

Linking Age of Change and Revolution of Information to Role of Knowledge Management in Improving Operating Tasks in Universities

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¹Abstract. In the age of change and revolution of information knowledge management (KM) has become critical issue in increasing and empowering the ability of organizations in four factors: purpose, competition, ability to take action and change. Without knowledge management, most operating task is performed individually. The information revolution with the advent of digital resources and communication tools has caused fundamental changes in all aspects of human life, including educational systems specifically in higher education institutions. Today, universities are facing the problem of managing massive amounts of information. Therefore, in response of global competition and KM; changes in doing operating tasks at the universities should be productive, efficient and creative in achieving their goals. This is a literature review article which has utilized quantitative study. Its focus was on change management, knowledge management in improving operating tasks in universities and educational institutions in public university in Tehran, Iran. At the end some operating tasks in higher education institutions are presented.

Key words: Change Management, Age of Information, Knowledge Management, Information Revolution, and Operating Tasks

1. Introduction

Today, the problem is not how to find information and knowledge, but the problem is how to manage it. Salis and Jones [1] say that if an organization does not know how to use its stored knowledge, it will have less chance of survival. Universities as organizations that produce knowledge are also subject to view KM. Each historical era creates a system of education that addresses its needs. In the 19th century, the educational revolution was driven by a radical shift from family-centric production to manufacturing and industrial organization, and the associated rapid urbanization and social mobility in industrializing countries. In this process, the home, the workplace, community life, and the church lost many of their earlier functions in the educational system. The school became a central institution in education, to the extent that we now often think that education equals schooling. At present, the knowledge society transformation is again changing the system of education. To understand these changes and their implications, we have to understand the fundamental needs that education addresses in society and also the role of KM in the age of change and revolution of information.

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2. Literature review

In recent years the subject of KM has become critical. Scientific and business communities believe that organizations with power of knowledge can maintain their long run advantages in a competitive field. Bellinger [2] demonstrated that KM can be controlled by bringing personal experience, knowledge of experts and managers with organizations and people that they need. He also claims that technology development is as an important and positive factor which can increase the productivity of universities, so knowledge management absorbs the experts of develops relevant skills and strategies. Spector [3] claimed that KM is a new engine that can take the crack. But, Further, Salis and Jones [1] suggested that educational organizations in twenty-first century must utilize knowledge methods and use them to achieve their goals.

On this point, today, knowledge capital considers as the product not the source of production and these are operating for creating the wealth in society and organizations. Therefore, KM is as a precondition for higher productivity and flexibility. Nonaka [4] stated that the organizational knowledge is the major source of sustainable competitive advantages, especially for organizations such as universities that knowledge assets are considered as a main key. Zarraga-Oberty [5] based on their findings point that KM as a process of organizational knowledge should be considered and the results of unawareness of knowledge detection are including: Reduction of manpower, Loss of learning opportunities, Reducing the organization with stakeholders, Reduction expertise; and Tapping the organizational culture and social capital.

To understand the ongoing change, we have to understand the historical specificity of the current educational system and its social function. Present educational institutions address important social challenges generated in the transformation from the pre- change and revolution of information to the age of Change and information. The modern system of education has a complicated structures and processes that embed more than the basic social functions of education. When education becomes institutionalized, the institutions start to acquire their own lives and purposes. Teaching and teacher training become professions, universities gain budget lines and become participants in business ecosystems, and the state sets up bureaucracies and legal structures that maintain and manage the sub-systems of education.



Figure 1: Role of Knowledge Management in Improving in organizations

Milam [6] claims that universities are not only as poster designs and new ideas of reforming structural, but also they are the emergence and survival of new rotation. Afrazeh [7] also pointed that universities are ideal for production environments, and knowledge creation. When [8] based on a series of innovations from 1980 shows that the essential knowledge management in universities have indicated successfully role in

society against the change. Alavi [9] according to his research findings among Iranian universities claims that universities can fit with different educational levels, knowledge, skills, visual literacy, health, education technology, information and communication.

3. Methodology

This is a literature review article which has utilized a quantitative study. In this section, the researchers explain a brief process of research methodology. A study had one main and two specific objectives as follows:

- To determine role of knowledge management in improving operating tasks in universities.
- To determine the relationship between age of change and role of knowledge management in improving operating tasks.
- To determine the relationship between revolution of information and role of knowledge management in improving operating tasks.

