

EMPLOYEE MANAGEMENT AT CLINNOVO RESEARCH LABS PVT LTD

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ABSTRACT

Nowadays, companies that are unaware of knowledge management (KM) and its concepts are considered illiterate in business context. In order to thrive in this turbulent market, a company must be familiar with all concepts pertaining to its intellectual assets, i.e. KM, KM strategy, KM processes, its knowledge workers and all other activities involved in managing intangible assets. Small and medium-sized enterprises (SMEs) as drivers of economic growth play a major role in prosperity and innovativeness of almost all countries worldwide. Obstacles and issues regarding KM are clearly stated and the degree of their awareness toward KM concepts is measured. For the purpose of collecting primary data for this study, a questionnaire is designed for company to find out their level of understanding toward KM, technology availability and usage, issues related to KM and obstacles to implement it

INTRODUCTION

Knowledge management is a well-known process of defining, building, storing and sharing information and knowledge of employees in an organization. The main goal of information management is to improve the performance of the organization and maintain information within the company.

Usually it is about training and learning in the organization or its customers. It has a cycle of designing, sharing, designing and testing information, in order to maximize the effectiveness of the organization's integrated information.

The goal is to empower learning in an organization and to create a learning culture, where knowledge sharing is promoted and those who want to learn to develop it find it easy to do so.

When considering information management, it is helpful to look at the types of information and how it is possible to share that information with an organization.

Tacit information and explicit information are the two main types of information that are covered within the information management definition.

Tacit information is more accurate, easier to pack and share with others. Examples of tacit knowledge are new thinking and understanding of body language.

Subtle information is information that is easily captured and taught, such as how it changes the toner on the printer and mathematicians.

Effective information management will improve the organization in many ways. It will ensure that the special knowledge of employees does not go with them, or go unreadable for other employees who will benefit from that knowledge.

NEED FOR THE STUDY

In the past decade, research in the Knowledge Management has produced a significant body of knowledge in terms of both practice and theory. However, Knowledge Management practice is related to the private sector. The relative newness of the area as a management philosophy has resulted in most research and practical application studies being based in large private sector organizations. Therefore, to understand the awareness levels of employee about the knowledge management practices.

SCOPE OF THE STUDY

Knowledge Management has been emerged as a driving force and necessary core competency for business competitiveness in the 21st-century knowledge age. The scope of the study limited to employee awareness towards knowledge management in Clinnovo Research Laboratories Pvt Ltd

OBJECTIVES OF THE STUDY

- To understand the concept of Knowledge Management
- To study the Knowledge Management Practices in Clinno Research Laboratories Pvt Ltd
- To analyze the awareness levels of employees about Knowledge Management Practices.

RESEARCH METHODOLOGY

SOURCES OF DATA

Primary data: Primary data constitutes the responses from the questionnaire provided to the employees of clinno research laboratories pvt ltd and also the direct interactions/ personal communication with them.

Secondary data: The Intranet and Internet sites, journals and the sustainability reports, form the secondary sources of data.

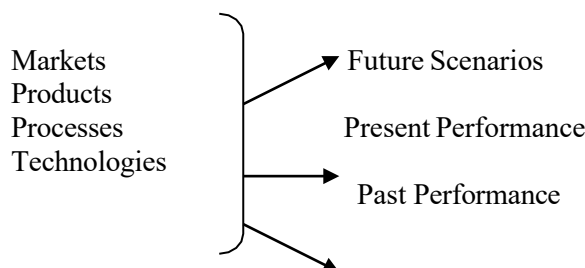
IMITATIONS OF THE STUDY

- The study is restricted only to the employees to one branch in Hyderabad.
- The employees were very busy with their work when the research was conducted. So the information may not give a true picture, as they answered the questions in a hurry.
- As the study was based on random sampling, it includes few errors related to sampling.

REVIEW OF LITERATURE

Knowledge assets are nothing but knowledge about:

- ✓ Markets
- ✓ Products
- ✓ Processes
- ✓ Technologies



Knowledge about each of the above assets is important with regarding the present and past performance and future scenarios. The knowledge assets contribute to the successful contribution of any organization. Besides having these assets, it is important for an organization to get maximum returns.

