprise Networks, Intranets, Knowledge Management (KM).*

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### Introduction

The economists began to realize that one of the factors in the production of traditional sources of information only land, labor, capital and how much energy, intellectual capital management has become a critical leadership issues.

The Intellectual capital movement as an attempt to collect quantifies and measures the importance of knowledge. Although the latter has proven to be very difficult, relatively little progress was made in this direction, this movement was successful in raising general awareness of the importance of information and knowledge management of an organization.

Although interdisciplinary field that includes knowledge from many disciplines: philosophy (especially epistemology and ontology), economics, management science, library science, psychology, sociology, recently, information science, knowledge management From the organizational aspect, major transaction of e-commerce and Data Knowledge Management comprises the following steps: -

- To Creation of best practices Law, organizational knowledge and expertise of personnel directory information base.
- To establish a network of employees who interact with customers, create products or provide transfer information between services.
- To establish a formal knowledge management processes to ensure that the lessons learned in the course of daily business of a project or passed to others to do similar tasks later.

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**Data Knowledge Management Organizations**

The formation of knowledge described as cognitive science data into information, information into knowledge, knowledge into wisdom and final. Data is the foundation, these four most basic levels when it is combined with the background and experience to the next, information into knowledge. The framework includes the impact as social values, religious beliefs, cultural traditions, personality, education, gender and experience.



**Figure 1: Showing Data Knowledge Management Framework**

Information and knowledge can also be understood through the application of classical communication theory. Here, it notifies the other information, i.e., messages sent between sender and receiver Knowledge is known is a process required by the party has been notified of the received message. For Data knowledge management, organizations must manage four interrelated categories: data, information, knowledge and wisdom. Each category must contact them with value-added transformation process management. Collaboration system, and storage medium level of knowledge of the activity, the method is the key to knowledge management. The wisdom of management for quick response, unpredictable business conditions, predicts future developments, and to predict the result of today's decision.

**E-Commerce Data Knowledge Management Strategy**

In general, knowledge management strategies, often take two or technology-centric to people-centered approach. Who have been educated in computer science and / or information science is often viewed as people can recognize and handle these objects in the system through management practices of knowledge management technology knowledge.



**Figure 2: Showing E-Commerce Data Knowledge Management Strategy**

At the same time, usually a consulting firm, codification and personalization strategies are two different knowledge management. Codification strategy focuses on the use of computer systems codification and provides electronic databases (such as databases and electronic document management systems) have easy access to a company to use, modify and appropriate knowledge of the individual store reuse in. The main requirements of a knowledge management are one in which knowledge sharing and collaboration encourage free environment. However, the organization does not have, because the real culture of collaboration in history; corporate culture has not reward knowledge sharing. For the promotion of knowledge sharing a brief review of a few basic strategies mentioned in the following:

- **Incentive Share:** In order to promote knowledge sharing, such as financial incentives, career development and enterprise recognized tangible rewards, knowledge sharing should be measurable indicators.
- **Spotlight Team Players:** Companies should promote links between experts to share knowledge and reputation development.
- **Open Access:** From the information should be easy to use, and add to an organization's knowledge repositories, promote collaboration and innovation.
- **Management Support:** In addition to modeling knowledge sharing, management should also be personally track individual participation and reward employees accordingly. In order to facilitate collaboration, managers need to learn to tutor more than the boss.
- **Probative value:** An organization needs internal staff to quickly see the value of sharing knowledge of both individuals and groups.
- **Technical Support:** An organization should examine how their employees work, then make it easier for them to do their work tools required. These tools must be easy to use, intuitive and addictive.

#### **Knowledge Management & Networking**

The connection between knowledge management and intranet is a logical and natural. Intranet increasing popularity in the second half of the 1990 to 2000s, companies began to realize that Internet technology can be used in its local area network (LAN) and wide area network (WAN) in order to organize their data and access the Internet through links conventions together. Use of rich and the coverage of the Internet technology, the system can provide. You do not need the complexity of the old system of centralized Intranet based information systems, because these systems to support distributed information production, distribution and management.

