

# Inaugural Workshop of Knowledge Management & E-Learning

## - Launch of the KM&EL Lab

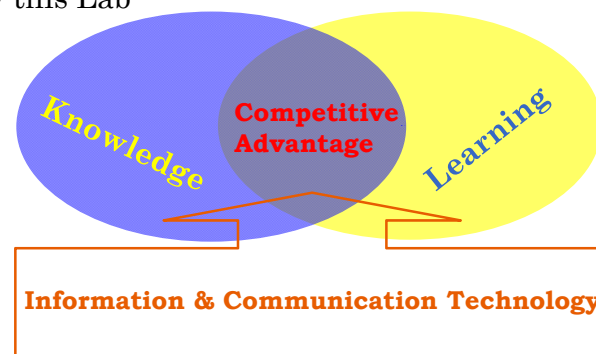
<http://kmel-lab.org/website/>

28 Oct 2009



## Introduction of the Workshop

- Launch of the Laboratory of Knowledge Management & E-Learning
- Why this Lab



## What We Do

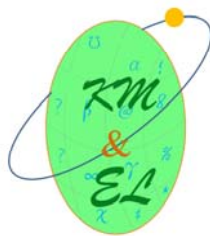
- Develop technology-enabled solutions for learning and KM
  - iterative analysis, design, and implementation of solutions to practical problems
  - generate and disseminate pragmatic methodologies and technologies for KM and EL
  - in addition to examining the adoption and impact of technologies
- Balance and integrate pure and applied research
- Facilitate multiple disciplinary collaboration
  - education, computing and information technology, business, ...

## Our Objectives

- Enrich students' virtual learning experiences
  - Highly interactive learning environment
  - Sufficient e-instructions for self-directed learning
- Strengthen local and international collaboration
  - Academic staff, research students, *practitioners*
- Promote knowledge exchange with organizations and communities
  - Web-based training/learning program
  - Technology-enabled knowledge management system
  - others

## Our Effort

- Advisory Board
- Members
- Collaborative Labs
- Core Collaborators
- Funded Projects
- Visitors
- Events
- Journal – KM&EL international journal
  - <http://www.kmel-journal.org/ojs/index.php/online-publication/index>
- Publications (book, journal, conference)
- Lab Website: <http://kmel-lab.org/website/>



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## What We Pursue

- Academic excellence
- Partnership with society and service for the community
- Continuous Development
  - Funding
  - Donation
  - Collaboration
  - Service / Product / Solution

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## Today's Workshop

1. Virtual Worlds in Reality  
*Prof. Doug Vogel (AIS Fellow), City University of Hong Kong*
2. Educating the Reflective Practitioner  
*Prof. Kuldeep Kumar, Florida International University*
3. ProcessLab: Research in the Field of Bank-related Process Management  
*Prof. Jurgen Moorman, Frankfurt School of Finance & Management*
4. Transforming and Improving Business Process with Alerts and Exceptions  
*Dr. Dickson K. W. Chiu, Dickson Computer Systems*
5. Knowledge Management and E-Learning  
*Dr. Maggie Wang, The University of Hong Kong*
6. Blog Mining for Business Intelligence  
*Dr. Michael Chau, The University of Hong Kong*
7. Project-based Learning with ICT  
*Mr. Angus Chan, The Chinese Foundation Secondary School*

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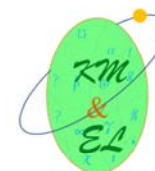
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## Knowledge Management & E-Learning

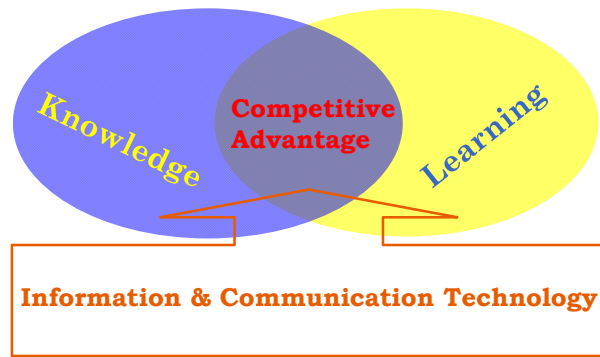
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## Why KM & E-Learning



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## Knowledge Management

- Knowledge
  - Theoretical or practical understanding of a subject
- KM
  - Creation, capture, organization, access and reuse of knowledge / intellectual assets
  - Practice, method, approach, strategy
- Relevant Terms
  - Organizational Learning, Community of Practice, Intellectual Assets/Capital