Knowledge conversion

Tacit Knowledge is personal, context-specific, and therefore hard to formalize and communicate. Explicit or codified knowledge, on the other hand, refers to knowledge that is transmittable in formal, systematic language.

Tacit and explicit knowledge are not totally separated but mutually complementary entities. To support this, there is a dynamic model of knowledge creation anchored to a critical assumption that “human knowledge is created and expanded through social interaction between tacit and explicit knowledge”- this interaction is called „knowledge conversion“. This conversion is a „social process“ between

individuals and not confined within individual. From this assumption four different modes of knowledge conversion can be postulated:

INDUSTRY PROFILE

“The Indian pharmaceutical industry is a success story providing employment for millions and ensuring that essential drugs at affordable prices are available to the vast population of this sub-continent.”

Richard Gerster

The pharmaceutical industry, may it be global or Indian is constantly helping people to lead healthier lives worldwide. Life wouldn't have been so easy without the existence pharmaceutical industry. It is one among the few industries, which is in the path of continuous growth.

The Indian Pharmaceutical Industry today is in the front rank of India's science-based industries with wide ranging capabilities in the complex field of drug manufacture and technology. A highly organized sector, the Indian Pharma Industry is estimated to be worth \$ 4.5 billion, growing at about 8 to 9 percent annually. It ranks very high in the third world, in terms of technology, quality and range of medicines manufactured. From simple headache pills to sophisticated antibiotics and complex cardiac compounds, almost every type of medicine is now made indigenously.

Playing a key role in promoting and sustaining development in the vital field of medicines, Indian Pharma Industry boasts quality producers and many units approved by regulatory authorities in USA and UK. International companies associated with this sector have stimulated, assisted and spearheaded this dynamic development in the past 53 years and helped to put India on the pharmaceutical map of the world.

The Indian pharmaceutical sector is highly fragmented with more than 20000 registered units. It has expanded drastically in the last two decades. The leading 250 pharmaceutical companies control 70% of the market share. The Indian industry meets around 70% of the country's demand for bulk drugs, drug intermediaries, pharmaceutical formulations, chemicals, tablets, capsules, orals and injectibles.

COMPANY PROFILE

Clinnovo Research Labs is a biopharmaceutical services company, provides a range of clinical research, consulting, and technology products and services to the pharmaceutical, biotechnology, and medical device industries worldwide. Clinnovo group of companies was founded in 2005 and is headquartered in Hyderabad, India.

Currently Clinnovo employs 60 full-time staff and 12 part-time medical consultants. Over 60% of the staff in CRL has a PhD/Post-doctoral experience. Clinnovo has an exclusive Clinical Research training division that has successfully trained more than 400 students till date. The mission of this division is to educate and train individuals in the field of Clinical Research to meet industry needs. Clinnovo faculty are highly efficient and trained professionals with industry experience. Clinnovo alumni have been recruited worldwide in various Clinical Research Organizations.

At Clinnovo we strive to develop and apply the latest research technology in furthering clinical medicine and bio-pharmaceutical development globally.

Our Mission

Our mission is to be a global academic and research facility focusing on using state-of-the-art medical research techniques like proteomics, genetics and bio banking in disease understanding, drug development, and diagnosis. We seek to partner with centres of excellence and biomedical technology vendors to build a core research laboratory. The core principle is to train next-generation scientists to address pressing healthcare needs related to chronic non-communicable diseases.

