ADOPTION ANALYSIS OF ENTERPRISE 2.0 FOR KNOWLEDGE MANAGEMENT IN SRI LANKAN IT FIRMS

MASTER OF BUSINESS ADMINISTRATION

IN

INFORMATION TECHNOLOGY

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This dissertation was submitted to the Department of Computer Science & Engineering of the University of Moratuwa in partial fulfilment of the requirement for the Degree of MBA in information Technology.

Department of Computer Science & Engineering

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December 2009

Declaration

I confirm that, except where indicated through the proper use of citations and references, this is my own original work. I confirm that, subject to final approval by the Board of Examinations of the University of Moratuwa, a copy of this Dissertation may be placed upon the shelves of the library of the University of Moratuwa and may be circulated as required.

U.P. Pradeepa Gunasekera Date

MBA/IT/08/9057

To the best of my knowledge the above particulars are correct.

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Abstract

Knowledge management is a challenge for any organization. Yet it is an important task to be carried out in order to survive various environmental changes and challenges.

IT firms prefer having an 'IT-enabled' knowledge management methodology because traditional knowledge management software is expensive, difficult to use, and lacks flexibility. On the other hand, Web 2.0 tools can be considered as inexpensive, easy to use, and flexible knowledge management tools. Barriers for the use of Web 2.0, such as, limited infrastructure is now gradually being overcome – hence, increasing its popularity as a knowledge management tool.

The use of Web 2.0 within organizational boundaries is called 'Enterprise 2.0'. It is understood that every aspect that suits Web 2.0 may not fit into the Enterprise 2.0 environment. The analysis of the impact of Enterprise 2.0 on knowledge management practices in the context of Sri Lankan IT firms is yet to be done. This research intends to fill this gap.

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The 'decomposed theory of planned behavior' is the chosen theoretical framework for this study. This framework helps identify the practical factors affecting the adoption of Enterprise 2.0. The conceptual framework is developed further by including knowledge management aspects into the theoretical framework. The conceptual framework consists of four main concepts and the analysis is done in three steps, pair-wise. An online questionnaire is used to collect data from professionals who work in IT firms.

The results of this study prove that all the factors are positive towards the intention to adopt Enterprise 2.0. Employee attitude is the strongest factor influencing the intention to adopt. Another finding is that if anyone feels such an intention to adopt, then there's a very high possibility that they would go ahead and actually use Enterprise 2.0. The perceived behavioral control or the variables that don't have direct control of the employee's have a slightly weaker relationship with the intention to adopt Enterprise 2.0. This is an indication to the management that more facilities are expected by the employees in order to adopt Enterprise 2.0.

The research also reveals that adoption of Enterprise 2.0 highly influences the existing knowledge management practices of the organization. Creating new knowledge and accessing such new

knowledge are the most common knowledge management practices in Sri Lankan IT firms. Identifying existing knowledge, collecting knowledge and storing the said knowledge are the other knowledge management practices considered in this study.

This research identifies the level of importance of several factors influencing the adoption of Enterprise 2.0. The efficiency of future Enterprise 2.0 implementations will be increased if the identified factors are taken as suggestions and necessary steps are taken to enhance the organization's background prior to technical implementation. Thus the findings of this research project will be useful for 'IT-enabled', non-IT firms, in order to ensure efficient use of Enterprise 2.0 for knowledge management, particularly if they are implementing it in the organization for the first time.

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List of Abbreviations

DTPB	Decomposed Theory of Planned Behavior
IT	Information Technology
KM	Knowledge Management
PBC	Perceived Behavioral Control
SPSS	Statistical Package for the Social Sciences
TPB	Theory of Planned Behavior

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