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KNOWLEDGE INTEGRATION USING A COGNITIVE PSYCHOLOGICAL

MODEL AS A KNOWLEDGE MANAGEMENT STRATEGY

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ABSTRACT

The difficulty in knowledge integration lies in the methodology of integration of knowledge between the various knowledge holders and brokers. Each knowledge holder is incomplete in one self and thus can become a major weakness in achieving a higher knowledge level. An integrated approach is the best practice of knowledge management system. Integration is viewed in terms of horizontal and vertical dimensions. The study presents the possibility of knowledge sharing and integration between experts in a multilevel multi criteria scenario using a cognitive psychological model of knowledge discovery called Johari Window model for knowledge sharing. The advantage of this model is that it takes the problem of 'the fourth quadrant', into its account where very large totally unexplored unpredicted outliers lie. It also brings a participatory approach to the knowledge management. For the implementation of the model, star, random, and complete knowledge network topologies were considered. The models have been evaluated using a social network analysis tool ORA. Among the three topologies of knowledge networks, for implementing the Johari model, the complete topology of knowledge network has been proved to be the best model in a knowledge sharing scenario for an efficient knowledge management strategy.

KEYWORDS: Johari Window, Knowledge Integration, Knowledge Pool, Knowledge Channel, Knowledge Networks