

RESEARCH ON CONTENT FRAMEWORK OF ENTERPRISE KNOWLEDGE MANAGEMENT

Jia Jia*, Yang Li

Northeastern University, Liaoning 110167, Shenyang, China.

Abstract: Under the background of the new economic era, a large number of new theories have emerged in the field of management, including management theories based on systematic and strategic perspectives, harmonious management theories, and complex adaptive system theories. At the same time, due to information and knowledge, etc. Elements become the analysis latitude of management, thus strengthening the intervention of enterprise resource planning system and knowledge management system. Therefore, relevant research scholars believe that it is necessary to conduct research on the construction of the content framework of enterprise knowledge management to ensure the further development of enterprise knowledge management.

Keywords: Enterprise; knowledge management; Content framework; System research

1 SCHOOL OF ENTERPRISE KNOWLEDGE MANAGEMENT

Enterprise knowledge is divided into a single school. Enterprise knowledge management is a new perspective for enterprise development and application. As the core mode of enterprise management, knowledge management integrates the internal personnel training module of the enterprise, and under the role of realizing knowledge resource sharing and knowledge management, innovates enterprise knowledge. The management model has effectively improved the competitiveness of the enterprise, further expanded the influence of the enterprise in the market, and improved the viability of the enterprise in the general environment. Therefore, knowledge management can be understood as taking knowledge innovation as the starting point to create an enterprise strategic management model, which plays a certain role in promoting enterprise development.

Under the development of the new economic era, "knowledge" has become a high-frequency vocabulary, which gradually penetrates into the economic society. Relevant research scholars believe that the research on knowledge management needs to start with the concept and characteristics of knowledge itself, and strengthen the research on knowledge itself. The concept of "knowledge" first appeared in traditional culture, and it was mentioned in "Lunheng": "Knowledge is power". Some foreign researchers believe that enterprise knowledge management can increase enterprise performance, create value for enterprise development, and promote enterprises to better play the value of knowledge in the process of operation and management; some scholars emphasize: "Knowledge management is a continuous process of knowledge", It can meet the current and future development needs of enterprises, and can create and develop more possibilities with the help of existing knowledge assets; some scholars believe that knowledge management involves many levels, supports the adjustment of the internal structure of enterprises, and inspires people to think. Provide knowledge source, and then realize knowledge exchange. The following is an analysis of the three factions of enterprise knowledge management.

1.1 Behavioral School

Relevant researchers define the behavioral school of knowledge management: "knowledge management is the management of people". In this field, relevant scholars and experts hold different views on this, but at the research level, they all make different opinions on individual skills and behavior evaluation. Some researchers believe that knowledge is a process of internalization, and it is dynamically arranged under the condition that relevant skills are constantly changing. Relevant studies show that some researchers focus their research on individual ability learning and management, and some experts conduct research on the organizational level of enterprises [1]. Based on this, there are certain differences in the research perspectives of the phase school. From the perspective of corporate culture, it includes learning organization; from the perspective of corporate strategy, it incorporates knowledge management into corporate strategic management; at the same time, it includes human resource performance evaluation and incentive mechanisms. Establish and conduct research based on the perspective of individual learning and team learning.

1.2 School of Technology

The technical school of knowledge management believes that knowledge management is actually the management of information. Relevant scholars who study in this field have certain professional skills, high professional quality, and a background in information science education. They mainly study information management systems, artificial intelligence, etc. domain; at the same time, knowledge is defined as an "object" to support representation and processing in information systems. In addition, there are many research perspectives of the technical school, involving the knowledge sharing perspective, which is applied to communication and collaboration technology; involving the application of knowledge

map systems, experience sharing systems and other related technologies; involving system knowledge integration management systems and office automation systems, etc.

1.3 Synthetic School

Relevant research scholars of the comprehensive school believe that knowledge management is the management of information and people, connecting information and people with each other. Adaptability to the environment. Relevant research scholars of the comprehensive school have a strong ability to understand and grasp information technology-related concepts, and are proficient in economics and management knowledge, which to a certain extent promotes the communication between the behavioral school and the technical school. The essence has formed a representative comprehensive school, and the scope of application in the industry has continued to expand. In terms of the definition of knowledge management-related concepts, the comprehensive school has formulated targeted solutions, conducted research on knowledge management concepts, knowledge management strategies, and knowledge management systems, and on this basis, promoted the knowledge management system to process 1. Development in the direction of informatization, gradually classify enterprise knowledge, establish a knowledge database, realize the goal of enterprise data information management, and realize the application of management software under the introduction of advanced technology to better support the construction of enterprise knowledge management system.

