



**PERCEPTIONS AMONG NON EXECUTIVE STAFF'S TOWARDS THE
IMPLEMENTATION OF KNOWLEDGE MANAGEMENT IN THE ORGANIZATION.**

A CASE STUDY OF SAJ HOLDINGS SDN BHD

**KHAIR-UL-NADHIRAH BINTI MOHD KHAIR
2009469006**

**FACULTY OF BUSINESS MANAGEMENT
WITH HONOURS (HUMAN RESOURCES)
UNIVERSITY TECHNOLOGY MARA
BANDARAYA MELAKA**

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DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (HUMAN RESOURCES)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
"DECLARATION OF ORIGINAL WORK"**

I, KHAIR-UL-NADHIRAH BINTI MOHD KHAIR , (I/C Number :860422-23-6356)

Hereby, declare that:

- 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.
- This project-paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: _____

Date: 6. MAY.2011

LETTER OF TRANSMITTAL

Date :6 May 2011

Khair-ul-Nadhirah Binti Mohd Khair (2009469006),

Faculty of Business Management,

Universiti Teknologi MARA City Campus,

110 Off Jalan Hang Tuah, MELAKA.

May, 2010

The Project Advisor,

Miss Siti Nazirah binti Omar,

Universiti Teknologi MARA, Melaka City Campus, Melaka

Dear Sir/Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project title **“PERCEPTION AMONG NON EXECUTIVE STAFF’S TOWARDS THE IMPLEMENTATION OF KNOWLEDGE MANAGEMENT IN THE ORGANIZATION.- A CASE STUDY OF SAJ HOLDINGS SDN BHD.”** to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you,

Yours sincerely,

KHAIR-UL-NADHIRAH BINTI MOHD KHAIR

2009469006

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CHAPTER 1:

1.0 INTRODUCTION

1.1 BACKGROUND OF STUDY

Currently, growing demand for knowledge-based products and services is changing the structure of the global economy; the role of knowledge in achieving competitive advantages is becoming an important management issue in all sectors. Knowledge management activities can assist the organization on acquiring, storing and utilizing knowledge for process such as problem solving, dynamic learning, strategic planning and decision-making (Sveiby, 1997; Takeuchi & Nonaka, 2004). In addition, knowledge management has the ability to protect intellectual assets from decay and loss (Armistead, 1999; Awad & Ghaziri, 2003; Cecez-Kecmanovic & Kay, 2002; Devaenport, De Long & Beers, 1998; Lang, 2004; Poh, 2001)

While Drucker (1993) described knowledge is rather than capital or labor as the only meaningful resource in the knowledge society. Although, there is recognition that the knowledge society and the knowledge economy have arrived, and the knowledge is a key and business asset, organizations are still in the early stages of business asset, understanding the implications of knowledge management.