

CASES IN KNOWLEDGE MANAGEMENT & INFORMATION RETRIEVAL

Editors

Roslina Othman
Mohamad Fauzan Noordin
Noor Azura Zakaria



IIUM Press
INTERNATIONAL ISLAMIC UNIVERSITY MALAYSIA

CASES IN KNOWLEDGE MANAGEMENT & INFORMATION RETRIEVAL

Editors

Roslina Othman

Mohamad Fauzan Noordin

Noor Azura Zakaria



IIUM Press

Published by:
IIUM Press
International Islamic University Malaysia

First Edition, 2011
©IIUM Press, IIUM

All rights reserved. No part of this publication may be reproduced, stored in a retrieval system, or transmitted, in any form or by any means, electronic, mechanical, photocopying, recording, or otherwise, without any prior written permission of the publisher.

Perpustakaan Negara Malaysia

Cataloguing-in-Publication Data

Bibliography p.
Includes Index
ISBN

ISBN: 978-967-418-050-8

Member of Majlis Penerbitan Ilmiah Malaysia – MAPIM
(Malaysian Scholarly Publishing Council)

Printed by :
IIUM PRINTING SDN. BHD.
No. 1, Jalan Industri Batu Caves 1/3
Taman Perindustrian Batu Caves
Batu Caves Centre Point
68100 Batu Caves
Selangor Darul Ehsan

TABLE OF CONTENTS

Dedication	i
Preface	v
Acknowledgement	vii
Introduction	ix

Part I: Cases in Knowledge Management

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

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

CASE 10: STORYTELLING

Noor Azura Zakaria, Roslina Othman and Mohamad Fauzan Noordin

Abstract

Storytelling is an aspect in the knowledge management which is naturally embedded in the individual. The case presented in this chapter has outlined the value of storytelling concept in order to preserve the values in the employees. The stories of the company are repetitive told to the employees to encourage and enhance their loyalty and continue serving the company. The benefit of the storytelling is given in this chapter associated with the personal values to the organization.

10.1 Sarkuysan – Turkish Copper Industry

Sarkuysan is the leading company in the Turkish copper industry and a prominent establishment in Turkey with 600 employees. The company is the only Turkish joint stock company whose shares are publicly traded on the Istanbul Stock Exchange. Sarkuysan is a group of companies which also owns the subsidiaries Sarmakina, Demisas, and Sadra. The group produces copper rod and wire rod obtained by electrolysis process, in accordance with national and international standards, at continuous casting plants from electrolytic copper cathodes. The distribution of these products is also done by the group. Copper tube and profile products are part of the product range, too. Sarkuysan is the only company in the world using three different copper production technologies: Outokumpu, Southwire and Cortirod Continuous Casting.

According to the Istanbul Chamber of Industry, Sarkuysan has been a player among the top 50 industrial enterprises of Turkey over the last few years with its position varying from year to year as its yearly performance is strongly related to world copper prices announced on the London Metal Exchange (LME). In 2004, the company's production capacity was around