BLOGS AS A TOOL FOR SHARING ORGANIZATIONAL KNOWLEDGE: A CASE STUDY OF MEDICAL CLINIC CENTER, UUM

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By

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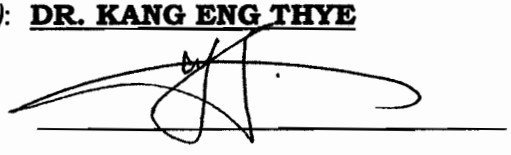
(Signature) : 

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Abstract

Application of information technology in our ways of doing things has become inevitable. Such innovations are now being introduced in an ideal working environment to create a knowledge workforce where vital knowledge relating to the activities of a working environment including expertise is shared among workers. Such approach facilitates a proper workflow and tells on the job's efficiency. In this study, we are to consider Blogs as a tool for sharing organization knowledge choosing UUM medical clinic center as the case study. Qualitatively, the study will determine the usage of Blogs for sharing organizational knowledge at UUM medical clinic center. Also Blogs prototype will be developed for the case study and usability testing will equally be conducted.

Keywords: expertise, workflow, blogs, usability

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Chapter One

General Introduction

1.0 Chapter Outline

This chapter being the introductory chapter gives the general overview of the entire activities involved in the study. It is made of the general introduction, the problem statement, the research objectives, the research questions, and the scope of the study, the limitation, and the significance of the study, the operational definition and study frame work. It is hoped that having gone through this chapter the reader will have the general idea about the study

1.1 Introduction

1.1.1 Background of the Study

There is need for virtually all aspects of life activities to be conducted in an information technology compliant way. The innovations that accompany the introduction of information technology have really set the pace at which several activities are carried out, thus it will be odd to be crawling when the whole world is moving at a jet pace. Every organization are tend to embrace the idea of moving towards running a paperless office where activities and necessary workflow within a given organization can be achieved without any need to pass paper document around. Such idea is aimed at improving the productivity of knowledge workers since virtually all organizations now are knowledge-driven (Martin, 2004).

The contents of the thesis is for internal user only

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