

Research on Enterprise's Core Value based on Knowledge Management

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Abstract. With the advent of the era of knowledge economy, business knowledge and human capital together, become the most important business resources. People have a deeper and more intuitive understanding of knowledge, recognition of knowledge as productivity, and the urgent need to manage knowledge as capital and product management. At present, the competitiveness of enterprises from the original shape of the material to the invisible knowledge, and to the industrial economy era of enterprise management model challenges. The competitive advantage of the enterprise is no longer limited to cost, difference and goal agglomeration in three forms, the knowledge advantage is gradually becoming the biggest competitive advantage.

Introduction

The emergence of new economy, knowledge is regarded as the root of the competitive advantage of enterprises, first of all because of knowledge as a key resource for enterprises to survive. Knowledge is becoming a key factor in promoting social development, and become the most important resource of enterprises, become the main means of profit. In a knowledge-based economic environment, companies face a rapidly growing knowledge and information that will face a higher level of knowledge-based competition. The success or failure of an enterprise is no longer entirely dependent on the capital it owns, but depends on the knowledge and innovation it possesses, depending on whether it is good at knowledge management and advancing management innovation. Enterprise knowledge is also called organizational knowledge, is a form of social knowledge, but the enterprise knowledge also has obvious personality characteristics, the success of enterprise knowledge has a significant difference from the general characteristics of social knowledge, business as a profit for the purpose of the group, All the activities are running around the creation of value, therefore, for enterprises, knowledge should be able to create value for its business objectives, is unique to the enterprise rather than the community "generic" a "scarce" economy Resources.

The more important reason why knowledge becomes the source of sustainable competitive advantage is due to the difference between knowledge and traditional resources that are easily purchased in the external market, including land, capital, and labor. Especially in the organization contains a specific background of the hidden knowledge, even for similar enterprises, is also unique and difficult to imitate each other, but also can not buy from the external market, it is the core of the core competitiveness of enterprises Constituent elements. The knowledge structure formed by the current knowledge stock of the enterprise determines the opportunity of the recent development of the enterprise, the method of allocating the resources, and the difference in the performance of the various resources in the enterprise is determined by the existing knowledge structure. It is the same enterprise Between the existence of the difference between the root causes of profit. The cognitive ability, which is closely related to the enterprise knowledge, also determines the future accumulation of knowledge, thus determining the sustainability of the core competitiveness of the enterprise.

The Connotation and Characteristics of Enterprise Knowledge Value Chain

The value of the enterprise is to create value for its customers and to realize the benefits of the business by realizing the value of the customer. Can not create value for customers, customers do not meet the needs of customers, the product is no vitality. So the development of any enterprise must be customer demand-oriented. In contrast to the traditional value chain, the value chain is the ultimate value of the customer's knowledge service chain, the enterprise knowledge innovation interface, the enterprise's innovation activities to meet customer needs as the center, to create more customers Better value, rapid response to market demand, so as to achieve customer value while achieving the value of the enterprise, rather than the enterprise as the center to consider how to minimize the cost to beat the competitors to seize the market. The best product is not the enterprise design for the user, but the enterprise and the user with the design, so that customers through the way to the specific requirements of the product, participate in the enterprise knowledge innovation activities, become a member of the innovation team, the real "design".

By definition, the enterprise knowledge value chain is the functional chain structure of the interaction between the knowledge chain and the value chain. The knowledge chain and value chain are based on the business processes of the firm. Value chain analysis is based on the value of business process value-added analysis, through business process reengineering and reconstruction of the value chain to obtain competitive costs and other advantages. The knowledge chain generates the corresponding knowledge nodes through the knowledge activities of different processes and analyzes the value increment of knowledge activities in the form of knowledge flow and value stream. The knowledge value chain is based on the business process to build, knowledge chain and the value chain cross each other and influence.

The whole knowledge value chain is actually a three-dimensional chain of knowledge flow and value stream winding, and knowledge flow and value flow are the object of knowledge value chain analysis. The knowledge chain leads to the flow of knowledge to the downstream of the knowledge value chain and feedback to the upstream. At the same time, the knowledge activity also produces the corresponding value increment value, accompanied by the value chain forming value flow downstream and finally forms the multivariate value body. Through the analysis of knowledge flow and value stream, the enterprise can clarify its key knowledge chain and value chain, determine its core business process, help enterprises through the adjustment and integration of business processes, in the formation of competitive core competitive advantage cut costs.

The value chain of knowledge focuses on the analysis of the value of knowledge. The value-value process of knowledge value chain is essentially the process of value transformation and transmission of knowledge. Through the deep analysis of the value-added mechanism and realization process of knowledge innovation, the transformation mechanism and realization process of knowledge to value, the enterprise can identify the knowledge stock and knowledge structure which plays a key role in the value-added value of enterprise knowledge value chain, To the rough to take fine, different treatment, focus on development, so as to enhance the value of the enterprise value-added ability to develop and sustainable competitiveness of the goal.

Enterprise knowledge value chain is based on the formation of the core competitiveness of enterprises as the goal of an analysis model. This core competency includes the company's short-term competitive advantage and sustainable competitiveness. Value chain analysis to the value of the enterprise value as the goal, ignoring the realization of customer value and knowledge chain analysis is to manage the enterprise knowledge as the goal, ignoring the knowledge to the value of the transformation of capacity. Knowledge value chain to customer demand analysis as a starting point for enterprise innovation activities, knowledge activities for the management of the object, to value and value as the goal, to find the enterprise's key knowledge chain and value chain. And thus through the establishment of innovative capacity, and constantly develop products and services in line with customer needs, from the fundamental formation of the core competencies, for customers to make the most important contribution to the value. On the basis of the formation of the enterprise knowledge and knowledge to the value of the ability to transform is really difficult to imitate the

core competencies.

