



**A STUDY ON THE RELATIONSHIP BETWEEN KNOWLEDGE
MANAGEMENT AND THE IMPACT TOWARDS
ORGANIZATIONAL PERFORMANCE OF PERBADANAN
KEMAJUAN NEGERI MELAKA**

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**BACHELOR OF BUSINESS ADMINISTRATION
(HONS) MARKETING
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
KAMPUS BANDARAYA MELAKA**

MAY 2011

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**Submitted in Partial Fulfillment
Of the Requirement for the
Bachelor of Business Administration
(Hons) Marketing**

**FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
MELAKA**

MAY 2011

DECLARATION OF ORIGINAL WORK



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BANDARAYA MELAKA**

“DECLARATION OF ORIGINAL WORK”

I, Nurul Shahirah Binti Ishak (I/C Number: 860811-02-5376)

Hereby, declare that,

2. This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees.
3. This project paper is the result of my independent work and investigation, except where otherwise stated.
4. All verbatim extracts have been distinguished by quotations marks and sources of my information have been specifically acknowledged.

Signature: _____

Date: _____

LETTER OF SUBMISSION

9 MAY 2011

The Head of PROGRAM
Bachelor of Business Administration (Hons) Marketing
Faculty of Business Management,
Universiti Teknologi Mara,
Kampus Bandaraya Melaka,
Melaka.

Dear Madam,

SUBMISSION OF PROJECT PAPER MKT 662

Attached is the project paper titled “**A STUDY ON THE RELATIONSHIP BETWEEN KNOWLEDGE MANAGEMENT AND THE IMPACT TOWARDS ORGANIZATIONAL PERFORMANCE OF PERBADANAN KEMAJUAN NEGERI MELAKA**” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,

NURUL SHAHIRAH BINTI ISHAK

2008426352

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ABSTRACT

Perbadanan Kemajuan Negeri Melaka is one of the organizations who are responsible for Melaka development. The State Economic Development Corporation (PKNM) was established under the State Economic Development Corporation Melaka. Enactment No 1, 1971 and was given the role and main task to develop the state of Melaka into four main areas namely Industrial, Tourism, Housing, Business and Commerce.

In giving best presentation to customers, they should have a 'pleasant personality' from internal. Therefore, knowledge management plays important roles in giving the good result to others. Knowledge management can be measure in terms of knowledge on technology, organizational culture, organizational structure, acquisition, conversion, application and protection. So, the purpose of this research is to identify the relationship between knowledge management and to see the impact towards organizational performance.

Perbadanan Kemajuan Negeri Melaka staff becomes respondents for this research paper. 50 respondents were selected randomly from 6 departments. Beside, researcher also comes out with the recommendation which she believe Perbadanan Kemajuan Negeri Melaka may take it as the opportunity to increase their organizational performance.