

THE ROLE OF KNOWLEDGE MANAGEMENT IN HIGHER EDUCATION INSTITUTIONS (COLLEGES AND UNIVERSITIES)

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Abstract

Knowledge management is an organized process by which the knowledge essential for an organization to be successful is created, captured, shared, and used. The pace of growth has arrived at a very rapid step, and those who cannot learn, adjust and change from one moment to the next simply will not survive. Today's higher education institutes recognize their valued intellect and have come to terms with their moving role in society. This study aims to know to review the literature on knowledge management in general and its application to higher education institutions in particular. This study shows the importance of the KM in the academic sector or the role of the KM in advancing higher education. Indeed, the academic environment is a treasure trove of knowledge, but it is not well organized and therefore also useless and leads to repetition of the activity.

Keywords: Academy Sector; Higher Education; Knowledge Management; University And College

INTRODUCTION

In recent years, new technologies have been widely used for various purposes. Among these purposes are teaching and learning (Hedayat, Goran, Omar Fouad, 2018). The goal of any organization is not only to continue but also to maintain its entity by improving performance or progress in all aspects of the business. To meet the needs of highly competitive markets, organizations must always improve quality and performance. As an additional research step, a larger-scale study can be conducted at public universities. To get a fuller picture of the motivational dimensions, other aspects should be examined (Barzan, 2018). Some studies indicate that the role of knowledge management is vital for any organization to achieve a high level of performance.

Knowledge management (KM) in an educational institution makes sense and is a good mix of intellectual output for an academic institute if it is well maintained using technology. Libraries can monitor and detect efforts alongside explicit user knowledge, but compiling tacit knowledge is difficult as long as it is maintained at the individual level. But the library has done more to make this kind of knowledge available with the support of developers who use the knowledge of technology to stop the tacit knowledge generated in the organization. In this role, all staff and students are of the utmost importance as the sole responsibility is not for the library. The university is considered one of the first institutions to be created, and the contribution to knowledge management is the most important and is "the most appropriate to adopt this primary institution." (Birol, 2011), which is defined as the only institution for knowledge management wage in the study (Makulika, 2000). Describe the main mission of the university to make effective use of knowledge management, especially through research

whenever it is vital for development. The purpose of this study is to show the relationship between knowledge management and higher education institutions in Kurdistan / Iraq.

KM helps educational institutions to improve their capacity for information and knowledge to generate exchange and apply it to solving problems and supporting research and continuous improvement of their work. The KM education system should reflect and include information at all levels, from the managerial level to the student level, to enhance the professional knowledge of employees, and to achieve the quality of teachers and students. In all countries, the government issues a lot of money for these activities.

This study aims to try to explain the importance of knowledge management in university education to achieve the goals in a short time in a more effective and useful way because the goal of universities is progress in our community such as education and science and problem-solving and, Innovation in different areas. This article aims to present a basic concept of knowledge management to permit thoughtful planning processes in an organized way in higher education and also to ensure that important aspects are engaged into account in knowledge management projects by providing an efficient understanding. and effective answers to this overbearing and rapidly changing environment.

Practical Implications: This study describes the enhancement of higher education expertise in knowledge management and suggests how staff at research universities and higher education institutions can improve knowledge which, in turn, improves academic sector performance.

RESEARCH METHODS

The study design included qualitative research methods. The information collected was from reports, books, academic journals, and the use of short interviews/discussions with students and teachers.

Based on the literature review and the practical experience of both authors in the teaching of knowledge management and participation in knowledge management research, this theoretical study recommends an action plan for higher education institutions (colleges and universities) to be followed to ensure the design and implementation of the management successfully.

The study break was organized as follows. In the next section, we review the relevant literature and discuss theoretical and lens-related approaches. Then we move on to the importance of KM in higher education institutions and kilometer spaces in universities and colleges, which is the main part of the study. We conclude the study with conclusions.

RESULTS AND DISCUSSION

Knowledge management is a viable means by which higher education institutions can use their intellectual and social capital profitably (Loganathan, Rubeshan, Sadhasivan, 2018). Successful knowledge management depends on processes that improve one's ability and motivation. The organization is there to learn and share knowledge and performance in a way that leads to positive outcomes (Alshehri, 2020). stated that the education sector has always been recognized as the focal point of various knowledge processes, that is, the creation, dissemination, and learning of knowledge (Rowley, 2000). Knowledge management in higher education institutions emerges from processes designed to learn and Take advantage of knowledge assets drawn from teachers and students (Pinto, 2014). The management of research by higher education institutions becomes more and more strategically important by the day. Higher education institutions need to focus on creating and developing knowledge workers who are capable of being successful. And excel in a competitive global environment (Nawaz, 2014).