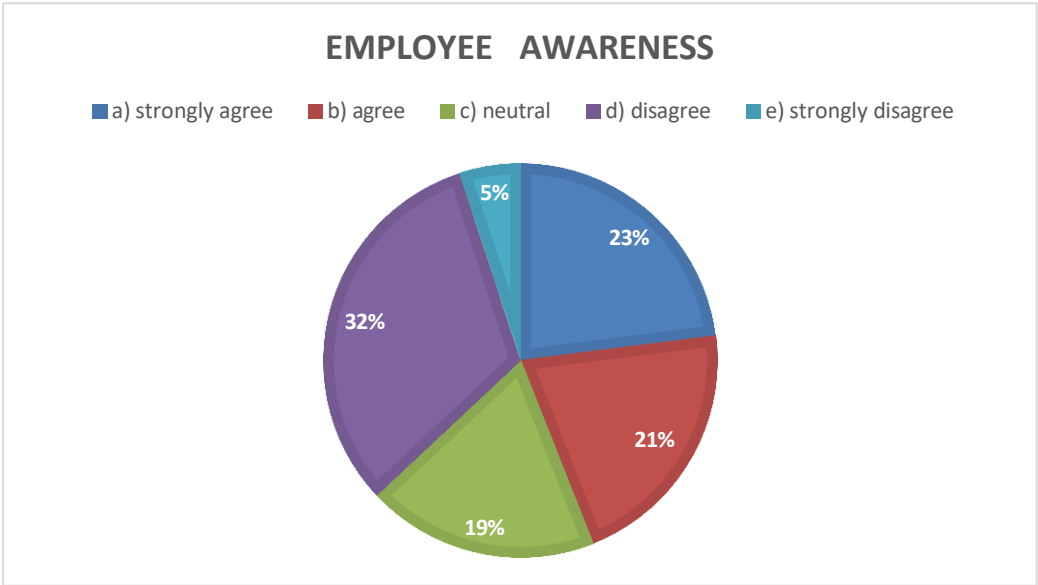
Our Vision

Ten years down the lane we wish to see ourselves as a global centre of excellence for chronic non-communicable diseases with state of the art facilities capable of conducting ethical medical research as well as providing the best learning experiences for young scientists in the field.

DATA ANALYSIS AND INTERPRETATION

1. In our organization, employees are made aware of / trained on importance of knowledge management.

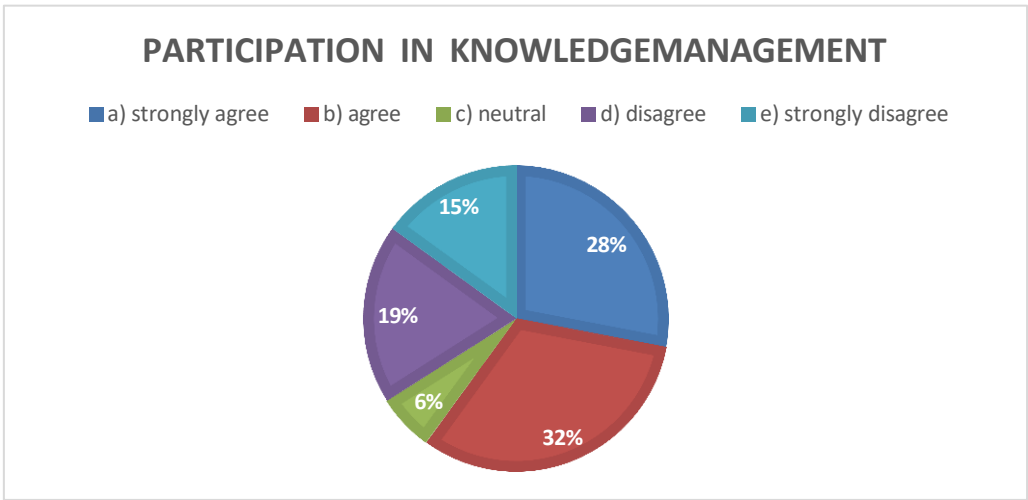
Strongly Agree	23
Agree	21
Neutral	19
Disagree	32
Strongly Disagree	5



Interpretation: From the above table, it can be observed that 32% disagree, 23% strongly agree.