Enterprise Knowledge Value Chain Management

The size of the value of the firm's knowledge is precisely the size of the value-added capability of the firm's knowledge. It is not entirely determined by the knowledge of the firm, including the knowledge of stock and the amount of knowledge acquired by learning, but by a variety of complex factors. These factors include the core competence of enterprises, enterprise learning ability, enterprise knowledge sharing ability and enterprise action ability. The core competence and learning ability of the firm determines the structure and quantity of the knowledge that the enterprise can have in a certain period of time. The knowledge is the foundation of the enterprise's knowledge innovation, and the effect of the enterprise knowledge innovation activity depends on the enterprise knowledge sharing ability. And the ability of knowledge to innovate resources. The input capacity is an important part of the enterprise's operational capacity. After the innovation of the enterprise formed after the knowledge, the value of its potential value has been formed, and to value-added potential into a real value-added enterprise value, but also the need for enterprise knowledge transformation capacity as a guarantee. The model of enterprise knowledge value driving factors reflects the variables that influence the value of enterprise knowledge and their mutual relations. The control of these factors becomes the important content of enterprise knowledge value chain management. Therefore, this article divides the content of enterprise knowledge value chain management into four main parts: stock core competence management, knowledge learning ability management, knowledge sharing ability management and enterprise action ability management.

The core competence of the stock is the core competence accumulated by the enterprise. It is the sum of the knowledge formed by the long-term knowledge value chain activities. As the business in a certain period of time business activities, are formed in the previous period on the basis of business performance, regardless of the operating performance of how the business through the communication with the external environment and the operation of internal operations, access to relevant knowledge. This knowledge has become the basis of the next stage of knowledge and activities, and to a greater extent affect the next stage of the behavior of enterprise knowledge activities. Therefore, the stock core competence has an important influence on the value of enterprise knowledge. The concept of stock core competence itself is a static concept, the sum of the knowledge stocks of a firm at a given time. However, the results of business activities yesterday, constitute the core of the company's stock capacity today, and the results of today's knowledge activities, but also constitute the core capacity of enterprises tomorrow's stock. Therefore, in this sense, the enterprise's core competence is a dynamic concept. The core competence of the enterprise stock has the characteristics of knowledge, and this knowledge is unique, exclusive and immeasurable because of the core competence. Therefore, the core competence of the enterprise is essentially the enterprise's accumulation in the past. A general term for knowledge that has a decisive influence.

The collating, preserving and updating of knowledge constitutes the main content of the core competence management of the enterprise stock. But from the management process, the core of the core competence management to solve the fundamental problem is how to achieve the accumulation of different knowledge, rather than loss. This requires the stock core competence management must start from the basic way of enterprise knowledge. The basic way of knowledge is divided into explicit and implicit two kinds, for explicit knowledge, because it can be encoded and structured, and then stored in the database, any member can be directly through the computer or network call, therefore, generally through "Knowledge database" to manage and for tacit knowledge, because it is difficult to separate with the owner of knowledge, often need to communicate through direct communication to achieve communication and sharing, so, usually can "expert system" or "think tank" Form to manage.

There are many different ways of sorting and sorting knowledge. The first is to classify and collate knowledge according to the activities of knowledge value chain. It is convenient for employees engaged in different activities of knowledge value chain to carry out knowledge retrieval

and query. Is in accordance with the knowledge and the different core competencies of enterprises to the relationship between the division, in this way accurate classification, to facilitate the management of the importance of a variety of knowledge, combined with the confidentiality of the division, so that different levels of staff can share different Level of the key knowledge. The third way is in accordance with the characteristics of business processes to sort, such as through the specific classification of business knowledge related to after-sales service. The third way is to divide the level of knowledge to ensure that enterprises of different levels of staff As well as different customers can maximize the knowledge at the same time, to protect the safety of enterprise knowledge. The classification of enterprise stock knowledge is often the above two or more ways to use together. So as to facilitate the sharing of enterprise knowledge, but also to facilitate the management of enterprise knowledge. For example, due to the formation of the core competence of the enterprise knowledge to a large extent to consider the security issues, so the enterprise knowledge by core competencies after classification, but also in accordance with the confidentiality of the classification to protect the core competence of the formation of key knowledge Be leaked.

Conclusion

Knowledge management and value chain management are the current theoretical and practical research hot issues, these two theories have their own strengths, but in practice also exposed some difficult to overcome the problem. To this end, based on the absorption of previous research results, this paper combines these two theories, combined with the competitive advantage theory on the core competencies, competitiveness, competitive advantage of the relevant ideas to quantitative analysis and qualitative analysis combined. This paper puts forward the basic content and method system of the concept, characteristics and enterprise knowledge value management of enterprise knowledge value chain. In this paper, the theory of enterprise knowledge value chain, while giving full play to the advantages of knowledge management and value chain management theory to enhance the competitiveness of enterprises at the same time, to overcome the value chain theory in the enterprise core competence formation, customer value realization and so on. Problems, as well as knowledge management theory of the existence of information management, ignoring the process of value-added enterprises, knowledge and other issues on knowledge. Knowledge value chain and its management theory of the establishment and improvement, has a very important theoretical and practical significance.

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