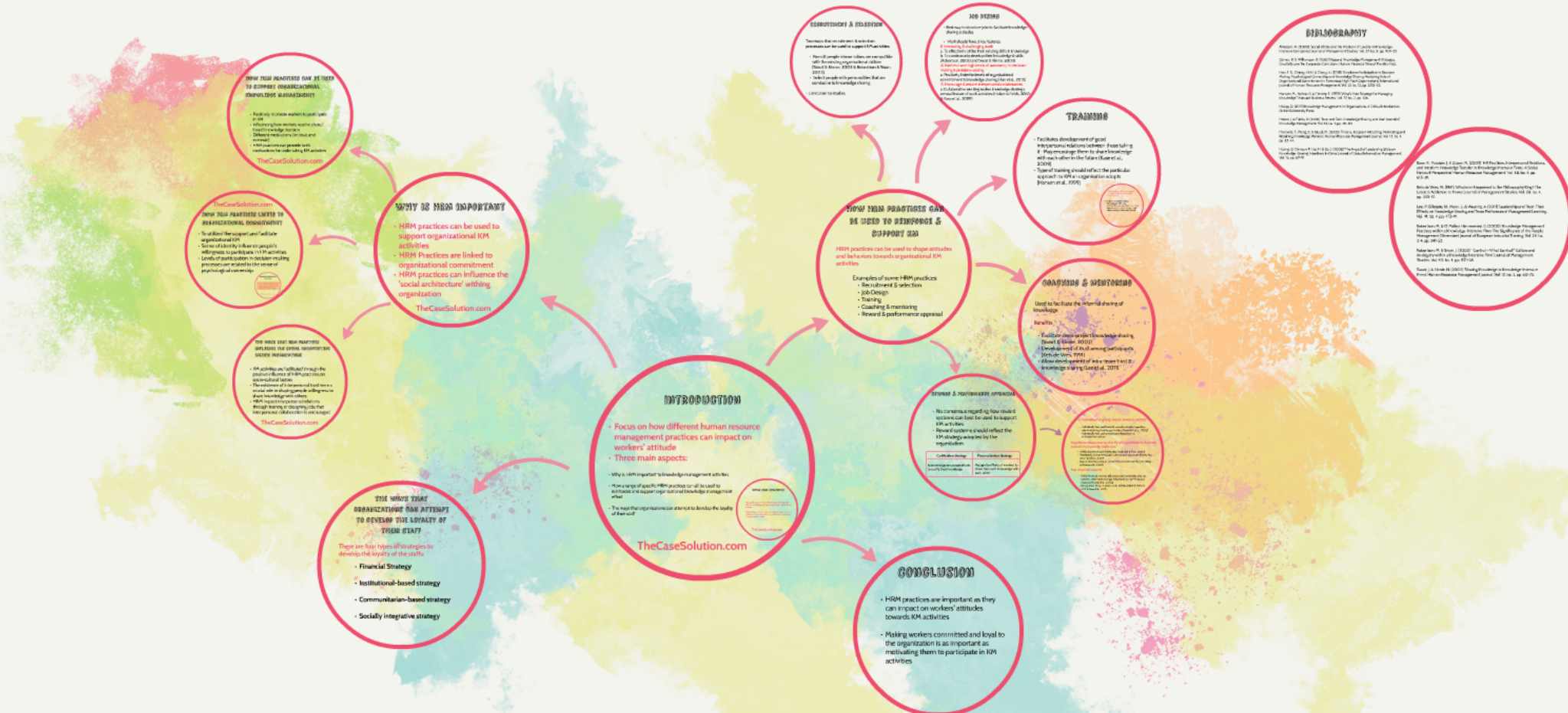


Managing the Competition: Category Captaincy on the Frozen Food Aisle

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INTRODUCTION

- Focus on how different human resource management practices can impact on workers' attitude
- Three main aspects:
 - Why is HRM important to knowledge management activities
 - How a range of specific HRM practices can all be used to reinforces and support organisational knowledge management effort
 - The ways that organisations can attempt to develop the loyalty of their staff

WHAT HRM CONCERNED

- Supporting organizational knowledge management efforts and developing the commitment and loyalty of workers
- Attempting to create a positive attitude towards, and a willingness to participate in organizational knowledge management activities

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WHY IS HRM IMPORTANT

- HRM practices can be used to support organizational KM activities
- HRM Practices are linked to organizational commitment
- HRM practices can influence the 'social architecture' within organization

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HOW HRM PRACTICES CAN BE USED TO SUPPORT ORGANIZATIONAL KNOWLEDGE MANAGEMENT?

- Positively motivate workers to participate in KM
- Influencing how workers resolve share/hoard knowledge decision
- Different motivations (intrinsic and extrinsic)
- HRM practices can provide both motivations for undertaking KM activities

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HOW HRM PRACTICES LINKED TO ORGANIZATIONAL COMMITMENT?

- To utilized the support and facilitate organizational KM
- Sense of identity influence people's willingness to participate in KM activities
- Levels of participation in decision-making processes are related to the sense of psychological ownership

DEFINITION OF ORGANIZATIONAL COMMITMENT

- The sense of emotional attachment that people feel to the organizations they work for, which may be reflected in the alignment of individual and organizational values and objects

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THE WAYS THAT HRM PRACTICES INFLUENCE THE SOCIAL ARCHITECTURE WITHIN ORGANIZATIONS

- KM activities are facilitated through the positive influence of HRM practices on socio-cultural factors
- The existence of interpersonal trust were a crucial role in shaping people willingness to share knowledge with others
- HRM impact interpersonal relations through training or designing jobs that interpersonal collaboration is encouraged

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