The Intranet system can be used as a key technology enabler of knowledge management initiatives. At a basic level, an intranet, saving time for the company to publish valuable information, such as the company's press releases on a regular basis to employees, training programs, internal recruitment information, and corporate events. Employee handbook, policy manual, standard operating procedures, and information of interest can also be placed on the intranet economy. To manage internal network, the best way "There may be an internal Pioneer team, act as consultants and advisors to the rest of the organization's network technology, this team should be a cross-disciplinary team assembled from a personal understanding of information technology and business processes. The team's responsibilities includes are given below:

- Promote the use of network technology within the organization
- In the use of network technology consulting employees, Development of standards and templates, web design, to facilitate the interface
- Development and maintenance of content publishing tools provide automated content distribution and end-user publishing process
- Collecting feedback from the end user (such as needs analysis, as well as the current application efficiency)
- Determine the network tools and software standards organizations, In the application of innovative web technologies to meet the needs of knowledge management departments to provide advice
- Providing technical expertise for the development of more advanced components and applications (such as search tools, menu system, personalized service and Web database development)
- Analysis of the use and effects of the implementation of web applications

The Several key IT infrastructure components available to support knowledge management, including local area network / wide area networks (LAN / WAN), the user interface, information services, electronic knowledge repositories, and various IT applications. An intranet is a shared ideal tool links and dissemination of knowledge throughout the organization. Therefore, the strategic application design and implementation of network systems development and Web technologies is the key to knowledge management.

- **LAN / WAN Network:** An internal network, whether it is a local area network (LAN) or wide area network (WAN) usually require "Host" Corporate intranet. This network connectivity built in the computer and by physical cables, hubs and routers.
- **User Interface:** A user interface (UI) in which the operating environment of uniform crosses user application to see and interact with the knowledge of the tissue member. When the end-user needs to learn a different interface for each different application in use, efficiency and satisfaction decline. Today, most are based on a graphical user interface (for example, Microsoft Windows) and a Web browser such as Microsoft Internet Explorer and Netscape Navigator.
- **Messaging Infrastructure:** Messaging architecture as communication and information sharing between employees of an organization's infrastructure. Messaging architecture provides for e-mail, collaborative activities, basic workflow application, group scheduling, bulletin board / discussion web, and application programming interface (API).
- **Knowledge Repository:** Knowledge Warehouse saved data, information and knowledge of the business; that is, discrete data elements, e-mail, images, spreadsheets, web pages, documents, voice messaging, and video.
- **Development Environment:** An integrated development environment should be used to support development and IT service components mentioned above built-in end-user solutions. End-user solutions should be designed to seamlessly integrate a variety of organizational knowledge repository and information architecture components found.
- **Application:** Some common, collaborative IT applications often included in effective knowledge management environment, including e-mail, group scheduling, discussion topics / electronic bulletin boards, electronic forms, workflow applications, knowledge directory / directories and electronic document management system .

#### **Data Knowledge Life Cycle**

The various stages of the intranet should address the knowledge life cycle; namely: to create, capture, classify, evaluate, acquire, use, improve, and retirement. The life cycle of knowledge usually through all or most of the progress of these stages are always different individuals involved in the organization of each step. On the other hand, if these stages is not because of a lack of effective management or inconsistent capture knowledge not being taken seriously, or accessed within organizations. Workers must be given the simple knowledge management support mechanisms, and allows them to easily capture and apply process knowledge. One method, uniform classification of knowledge within the organization can improve by using a controlled vocabulary or classification. Under conditions of controlled vocabulary should re-evaluate and update control, regularly use search engines, analysis and use of change requests initiated by the knowledge of the user.

The Knowledge can be determined in a directory or directories on conditions determined in the control vocabulary. The directory will provide user knowledge management system provides a powerful tool for building based on a combination of various terms in the directory search query. By using the knowledge description located in the directory, users can quickly narrow their searches to the most relevant knowledge. Users can also browse through a collection of knowledge components within a controlled vocabulary category. The Index-based searches can also be used to aid accessibility.

The Index content-based search "Built on itself within the term actually contained all the knowledge components of content-based index. End users can specify the word or words that he or she is interested in the combination, and the search engine retrieves the desired word or combination of words that contains all of the components". The main advantage of this method is that it does not rely on the creation and maintenance of a controlled vocabulary or knowledge directory. List of all components combined Users simply submit a word or words to search engines and receives match the query criteria. Content-based indexing can be kept very current, but little outdated, because their creations can be fully automated.

The last stage of the life cycle of knowledge management should also be carefully managed. Knowledge is no longer useful or relevant organizations should be properly decommissioned. The Records management policy should be defined and applied consistently throughout the organization to ensure a basic knowledge of business retention and easily accessible to workers. Therefore, an integrated approach to knowledge management in the organization would allow employees to be creative, but also grow professional.

### Conclusions

The E-Commerce Data Knowledge management is a strategic business initiative; you can use the power of the internal network, through its use of information handy. Managers must pay attention to how employees and network technology they use to collaborate way. This understanding will lead to the effective and efficient use of company resources. In Future mature E-commerce network technology will greatly facilitate the spread between employee information and create knowledge for the benefit of the company. Implicit in this is the maturity of the individual employee career development. It will allow automated storage business knowledge, as well as custom support systems to personalize the user's needs.

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