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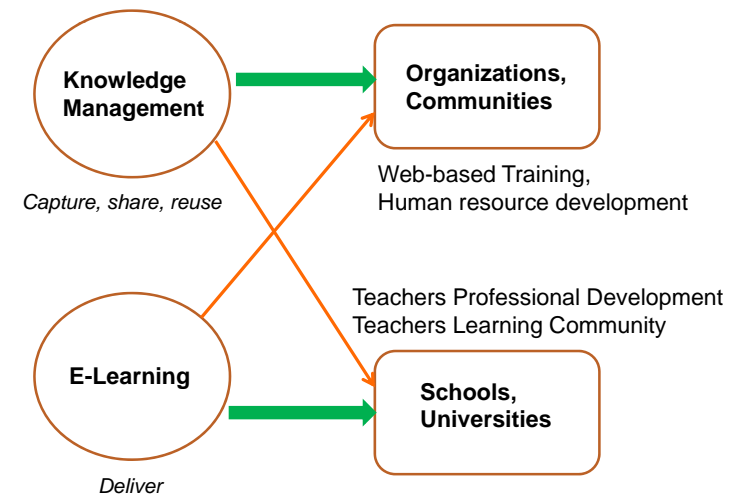
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## E-Learning

- Learning facilitated and supported through the use of information and communications technology (ICT)
- Relevant Terms
  - Technology-Enhanced Learning (TEL), Technology-Mediated Learning (TML), Computer-Based Learning (CBL), Computer-Based Training (CBT), Web-Based Education (WBE), Web-Based Training (WBT), Virtual Learning Environment (VLE), Distance Learning, Online Learning, Mobile Learning
- Why E-Learning
  - Evidence form HK

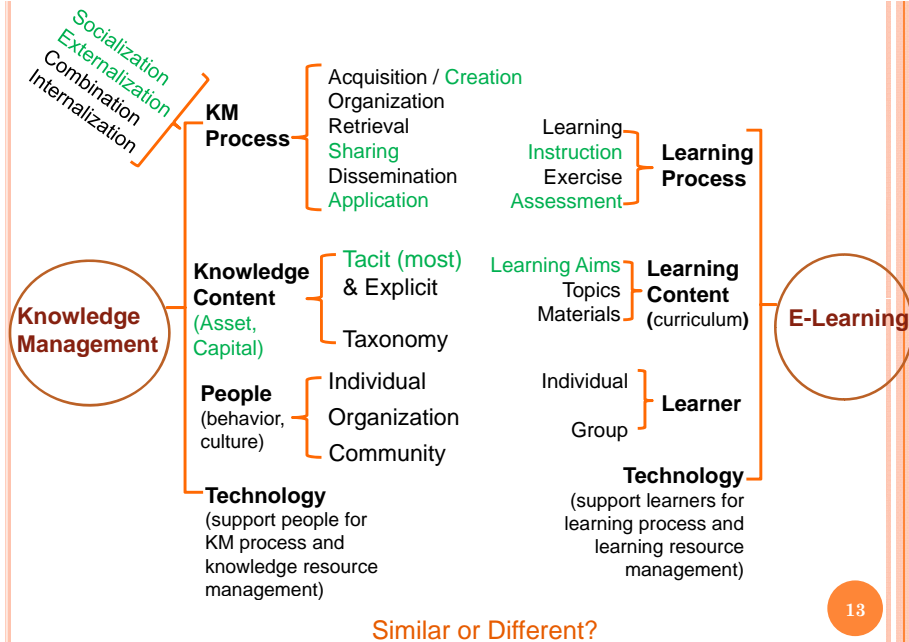
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## Issues

- Learning vs. knowledge creation (tacit-> explicit)
- How to deliver tacit knowledge in e-learning?
  - Simulation, visualization, virtual reality, ...
  - Computer-supported scaffolding, interactive instruction
  - Problem-solving learning scenario
- From content-driven to instruction-driven
  - Instructional design: computer-generated guidance to learners for self-directed learning
    - conceptual, procedural, strategic
- Computer supported collaborative learning
  - Content synergy
  - Computer-supported argumentation/discussion, group support system
- Link KM and EL to organizational aims

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## Performance-Oriented E-Learning in the Workplace - a research project



## Background

- Workplace learning
  - The means, processes, and activities by which employees learn in the workplace, from basic skills to high technology and management practices that are immediately applicable to workers' jobs, duties and roles.
- Increasing demand for learning at workplace
  - Rapidly renewed knowledge and skills
  - Increased employ turnover
- E-learning as an approach to facilitate workplace learning
  - Flexibility to access
  - Just-in-time delivery

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## Problem

- Significant gaps exist between corporate interests and learner needs in e-learning
  - Employees* do not think e-learning is helpful since the knowledge learned cannot help improve their work performance
  - E-learning is generally designed without taking into account the *organizational* vision and mission
- Most e-learning development tends to focus on technical issues and ignores pedagogical and organizational issues that are necessary for effective e-learning programs
- Corporations as learning arenas are different from schools
  - learning should be built on practical tasks and work situations
  - with the aim to serve organizational goals