Recent studies in the knowledge management field have recognized that this century is the knowledge and information age, in which knowledge is a critical organizational asset (Obeidat et. al., 2016). According to Shahzad et al. (2016), Knowledge can be explained in terms of information, knowledge, ideas, skills, expertise, and experience. Organizations have often implemented knowledge management programs to better connect employees and Enhance knowledge sharing. (Osama, Ramzi, Tillal, 2020). We believe that effective knowledge management is vitally important to increasing the quality and efficiency of teaching and research, retaining the best professors and researchers, developing new curricula, improving cost-effectiveness, and expanding the limits of time and study. space to allow student expectations to be met. fulfilled anywhere, anytime. The goal of institutes like the KM Study Institute in Education is to help educational institutions expand their ability to collect and share information and knowledge, implement it in problem-solving, support research, and continually improve their work. (Petrides, 2003).

(Serban and Luan 2002) claimed that colleges and universities exist to create and exchange knowledge. (Later in 2003), He stressed that knowledge management in higher education is often very difficult due to many bureaucratic and cultural factors that pose obstacles. There is a lack of social interaction that affects the effectiveness of the communication and social networking process, as well as a lack of interest due to complacency and disengagement from the learning process. (Geng et al). (Gibb 2005) stated in the 21st century that a successful university's strength depends on its ability to create, manage and use knowledge most effectively.

KNOWLEDGE MANAGEMENT IN COLLEGES AND UNIVERSITIES

Today's higher education institutions must focus on how to improve the quality and skills of students to adapt to the demands of the job market. Changing the nature of work will increase the need to exercise skills in the 21st century (Mehdi Nezhad, 2011). Knowledge management increases organizational innovation, as information is the provision of new ideas and as a result, an organization can improve the efficiency, effectiveness, and satisfaction of graduates who can meet the needs of employers in employment. entry-level in the future. (Ramakrishnan & Yasin, 2012 as noted by way of MMHE, 2012). This expertise has to be collected, conserved, and made on hand to all people in the organization (Madhar, 2010).

Knowledge management has become one of the contemporary developments in management thinking and practice, and the most appropriate changes are occurring rapidly in this year today. The world that has become the production, generation, and dissemination of knowledge through its use and benefit is the costly feature, and one of the main indicators by which it is possible to measure the progress of societies and their ability to contribute effectively to the fact. -finding. Merit and excellence in the global economy depend on knowledge.

It is no longer a secret for researchers and educational leaders the importance of knowledge management and its role in modernizing the educational process and increasing the performance of higher education institutions to achieve their objectives, better returns, and lower costs, but rather the commitment to apply the principles of the knowledge management of tomorrow is one of the imperatives for the survival and reputation of higher education institutions at a time when the number of graduates is no longer a unit of competence or a measure Performance standard (Maayah, 2006).

Earlier studies (Mostert and Snyman 2007) do not address issues related to knowledge of university management. It's not only in the corporate world that you should be aware of the importance of knowledge management institutions of higher education as high attrition rates due to staff facing retirement, death, aging, or leave for other organizations. In their study, (Wamundila and Ngulube 2011) tried to make sure to keep at university strategies, like any

other organization that is conscious about knowledge retention. Authority such as (Henzel 2000) Believes that the lack of knowledge valued as a knowledge retention tool undermines operational performance, as it will be difficult for the organization to discover and confirm operational strengths and weaknesses is vital operational knowledge. However, the concept of knowledge management is new in educational institutions, especially in practice, and there is no single agreed definition for knowledge management in universities and colleges. A study (Petrides and Nodine, 2003) Knowledge management in educational institutions “as a window or a means for the people who work in the educational institution to develop a set of practices to collect information and share what they know, leading to behaviors or procedures that would improve the level services and products provided by the educational institution. "So, due to this definition, it is clear that knowledge management works to link the three main sources of the organization, which are: (people, processes, and technologies) to allow the organization to invest and exchange information and knowledge available to obtain it more effectively. A study made clear (Kidwell and et.al, 2000) to create knowledge, innovation, discovery dissemination, and circulation is the reason for the president in the presence and establishment of universities and colleges, the piece emphasizes the importance of even the inevitability of adopting knowledge management as entrances for improvement and development, which effectively contribute to achieving its goals and mission that I found for it.

The following is a performance of some aspects of the significance of knowledge at the university and colleges:

1. Acquisition of knowledge in universities and the importance of having clear conditions to play a role in its success, and its contribution to its transformation into a knowledge-based economy, and the increasing role after realizing that creating a competitive advantage depends primarily on intellectual assets, including promoting continuous innovation. Knowledge is the basis for obtaining and maintaining a competitive advantage.
2. Knowledge contributes to the transformation of universities from societies to knowledge societies, and there is a radical change in the organization to adapt to the rapid change in the business environment and the increasing complexity it faces.
3. Determine the levels of knowledge and qualities available to the university based on the effectiveness and efficiency of the departments of things to activate and restructure their resources, and the attempts to develop and improve their performance.
4. The university and faculties must apply renewable knowledge, develop the educational and research community, improve their services and achieve standard access to global levels.
5. The transfer and production of knowledge is the main justification for the existence of the university, and the teaching staff through their work as a researcher develops knowledge, publishes research, presents a different topic at the conference, and seeks to transfer knowledge by traditional methods. Like books, research, or a new technological form.

