

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

AN INVESTIGATION OF THE ROLE OF KNOWLEDGE MANAGEMENT IN ENHANCING
COMPANY GROWTH: A CASE OF DATLABS PRIVATE LIMITED.

BY

SIKHANYISIWE L NCUBE
(POO7 4226S)

A RESEARCH PROJECT PROPOSAL SUBMITTED TO THE NATIONAL UNIVERSITY OF
SCIENCE AND TECHNOLOGY IN PARTIAL FULFILMENT OF THE MASTER OF
SCIENCE DEGREE

IN

LIBRARY AND INFORMATION SCIENCE

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

BULAWAYO, ZIMBABWE

YEAR: 2009

ABSTRACT

The research was prompted by the need for Datlabs to consider managing its knowledge and be able to possibly make maximum use of the knowledge they possessed and the observation of the limited utilization of knowledge by Datlabs staff members prompted this research. This knowledge resided in different places such as databases, filing cabinets and people's heads. The research took place within Datlabs Pharmaceuticals in Bulawayo with an objective of appreciating the level of understanding Datlabs employees had about knowledge and knowledge management. It was done under the assumption that Knowledge Management played a pivotal role in Datlabs growth. Extensive literature was reviewed which looked at the understanding of knowledge, models of knowledge management, its communication channels as well as challenges faced in knowledge sharing with many authors concurring that Knowledge Management was necessary to improve company efficiency. The research used the case study as a research methodology to address the research problem, using twenty five questionnaires for junior staff, scheduling ten interviews for management and observation as research instruments. The study revealed that employees Datlabs were reluctant to share the knowledge that they had and that the company lacked a variety of knowledge communication tools. This brought about the conclusion that employees feared losing their jobs and that they lacked an appreciation of knowledge sharing. The researcher recommended that there was need for employees to be trained so that they have a better appreciation of how knowledge management translated to effective and efficient resources management, cost reduction and improved organisation growth.