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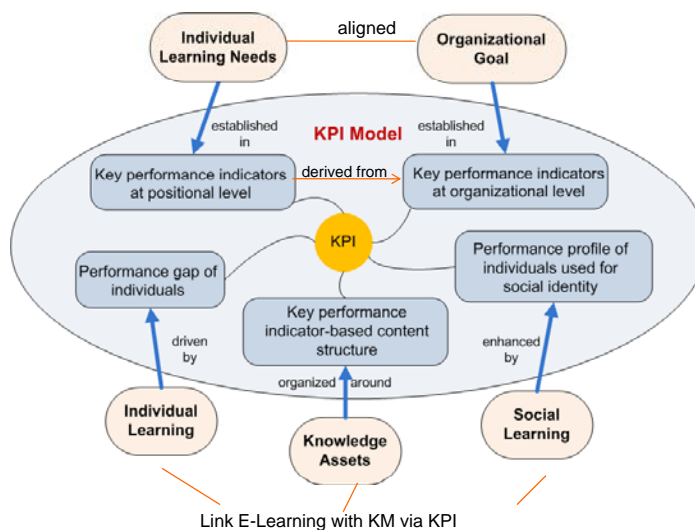
## A KPI-Oriented Approach

- KPI - Key Performance Indicator
- In a KPI model, organizational mission and vision are interpreted into a set of key performance targets at multiple levels
  - Organizational -> Unit -> Position (individual)
- KPI is used to clarify organizational goals and individual learning needs and link them in e-learning applications
  - drive learning towards the goal of improving work performance

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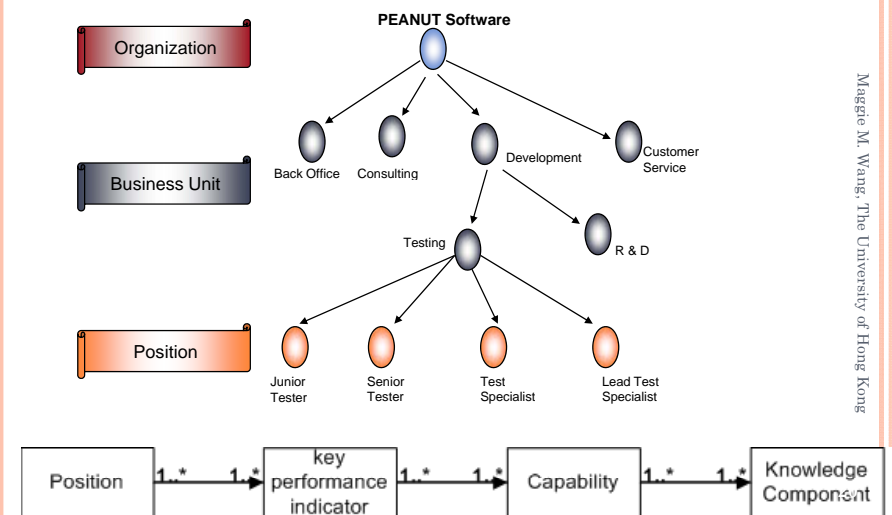
## A KPI-Oriented Approach (cont')



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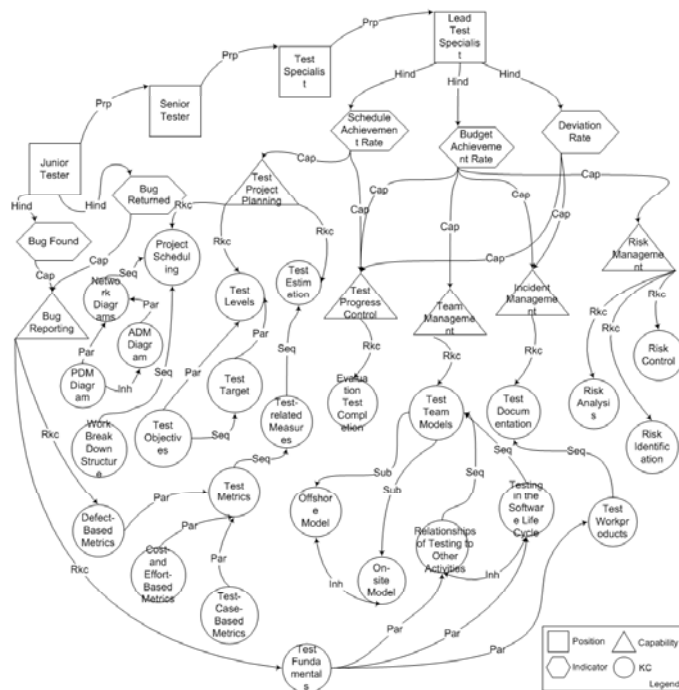
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## A Selected Company



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## Summary of KPI-Oriented Learning

- The KPI model makes organizational goals accomplishable by showing a clear picture to each individual as to what is important and what they need to learn
  - Performance gap, individual learning goals & syllabus
- The KPI model also supports social learning and knowledge management in the workplace
  - KPI-based structure for knowledge organization
  - KPI-based social identify and trust
- Integrate E-learning with KM via KPI

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