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A Suggested Proposal for Supporting the Competitive Advantage in Fayoum University in light of Knowledge Management Approach

Submitted by

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Abstract

A proposed vision to promote the competitive advantage of Fayoum University in light of a knowledge management approach

The Study Problem:

The study problem can be conceptualized in the following main question:

How can the competitive advantage of Fayoum University be promoted in the light of a knowledge management approach?

From the main question, the following sub-questions can be formulated:

- 1- What is the conceptual framework for competitive advantage in university education?
- 2- What are the theoretical foundations of knowledge management in university education?
- 3- What is the theoretical status quo of the competitive advantage at Fayoum University in light of a knowledge management approach?
- 4- What is the status quo of the competitive advantage at Fayoum University in light of a knowledge management approach from the perspective of the study sample?
- 5- What is the proposed vision to support the competitive advantage of Fayoum University by using a knowledge management approach?

Significance of the Study

- 1- The study can be instrumental in disseminating the culture of competitiveness among universities, in addition to addressing the relevance of university competitiveness with its status in international rankings.
- 2- The study casts light on one of the most recent concepts in the domain of management, which is knowledge management, a key contributor to enhancing university performance, and how it could be implemented to benefit in achieving the university's goals and earning an important competitive position in global markets.

Objectives of the study:

1. Defining the conceptual framework for competitive advantage in university education;
2. Identifying the theoretical foundations of knowledge management in university education;
3. Exploring theoretical status quo of the competitive advantage at Fayoum University in light of a knowledge management approach;
4. Addressing the status quo of the competitive advantage at Fayoum University in light of a knowledge management approach from the perspective of the study sample;
5. Establishing a proposed vision to promote the competitive advantage at Fayoum University using a knowledge management approach.

Study Limits:

With respect to its theme, the study only deals with using a knowledge management approach in promoting the competitive advantage in the areas of (teaching – scientific research – community service) at Fayoum University. In its field aspect, the study is confined to a sample of faculty members and their assistants at the Faculties of Fayoum University.

Study Approach and Instruments

The study employed the descriptive approach since it adopted the case study method, a type of descriptive research. In this regard, Fayoum University was selected for the field study. Also, a questionnaire directed to the faculty members and their assistants was utilized.

Study Procedures:

The current study adopts the following procedures:

1. **The first step** provides the general framework of the study which includes: the introduction, the study problem, its significance, objectives, limits, terminology, approach, instruments, past literature, and study procedure).
2. **The second step** presents the conceptual framework of the competitive advantage in university education.
3. **The third step** provides the theoretical and intellectual foundations for knowledge management in university education.
4. **The fourth step** sheds light on the theoretical status quo of the competitive advantage of Fayoum University in the areas of teaching, scientific research and community service.
5. **The fifth step** presents the field study.
6. **The sixth step** provides the proposed vision for promoting the competitive advantage of Fayoum University through utilizing a knowledge management approach.

Results of the Field Study:

The study results revealed that there exist a set of obstacles that hamper achieving the competitive advantage of Fayoum University in light of a knowledge management approach. Such obstacles include: lack of financial resources to conduct scientific research, deficiencies in the incentives and rewards systems rendered to faculty members, lack of specialized programs in

entrepreneurship at the university level, shortage in technological investment and the sophisticated technological infrastructure, the failure of educational programs to keep pace with the requirements of the labor market, lack in forging research partnerships with international universities, as well as between the university and the productive sectors of society, lack in competitive standards for the internationalization of scientific research and educational programs, deficiencies in marketing university research and weakness in regulations and legislation related to competitiveness.

Translated by FUCLT

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