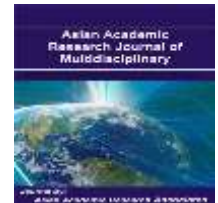




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A STUDY ON ACCEPTANCE OF KM INITIATIVES UNDERTAKEN BY SERVICE INDUSTRIES OF NAGPUR CITY

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Abstract

Knowledge Management is a vital factor which affects organizational performance. But there are very less studies done on this area that measures knowledge prevailing in the organizations, especially in service sector. The main purpose of this study was to know whether there is resistance among the employees in implementing the KM policies in an organization. The methodology involved quantitative research to evaluate knowledge management based on literature and personnel viewpoints and data collected through questionnaire. Data collected from 139 selected employees of all ranks from selected banks of Nagpur city were analyzed by using ANOVA test. The instrument used was a structured questionnaire based on knowledge management. The study is limited to Nagpur city only. The results may differ in case large sample size is chosen and in case other service industries of other cities are considered.

Keywords: Knowledge Management, banks, and Nagpur

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