Kyoto University

Graduate School of Economics

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APPLY KNOWLEDGE MANAGEMENT AND SOCIAL-NETWORK-SERVICE IN IMPROVING LABOR PRODUCTIVITY OF VIETNAMESE SME

**DISSERTATION SUBMITTED IN PARTIAL FULFILLMENT
OF THE REQUIREMENTS FOR THE DEGREE OF**

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Prepared by: Pham Quoc Trung

Supervised by: Prof. Yoshinori HARA

Prof. Hideki FUJII

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Abstract

In today's knowledge era, knowledge management (KM) is increasingly considered the best strategy for improving the labor productivity of an enterprise. However, the effectiveness of KM on labor productivity is not known exactly. Despite the growing interest in KM research, there are knowledge gaps, especially in the context of a developing country like Vietnam, in knowing how to implement a knowledge management system (KMS) successfully for improving the labor productivity of the organization. Therefore, it is necessary to do further research on this subject.

On the other hand, in comparison with other countries in the Southeast Asia region, the labor productivity of Vietnam is currently at a very low level. It requires a new management method for improving the labor productivity for sustainable development towards a knowledge society. Therefore, this research tries to apply KM to improve the labor productivity of Vietnamese enterprises, especially small and medium sized enterprises (SMEs) because of its important role in developing the Vietnam economy.

In order to successfully implement a KMS, a technology readiness, especially information-communication-technology (ICT) maturity, is a requisite. Furthermore, a suitable technical platform is also necessary for integrating various technologies for KMS and supporting knowledge management processes. Recently, social network service (SNS) has been considered not only as a popular technique for communication and collaboration, but also as a suitable platform for implementing a KMS in the enterprise. Therefore, this thesis tries to apply SNS in implementing a KMS and adapting business processes for better labor productivity.

In summary, this research focuses on (1) knowing the current situation of ICT use of Vietnamese SMEs and searching for opportunities to build a KMS based on SNS, (2) exploring the relationship between KM and labor productivity of Vietnamese enterprises, and (3) suggesting an integrated framework for successfully implementing a KMS based on SNS in Vietnamese SMEs.

The method of this research is an inductive method based on analysis results of various sources, such as: literature reviews, empirical studies, technological trend analysis, hypothesis tests, system analysis and design, etc.

Some tangible results of this research are providing: a tool for measuring the ICT maturity of SMEs, a model for knowing relationships between KM and labor productivity, a case study of Vietnamese SME about ICT maturity and KMS implementation, an integrated framework for implementing a KMS based on SNS, and a demo KMS based on SNS for Vietnamese SME.

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