2 ENTERPRISE KNOWLEDGE MANAGEMENT MODEL

2.1 "Lantern" Model

Enterprise knowledge management is a new management idea derived from the background of the new economic era, and it has established a close relationship with the enterprise management system. Relevant researchers believe that knowledge management is the concept of "knowledge" extracted from management. After abstract analysis, a kind of knowledge management strategic thinking has been formed, which has a certain relationship with enterprise human resources, finance, market, administration and other management fields. relevance. Based on this, knowledge management is a kind of management thought that has grown up based on many fields. With the development of related information technology, a complete ideological system is gradually constructed to promote knowledge management to continue to move forward to an independent development system. It is necessary for relevant researchers to conduct research on related fields of knowledge management penetration, fully grasp the form changes of knowledge management in various fields, and consider knowledge management from the perspective of overall enterprise management. The study of knowledge management thought and management category found that knowledge management does not belong to the scope of enterprise functions, but belongs to a kind of business philosophy. Therefore, in the development of modern enterprises, it is necessary to formulate a clear corporate strategic plan and use strategic management to realize the upgrading and transformation of all levels of the enterprise. Based on the establishment of the "lantern" model in the enterprise knowledge management system, the entire knowledge management ideology system is regarded as a "lantern" shape, and the lantern handle represents the knowledge management strategy, directly applying knowledge management ideas to the field of enterprise strategic management, to provide a guiding basis for the formulation of corporate strategic planning, and under the formulation of the general program of the enterprise, to achieve the strategic goals of the enterprise [2]. The bottom of the lantern represents information technology. With the support of technology, a knowledge management system has been established, which has expanded the coverage of information technology to a certain extent and laid a solid foundation for the development of various knowledge management activities of the enterprise. Therefore, in the process of enterprise development, it is necessary to build a sound knowledge management system and carry out various business activities around the "lantern" structure.

The "Lantern" model provides guidance on the division and definition of enterprise management functions, helps enterprises to clearly divide the functional authority of each department, optimizes and adjusts the internal structure of the organization, realizes the optimal allocation of resources, creates an enterprise value chain system, optimizes Marketing management, R&D management and other management methods. Relevant researchers believe that knowledge management has a greater impact on the entire management, and some content is extracted from modern management for comparative analysis to ensure that there is no intersection between knowledge management and functional management. The analysis of the core part of the "Lantern" model reveals that, from the perspective of administrative management, the classification of relevant documents and data storage methods, as well as the automated office methods, all belong to the content of knowledge management. At the same time, under the combination of knowledge management and financial management, the level of knowledge management has been further improved. From the perspective of human resource management, knowledge-based employee management also belongs to the category of knowledge management, involving functional areas such as administrative management, financial management, and human resource management. plan their careers.

Based on the "lantern" process, the focus of marketing department management is customer relationship maintenance. When a concept is integrated, it needs to be integrated with customer knowledge to strengthen communication with customers and ensure high-quality services for users. . The knowledge management process does not involve the development and management of knowledge information management systems, and knowledge management is defined

based on the innovation of knowledge management methods. From the perspective of procurement and logistics management, product supply chain management is closely related to knowledge management. Therefore, enterprises need to formulate unified data standards, reduce the difficulty of interfaces, and ensure that knowledge management is realized in accordance with relevant interface access points and standards. At the same time, there are management contents such as knowledge transfer between enterprise supply chains, especially in the production and manufacturing management links, which must rely on the enterprise resource planning system to carry out relevant management. In the production and manufacturing process management, it involves the use of large calculators to ensure that the relevant algorithms are scientific and ensure the standardization of process management. As far as the "lantern" model of enterprise knowledge management is concerned, its core is knowledge management itself, which provides a guarantee for the establishment of the entire knowledge management system, further broadens the space for enterprise management, and infiltrates enterprise knowledge management ideas into various fields of enterprise management. And grasp the new trends in the field of knowledge management in real time, help enterprises to better avoid misunderstandings in enterprise knowledge management, and promote the further expansion and extension of enterprise knowledge management research.

2.2 "Knowledge Flow Car" Model

Enterprise knowledge flow management guides the formulation of production, operation and innovation methods of enterprises, strengthens the mining of enterprise knowledge value, improves the rate of knowledge provision, and promotes the healthy and long-term development of enterprises. In the process of enterprise knowledge flow management, the model of "knowledge flow car" is established, and then the content of enterprise knowledge management is defined and summarized more vividly and concretely. The internal knowledge of the enterprise organization mainly comes from the knowledge sources outside the enterprise, including suppliers, customers and private knowledge institutions, etc.; the other part comes from the internal knowledge sources of the enterprise, which are not excavated and organized, and belong to the internal public knowledge of the enterprise. The content of tacit knowledge of enterprise employees. Usually, in terms of knowledge management, an enterprise will actively expand its external resources and strengthen information collection and integration, which itself belongs to the process of internalizing external knowledge. At the same time, in the process of internal knowledge mining in the enterprise, it shows the process of transforming personal knowledge to the direction of enterprise. Moreover, with the help of informatization means, enterprises rely on relevant media to disseminate corporate knowledge, establish a positive image of the enterprise in the industry, and accelerate the construction of corporate culture. Based on the internal view of the enterprise, the public knowledge base of the enterprise contains explicit knowledge. Through the learning of enterprise culture and skills, knowledge innovation and knowledge sharing have been realized, and the application value of knowledge itself has been improved [3]. From the perspective of the internalization process of employees' personal knowledge in enterprise development, personal knowledge innovation and personal knowledge sharing have been realized. In the development process of the entire life cycle of knowledge, driven by relevant factors such as knowledge innovation, the mining of enterprise knowledge has been realized, and Form a knowledge flow loop inside and outside the enterprise.

3 CONCLUSION

To sum up, in the process of researching the content framework of enterprise knowledge management, this paper analyzes the three schools of enterprise knowledge management, and further elaborates the framework of enterprise knowledge management based on the construction of "lantern model" and "knowledge flow" trolley model. Driven by the theoretical research of relevant researchers, the internal and external structure of the company has defined the core management model of enterprise knowledge more clearly, realized the sharing of enterprise knowledge, played the value role of knowledge management in enterprise development, and promoted the healthy and long-term development of enterprises .

COMPETING INTERESTS

The authors have no relevant financial or non-financial interests to disclose.

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