

Monikansallinen intranet

Tapaus: Radiolähetysjärjestö Sanansaattajat ry

TURUN YLIOPISTO
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Tutkielmassa tarkastellaan intranetin vaatimusmäärittelyä monikansallisen organisaation sisäisessä viestinnässä ja tiedonhallinnassa. Tutkimustapa on teoreettinen sekä konstruktiivinen, ja siinä keskitytään intranettien yleisten piirteiden lisäksi oppivan organisaation perusteisiin sekä intranetin mahdollisuuksiin toimia tiedonkulun parantajana sekä yhteisöllisyyden kasvattajana. Tutkimuksessa havaittiin intraneteillä olevan useita hyviä ja huonoja piirteitä, joihin voidaan vaikuttaa määrittelemällä ja suunnittelemalla intranet ja sitä ympäröivä infrastruktuuri organisaation kansainvälistä strategiaa tukevaksi. Tutkimuskysymyksenä on, mitä tulee ottaa huomioon määriteltäessä ja suunniteltaessa intranettiä monikansallisille organisaatioille. Tutkimuskysymykseen vastataan kirjallisuuskatsauksen ja teoreettisen pohdinnan avulla.

Intranetin käyttöönotto vaikuttaa koko organisaation toimintaan, ja se voi aiheuttaa suuriakin muutoksia toimintaprosesseihin sekä valtarakenteisiin. Intranet tuo muutoksia sekä työtapoihin että organisaation infrastruktuuriin, minkä vuoksi on tärkeää kiinnittää enemmän huomiota työprosessien kehittämiseen kuin intranettiin itseensä teknisenä ratkaisuna. Teoreettisen tutkimuksen aikana intranetin havaittiin tukevan oppivan organisaation perusteita sekä oikein sovellettuna tuovan organisaatiolle etua kilpailijoihin nähden useilla eri tavoin. Tärkeiksi asioiksi nähtiin intranetin modulaarisuus ja tietokantapohjaisuus mahdollisimman hyvän laajennettavuuden takaamiseksi. Lisäksi intranetin tulee olla web-tekniikkapohjainen ja käytettävissä mahdollisimman monilta eri alustoilta.

Avainsanat: intranet, monikansallisuus, sisäinen viestintä, tiedonhallinta, oppiva organisaatio

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JANNE OHTONEN Multinational intranet – Case: Radio Mission The
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The objective of this master's thesis was to examine the use of an intranet as a media for organizational communication and knowledge management in a multinational organization. The research method was theoretical and constructive and it focused on the general characteristics of intranets. This thesis covers also the basics of learning organizations and an intranet as a medium of knowledge sharing and management as well as the base for communal actions. This thesis shows that intranets have their own pros and cons, which can be affected by designing an intranet and infrastructure surrounding it to support the international strategies of an organization. The research question was, what should be considered while designing intranets for multinational organizations, and the answer is based on literature research and theoretical conclusions.

The use of an intranet affects most of the functions within an organization and it can cause great changes into work processes and power structures. Focusing into the development of work processes of an organization is more important than developing an intranet as a technical solution. In the theoretical research it was found out that an intranet can support the processes of learning organization and it is able to provide a competitive edge in several ways. As important characteristics of an intranet were seen a modular structure and a database based technology to ensure good scalability of the solution. An intranet should also be based on the internet technologies, and users should be able to utilize it with as little technical skills as possible.

Keywords: intranet, multinational, internal communication, knowledge management, learning organization

SISÄLLYSLUETTELO

1 JOHDANTO	1
2 INTRANET.....	4
2.1 Hyödyt ja haitat	5
2.2 ICDT-malli ja internetin läsnäolo.....	8
2.3 Matkapuhelin ja intranet.....	10
2.4 Tiedonhallinta	11
2.5 Intranetin arviointi.....	14
2.6 Tehokkuus	16
2.7 Käyttöönotto.....	18
2.7.1 Mahdolliset ongelmat.....	20
2.7.2 Toimintaprosessit	21
2.8 Oppiva organisaatio.....	22
3 MONIKANSALLISUUS	25
3.1 Monikansallisuuden eri mallit	26
3.1.1 Maailmanlaajuinen	26
3.1.2 Maidenvälinen	27
3.1.3 Kansainvälinen	28
3.1.4 Monikansallinen	28
3.2 Monikansallisuuden vaikutus intranetiin	28
3.2.1 Kielen vaikutus.....	29
3.2.2 Sisällönhallinta.....	30
3.3 Kulttuurin merkitys.....	31
3.4 Yhteistyö ja kilpailu	32
3.4.1 Yhteistyö	33
3.4.2 Kilpailu.....	34
3.4.3 Intranet välittäjänä.....	35
4 TAPAUSKUVAUSANALYYSI.....	37
4.1 Intranet tapausorganisaatiossa	39
4.2 Monikansallisuuden ilmentyminen	41
4.3 Yleiset vaatimukset	43
4.4 Toiminnallisuudet.....	44
4.5 Ei-toiminnalliset vaatimukset	48
4.6 Muut vaatimukset	50
5 YHTEENVETO JA JOHTOPÄÄTÖKSET	51
LÄHTEET	55

LÄHTEET

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