

Role of Women in Top Management Position and the Impact on Knowledge Management in IT Sector

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Abstract: *Women have been perceived as emotionally, physically, and especially intellectually weaker than men for decades. Gender bias and cultural attitudes have a bigger role in this than facts. Now that businesses understand the value of soft skills and the essential role they play in the workplace, putting women in positions of leadership is the sensible and ethical thing to do in knowledge management. In this paper especially focus the top level women employees in the IT sector with 130 sample respondents. Researcher tries to measure the perception of women employees regarding knowledge management practices and organization performance in IT companies. ANOVA is used as a technique for data analysis. The major finding of the study revealed that the women employees have good perception towards knowledge management in the industry and also towards its different dimensions like knowledge acquisition, knowledge creation and community practices.*

Keywords: Knowledge Management, Women Employment, Gender bias, Culture attitudes

I. INTRODUCTION

In the later year, Women were responsible for the home-centered responsibilities of childbearing and childrearing. The labor that needed a lot of physical power was done by men. Packaged meals and household technology lowered work load at home, and technology eliminated most of the need for muscle effort at work. In today's developed world, childbearing is the sole role that is still exclusively female. Nonetheless, both men and women are socialized to perform their traditional roles. Women in management have a higher cost of employment than men. This is a startling remark, partially because it is correct, but primarily because it is something that people are hesitant to discuss. According to a new study conducted by a multinational firm, top-performing women experience 21/2 times the rate of turnover in managerial positions as males. According to a prominent consumer products company, half of all women who take maternity leave return late or never. We also know that women are more likely than males to reach a career plateau or to experience job interruptions that hinder their growth and development.

It companies stand by there now knowledge management practices in organizations among employees. How to handle the gender diversity and improve their skills set and can be a part of the learning environment. The firm's competencies and knowledge assets to met organizational objectives and targets. Implementation knowledge management thus has several dimensions. It enables the firm to generate value from the intellectual assets of knowledge. It is imperative for any firm to clearly circulate the reasons and expected behind the implementation of knowledge practices. Women employment plays a vibrant role in the top level management role in the organization. Hence, present study about the women says that, they can handle the pressure of working within the group of people easily than men.

The term should look over to use the knowledge and skill they possess to help the organization succeed and grow. They should constantly improve upon the knowledge they currently hold in order to continuously improve individual and term performance over time. To consider the knowledge in understanding and observation in collective wisdom possessed. There should be smart handling the situation and retain knowledge within your organization and self-development in accessibility at any time and place. In the process of crystallizing the knowledge and its management skill model have evolved. Then a process is also sprouting and is dealing with the specific requirements. A continues progress as a profession as demonstrated by the fact of knowledge.

II. REVIEW OF LITERATURE

Naresh kumar tallapalli and Shekhar (2016) studied knowledge management practices in IT companies in India. The study focused on knowledge sharing, storage and refinement and the study follows various aspects of knowledge management and knowledge management practices. The researcher limited the top 10 IT companies with 384 respondents in technical and non-technical departments. The major finding of the study employees perceptions differ based on the social culture context and also it concluded by the social culture and gender bias are changed according to culture diversity. Perception of employees plays a virtual role in the economic and social development of the country and region where they are located.

Thiagarajan and Perumal (2010) this paper attempts to explore the employee perception in human resource management in IT companies in Chennai. It mainly focused on employee can be attracted who could perform the task in a defendable manner and job performance in creative manner and additional look over to comparative study in different levels of perception with various departments in the organization with the sample size of 540 respondents. The major findings of the study are to increase the efficiency of the employees and create an interest in the work suitable promotional opportunities have to be given to them. It fully neither concluded that the employees are nor been utilizing there adequately recognized from improving the level of perception.

Muhammed Zeeshan Farooq and Abdul Basit Mujahid (2020) studied role of women in top management under public university in Pakistan. The study briefly explained view of cultural and personal denominators affecting on career elevation of female faculty and also gender

III. OBJECTIVES

- To examine knowledge management practices in select IT companies
- To understand perception of women employees about the knowledge management practices in IT sectors

IV. HYPOTHESES OF THE STUDY

- **H1:** There is no significant difference between age of the selected employees and their perception towards the knowledge management.
- **H2:** There is no significant difference between marital status of the selected employees and their perception towards the knowledge management.
- **H3:** There is no significant difference between position of the selected employees and their perception towards the knowledge management.

V. RESEARCH METHODOLOGY

The paper is prepared based on descriptive and empirical research design. The study is based on both primary and secondary data. The study focused on the perception of top level women employees regarding knowledge management practices. The primary data was collected through questionnaire. The secondary data was collected from academic journals and websites. The sample size is fixed as 130 and the study is conducted at Coimbatore city. Descriptive statistics and one way ANOVA is used for data analysis.

VI. RESULT AND INTERPRETATION

Table 6.1: Descriptive statistics for knowledge management practices

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Knowledge acquisition	130	2.83	4.33	3.5944	.37057
Community parties	130	3.17	4.50	3.8833	.40388
Knowledge creation	130	2.90	4.40	3.7233	.33185
Overall Knowledge management	130	3.32	4.14	3.7318	.19591

Source: primary data

The table 1 shows the descriptive details of knowledge management and its variables. Overall knowledge management has a mean score of 3.73, which says that there is good perception towards knowledge management among women employees. The highest perception is found to be for the factor “community practices” (3.883), whose average score is more than the mean score of overall knowledge management. The employees hold positive and good perception towards “knowledge creation” (3.723) and “knowledge acquisition” (3.594) also.

TABLE 6.2: One way ANOVA For perception towards knowledge management with respect to demographic variables

Demographic variable	No. of. Respondents	Sig value	Accepted/Rejected
Age	130	0.738	Accepted
Marital status	130	0.114	Accepted
Position	130	0.356	Accepted

Source: primary data

P Value is found to be more than 0.05 for all the demographic variables. Therefore the hypotheses Ho1, Ho2 & Ho3 are not rejected. This means that the perception of women employees towards Knowledge Management do not differ significantly with respect to their age, marital status, and position.

VII. FINDINGS OF THE STUDY

The purpose of the study was aimed at analyzing perception of women employees towards knowledge management in the IT sector. The results revealed that the women employees have good perception towards knowledge management in the industry and also towards its different dimensions like knowledge acquisition, knowledge creation and community practices. The study also discovered that the perception is not varying for the employees belonging to different age groups, marital status and different positions.

VIII. SUGGESTIONS

- It is recommended that companies should incorporate knowledge management for the development of individual skill
- It is found that the term building strategy made highest impact on overall knowledge management of employees. Hence it is to modify the term project more in order to improve the effectiveness of the organization.
- It is suggested that the It sector employees has no complication in marital status with work place justices and quality of employees.

IX. CONCLUSION

As we see the above, the women employees are making different task in different position especially than men. The perception of the women employees in the top level as multi-tasking power in knowledge acquisition and creation they should continuously improve upon the skills they currently hold in order to improve individual. Looking forward by the employees in skill development practices stand by them age, marital status and position doesn't matter to develop their individual skills in the organizations.

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