

Chapter 7.1

The Business Knowledge and Information Policy Model

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ABSTRACT

As every technological development, information and communication technology also offers new life patterns to human beings. One of them is related to business and its environment. In this context, the main problem is how to manage knowledge and information and assets related to knowledge and information in business. Therefore, we have constructed the business knowledge and information policy model by using triangulation methodology. The business knowledge and information policy model includes the informative business theory, knowledge and information management (KIM) tools and projects. The first one has six characteristics. KIM tools include nine profiles which are common language, strategy, data-information-concepts, personal and social informatics, ICT

infrastructure, measurement, cultural informatics and governance. KIM projects could be designed depending on business conditions and goals.

THE CONCEPT OF BUSINESS KNOWLEDGE AND INFORMATION POLICY

Technological advancements in communication and information processing engender the need to design new economic, social and cultural life patterns. Especially in business level, technological development and capabilities canalize business to control communication and organization in electronic environment.¹ Policies offer opportunity to design new life patterns for human-beings. Knowledge policy is a public policy dealing with the production, diffusion, application and effects of knowledge at macroeconomic level (Knowledge

DOI: 10.4018/978-1-60566-723-2.ch011

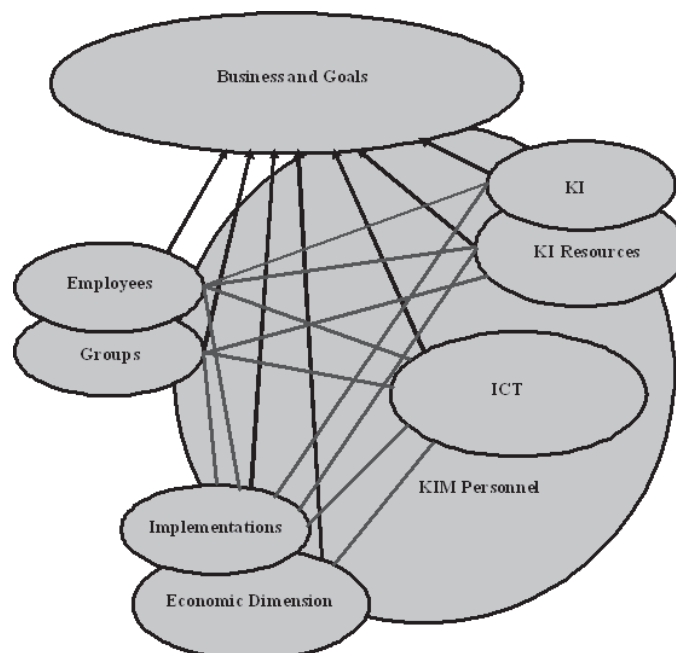
2008). The Knowledge strategy, the other term in the literature used, concerns to produce, share and use knowledge by managing processes and procedures (MacAulay 2000). The subject of information policy is mostly mentioned on the national level in library and information science literature. Rowlands (1996:14-15: Cited in: "An Information) divides the national information policy as infrastructural, vertical and horizontal policies. The first one covers national information and communication infrastructure; the second one includes sectoral approaches such as education and tourism; and the third one concerns with legal dimension such as the freedom of information. All terms are used for developing a nation. In the business level, there are various policies for technology, finance, accounting, marketing, etc. in the business literature. Also the term of information policy is mostly mentioned in the technology literature for organizations. Besides this the phenomenon of digital convergence, a dramatic outcome of technological development, has canalized business in order to control communication

and organization. In this context, main problem is how to manage knowledge and information (KI) by using information and communication technology (ICT). Therefore business brings on a holistic thinking for composing all policies in the frame of the knowledge and information management (KIM). In addition, it is necessary to be linked to national information and communication infrastructure, national sectoral policies, global sectoral trends, and some juristic issues.

The Business Knowledge and Information Policy (The BKIP) provides greater opportunity for business to create new designs to manage KI and Assets related to KI (KIAKI) which are business and goals, employees, groups, KI resources, information and communication technology (ICT), implementations, economic dimension of implementations and KIM personnel (Figure 1).

We have constructed The BKIP by using convergent thinking to manage KIAKI for business development (BD).² The BKIP provides a holistic approach to all business KIM in an electronic environment. It is possible to operate KIAKI by

Figure 1. Knowledge, information and assets related to knowledge and information



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