THE SPACES OF KNOWLEDGE MANAGEMENT IN UNIVERSITIES AND COLLEGES

Since the beginning of creation, human has gone through a number of different relationships and are gradually being exposed to different knowledge (Mihraban, Aras , 2021).

Knowledge management in the university and faculties is divided into three levels: the individual level, which indicates how to develop concepts and knowledge and try to invest, and the group level, which depends on the knowledge of work capacity. Sharing common knowledge and user groups, the level of organization that is knowledge management through some processes such as the aggregation and dissemination of knowledge, retrieval, and coding.

Therefore, the knowledge that focuses on the work of the university can be seen in its three aspects, namely, the production and dissemination of knowledge and its application, and represent these aspects in the whole areas of knowledge management at the University which could be dealt with the areas of knowledge management at the University as follows: (morality, 2010).

EDUCATION AND TEACHING

The conversation always needs meaning and the analysis of the meaning is controversial because the sayings are the main reasons for this Connect speakers and listeners in such a way that the speakers believe in mutual understanding (Omer, Hedayat, 2019). Education is one of the most important functions of the university because of its role in the preparation, which requires the availability of several requirements, including providing educational opportunities for all students, since education in universities requires them to reach the point of perfection, and acquire mental abilities. related to the profession, and apply what has been learned from facts, information, and concepts to situations and problems. New skills, as well as critical scientific thinking. The roles of university education in the knowledge society have changed to a wide range of activities that help build democratic knowledge-based societies, including supporting innovation and generating new knowledge, and contributing to the formation of human capital. This is an effective role in achieving the development of society in the knowledge society.

COMMUNITY SERVICE

The representation of community service is one of the most important functions performed by the university and college in the service of the knowledge society, which is always working to apply knowledge and use it to serve and develop the community. Then, the university leaves its traditional role and works outside the walls of the external community to interact with it, as it reflects the concept of the university as an open organization, and is also linked to the requirements of new knowledge for learning. production techniques and knowledge from multiple sources and society. Community service areas vary as faculty members serve the community surrounding the university with joint research or participate in community seminars and activities, or include providing services to the wider community, conducting research addressing problems, and providing advice and expertise to the community. Institutions and rehabilitation of community leaders.

The knowledge management process has brought with it great changes, especially in the field of industries, which is why countries in all regions of the world are facing an increase in demand to enhance their capacities in the field of research and knowledge production (sarkar, 2017).

SCIENTIFIC AND EDUCATIONAL RESEARCH

As for scientific research, it is one of the three tasks that fall on the shoulders of the university and the faculty, since it seeks to develop, preserve and develop knowledge, but it is considered one of the pillars of the university rector, but the one from the university. tasks will not be performed. effectively without worrying about scientific research and development. It is based on the production of knowledge and development, and the problems and issues of the society vary to serve the development objectives, thus it occupies an important place in the knowledge society. It pays by doing everything possible for researchers to acquire research skills that allow them to obtain information that allows them to achieve the desired goals and identify strategies that allow them to take actions and decisions that allow them to achieve what is desired and add new knowledge to the financial balance of human thought (Toni 2011).

Scientific research in the field of education is one of the most important pillars of human development in society, and an absolute need for development and modernization to solve its problems, in terms of providing care and ways to improve it, as well as the interest by the various sectors of education. Because education is a real investment and a return on your returns, you need to focus on educational research that uncovers new insights that will help you understand educational issues and issues around them. There is no doubt that “with a social transformation, the role of educational research has doubled more than ever in the creation of an educated knowledge-based society, and eight of them were the development of a knowledge society, education, learning, and growth looming from multiple sides. First, the foundations of scientific research and education must be laid. (Morality,2010).

CONCLUSION

As evidenced by discussing the literature, the researcher found that knowledge management practices have a significant impact on higher education institutions. This brings us to the main objective of this study, which is to understand the role of knowledge management in developing university performance. The results of this study indicate that knowledge management is a very important and useful tool for developing and strengthening regulations and increasing their efficiency and effectiveness at a university or college. Higher education institutions have a high potential to apply knowledge management practices to improve their viability, efficiency, competitiveness, and quality. To get a better result we need to apply knowledge management systems in the academic sector, the investigation knowledge management process in university we achieve a much better outcome for the learning success process.

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