2. In our organization, employees participate / obtain knowledge through the following avenues (forums, seminars, conferences, workshops, educational courses, journals)

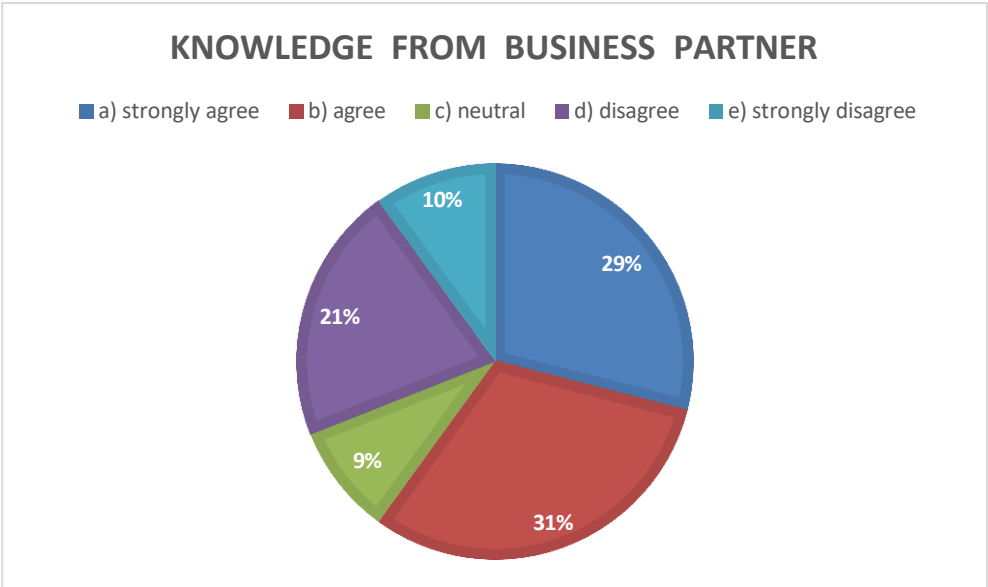
Strongly Agree	28
Agree	32
Neutral	6
Disagree	19
Strongly Disagree	15



Interpretation: From the above table, it can be observed i.e., 32% agree that employees participate in knowledge management activities.

3. In our organization, employees obtain knowledge from business partners like suppliers, vendors, clients through better collaboration

Strongly Agree	29
Agree	31
Neutral	9
Disagree	21
Strongly Disagree	10



Interpretation: From the above table, it can be observed i.e., 31% agree that employees obtain knowledge from business partner.

FINDINGS

- Minority of the employees are having awareness of the knowledge management.
- Majority of the employees can do ease of work.
- Majority of the employees in the organization participate in the knowledge management activities.
- Majority of the employees agreed that they gain knowledge from business partners.
- Majority of the employees goals are designed by HR professionals.
- Majority of the employees are giving training to increase the productivity.
- Majority of the people in the organization are influenced based on relocation.

- Majority of the employees agreed that sharing of the knowledge helps through informal gatherings.
- Minority of the employees agreed that sharing of the knowledge helps through formal gatherings.

SUGGESTIONS

- Majority of the employees should get proper awareness about knowledge management.
- They should also allow the employees to participate in a formal gatherings.
- Minority of the employees are not participating in the knowledge management activities.
- Some of the people are not satisfied with the benefits that are provided by the organization.
- Some of the employees doesn't refer the family or friends to join in the organization.
- Minority of the employees should be properly trained to increase the productivity.
- The organization should properly utilize the employee knowledge, skill and performance in order to have quality and quantity of outputs.
- Some of the employees are not having proper coordination, sharing among the team or in between colleagues.

CONCLUSION

According to the organizational environment, the employees perception depends on motivation. The employees improve their knowledge, skills and attitude based on proper training. The employees in the organization should be treat equally and the leader should analyze the interest of each individual in order to have a quality and quantity of productivity. The employees should have proper coordination, teamwork, sharing the knowledge among them helps the employees to have the healthy environment. The leaders should allow the employees to participate in the formal and informal activities in the organization to create the interest and loyalty among them.

Therefore, it is believed that this study will fill the gaps in the organization among the employees and bring some awareness and interest towards them.

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