

## Chapter 1.9

# 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.<sup>1</sup> Policies offer opportunity

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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 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).<sup>2</sup> The BKIP provides a holistic approach to all business KIM in an electronic environment. It is possible to operate KIAKI by integrating harmoniously within each other and among them. In the BKIP transitive relations among KIAKI could be defined by using **KIM Tools** (Figure 2). Furthermore with the BKIP, rules and regulations could be improved by adapting equality principles related to KI such as privacy, the right of communication, access to information. With the BKIP meaningful relations could be also constructed with National Information Policy, and Knowledge and Information Society Strategy and international economic order.

## THE BKIP MODEL

The BKIP is a transdisciplinary area involving computer, software, business, library and information science. Therefore we have constructed by using the grounded theory which is one of the qualitative research methods in order to analyze and integrate inside business and its environment. The grounded theory is increasingly being used for research in the field of information systems in the last decades. The triangulation methodology is also adequate for transdisciplinary and multifaceted studies. All types of convergence can be managed by methodological triangulation. In this study we have used methodological triangulation in order to integrate different knowledge domains as facets.

We have constructed The BKIP with the perspective of the fact that business is an KI integrity. As a term, business covers the whole of activities using KIAKI via KIM Tools. Business is defined as "the buying and selling of goods and services" (Rosenberg 1983:76). Therefore we could define

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