By the way, this study includes six hypotheses. The population was all of the lecturers in one of public university in Tehran, Iran. The sample size includes 76 lecturers with at least 3 years experiences. The T – TEST was used in analyzing data.

4. Conclusion

Based on the above statements the researchers in the present article are going to emphasize that today the role of KM in universities and educational institutions in the world is more and more obvious, especially when science and technology are the impact of this development in the form and function of universities. In other words, the university managers not only need to recognize the knowledge of their members but also they require application of knowledge management. They also should be aware about the role of departments as the most effective units in universities which can improve the quality and quantity of activities. Nowadays majority of educational managers in order to create an effective learning environment use management information systems so application of knowledge management in educational institutions has become something irrefutable.

In order to answer to this question that what factors and policies should be manage for updating universities to create an effective learning environment and attend in international competition scene? The researchers based on previous studies can state that the appropriate policies for developing, updating, impacting and promoting are: culture, knowledge management, distributed knowledge acquisition and utilization according to the conditions and educational needs of society.

The researchers based on four factors including: purpose, competition, ability to take action and change are going to claim that the role of knowledge management in improving operating tasks in universities can be as follow:

how to teach, optimum use of personnel, improving the knowledge of mental power and ability to produce and create new knowledge and its application, development path of sustainable growth and competitive advantages, distribution culture of knowledge production and dissemination, and make the findings available and accessible to everyone.

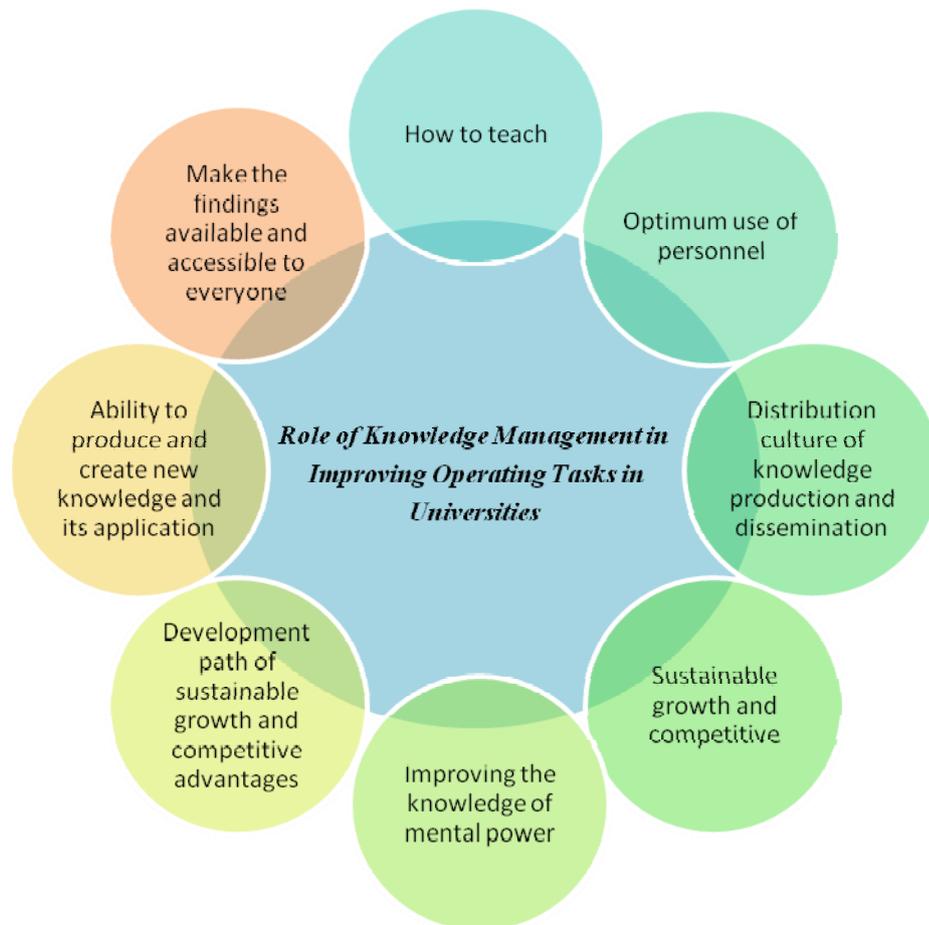


Figure 2: Role of Knowledge Management in Improving Operating Tasks in Universities

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