



A Knowledge Management Based Process Model for Cross-cultural Contents

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ABSTRACT

This research is being conducted to investigate how different cultures categorise and classify similar concepts and how these can be represented to enhance the reach of culturally heterogeneous user. This research focuses on cultural knowledge management and managing cross-cultural differences. The research describes emerging issue of cultural categorisation with the context of Knowledge Management. The cultural and human context is often overlooked by Information System (IS) and Knowledge Management (KM) practitioners. The main problem is to capture cultural knowledge and its presentation.

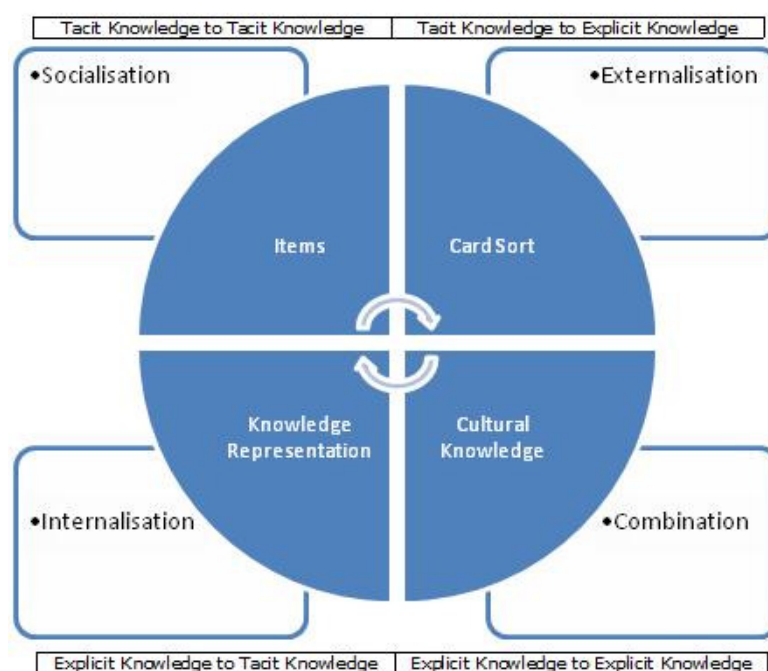
The purpose of this paper is to discuss cultural knowledge and its management. The truly effective cultural knowledge management is not only translating text but the development of a tool to represent similar cultural concepts for global user. According to [1][3][9][10] information systems problems are due to lack of representation and cultural differences [4][8][11][12]. Therefore, we need to get user perspective if we would like to develop cross-cultural knowledge management system to improve accessibility of its contents.

The most important cultural clash is lack of culturally specific system. For instance, available classification systems are fully capable of classifying and organising material for cross-cultural user. In Western culture this problem is not very much acute but in non-Western culture, it is very confusing and perplexing resulted retrieval of information is not up to mark. Duncker, [18] emphasises on to create system for cross-cultural user. Therefore it is need to integrate cultural differences with interaction capabilities [19].

Cultural knowledge resides in the mind and transfer through interaction whereas researchers consider knowledge management is enterprise focus field with the context of organisation only [13][14][15][16]. In this context, it is important to identify cultural difference other than

organisation. The researchers are agreed that cultural and religious differences must be adjusted. [See, for example, [2][5][6][7]. The main question addressed by this research is weather it is possible to design a system for culturally heterogeneous users. As we know there are two types of knowledge, namely tacit and explicit knowledge. Tacit knowledge resides in the mind of individual and is difficult to capture and document whereas explicit knowledge can be captured and documented. We are using both types of knowledge to capture cultural knowledge by using Nonaka model [17] fig 1.

Figure 1: Cultural Knowledge Management Model



A starting assumption for this research was that no scheme for organising information is likely to be equally effective for a range of cultural groups. The current research aim is to make a contribution in this area, not by finding a universal way of classifying information, but by providing a method for investigating classification in a locale in order to generate localised interface designs. The expected solution will be based on local user access needs and capability of the local users.

The contribution of this research is to introduce a new knowledge management based framework to discover/measure how different cultures view similar concepts. The result intended to be a guideline to design cross-cultural interface/website for diverse user.

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