

# **CASES IN KNOWLEDGE MANAGEMENT & INFORMATION RETRIEVAL**

**Editors**

**Roslina Othman  
Mohamad Fauzan Noordin  
Noor Azura Zakaria**



**IIUM Press  
INTERNATIONAL ISLAMIC UNIVERSITY MALAYSIA**

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# TABLE OF CONTENTS

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Dedication	i
Preface	v
Acknowledgement	vii
Introduction	ix

## *Part I: Cases in Knowledge Management*

<b>Case 1: Knowledge Management Best Practices</b>	1
Noor Azura Zakaria, Rohaimi Abdullah and Mohamad Fauzan Noordin	
<b>Case 2: Organizational Learning</b>	7
Noor Azura Zakaria and Mohamad Fauzan Noordin	
<b>Case 3: Knowledge Portal</b>	13
Noor Azura Zakaria, Mohamad Fauzan Noordin and Roslina Othman	
<b>Case 4: Culture in Community of Practices (CoPs)</b>	19
Noor Azura Zakaria, Mohamad Fauzan Noordin and Rohaimi Abdullah	
<b>Case 5: Knowledge Management Strategic Plan</b>	25
Noor Azura Zakaria, Mohamad Fauzan Noordin and Roslina Othman	
<b>Case 6: Critical Knowledge Sharing</b>	31
Noor Azura Zakaria, Hafizah Reh and Mohamad Fauzan Noordin	
<b>Case 7: Knowledgeable Employees</b>	37
Noor Azura Zakaria, Mohamad Fauzan Noordin and Lambensa Fateema	
<b>Case 8: Lesson Learned</b>	43
Noor Azura Zakaria, Roslina Othman and Mohamad Fauzan Noordin	
<b>Case 9: Extrinsic and Intrinsic Motivations</b>	49
Noor Azura Zakaria and Mohamad Fauzan Noordin	

<b>Case 10: Storytelling</b>	55
Noor Azura Zakaria, Roslina Othman and Mohamad Fauzan Noordin	
 <b><i>Part II: Cases in Information Retrieval</i></b>	
<b>Case 11: Social Network</b>	61
Roslina Othman	
<b>Case 12: Micro Blogs</b>	67
Roslina Othman and Noor Azura Zakaria	
<b>Case 13: Content Communities</b>	73
Roslina Othman	
<b>Case 14: Digital Library</b>	79
Roslina Othman and Nur Leyni Nilam Putri Junurham	
<b>Case 15: Search Engine</b>	85
Roslina Othman and Mohamad Fauzan Noordin	
<b>Case 16: Search Engine Optimization</b>	91
Roslina Othman	
<b>Case 17: Patent Search</b>	97
Roslina Othman and Noorfatin Muhamad Sharhabil	
<b>Case 18: Visual Search</b>	103
Roslina Othman and Mohd Khairul Nizam Abdul Latif	
<b>Case 19: Quranic Search</b>	109
Roslina Othman and Mohamad Fauzan Noordin	
<b>Case 20: Wisdom-based Search System</b>	115
Roslina Othman	

## **CASE 9: EXTRINSIC & INTRINSIC MOTIVATIONS**

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Noor Azura Zakaria and Mohamad Fauzan Noordin

### **Abstract**

Every organization must have strategy on how to treat the knowledgeable workers nicely and motivate them to produce good quality of works. Extrinsic and intrinsic rewards are components exist in the motivation aspect in the organization. Both rewards are significantly associated with the quality of works and successful of knowledge management implementation. This chapter explores two cases whereby both management of the companies are positively treated their knowledgeable employees in the good manner. The companies also have optimistic views and have ventured into knowledge management implementation. Hence, this chapter focuses on the issue of the extrinsic and intrinsic motivations to develop positive culture and happy working environment.

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