THE ROLE OF KNOWLEDGE MANAGEMENT IN ORGANIZATIONAL PERFORMANCE (A STUDY OF FIRST BANK PLC ENUGU MAIN BRANCH OKPARA AVENUE

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ABSTRACT

Retention of organization key personnel and improved interaction between people, technology and processes continue to drive investments in knowledge Management (KM) initiatives. An organization continue to be challenged by the dynamic nature of competitive global financial market place, the necessity of outsource critical knowledge tasks and manage rapid turnover of key personnel, it has become imperative that managers and executive directors must implement knowledge management practices. The study investigates the roles of knowledge management in organizational performance using First Bank of Nigeria Plc as the case study because of its constant training of staff and exposures to latest development in the financial service world. The research methodology adopted is field survey which involves the use of questionnaires and oral interview; and the sampling techniques used is the Bourley formulae in determining the sample size. The result of the findings shows that knowledge base of an organization which impacts on staff and employees, thereby enhancing organizational productivity and performance. Secondly, knowledge management requires that top management in the organization must remained focused and committed in enlarging employees learning ability and creating a learning organization. This study therefore, recommends that the proper use of knowledge management and information and communication technology (ICTs) develops an organization capacity to acquire share and utilize knowledge in ways as to enhance corporate survival and success. Finally, proper knowledge management integration in the organization helps to protect, exploit and use intellectual properties to avoid brain drain to build and sustain competitive advantage through enhanced organizational performance.