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Activating Knowledge Management for Developing Fayoum University Staff Members' Academic Performance

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2015

Abstract

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Universities face many global and local challenges in the twentieth century that were imposed by the astonishing knowledge explosion and the technological scientific progress in many fields, and the emergence of a knowledge society in which most nations and grappling on the ownership and possession of a larger amount of knowledge and information, and become a knowledge of the most fundamental elements in the economic progress and scientific and technological development and the main engine for the renaissance of nations and a means communities to occupy an appropriate place within the developed countries, and then compete real world has become competitive to acquire knowledge and exploitation and use, and has become a powerful nations are the most knowledge and the richest and creators who are adding to the knowledge of everything new.

Since knowledge management approach is one of the most important approaches that was produced by the knowledge society through which universities can develop its performance and achieve a competitive advantage in a changing environment depending on investing and developing its real treasure which is knowledge, so, universities as producers of basic sciences and

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strong investors of intellectual property and ambassador of research results, need to adopt this approach to manage knowledge effectively which helps develop their performance, increase their ability to work in a competitive changing environment imposed by the knowledge society and its increasing challenges.

In this regard, several studies emphasized the importance of the adoption of knowledge management in universities because of their important role in the improved performance of university at all levels, which contribute to achieving a high level of performance at the individual and institutional level, through the opportunity for faculty members to produce a body of knowledge, and development and transfer, and their application, and employment in the areas of scientific research, and processes of curriculum development, and improve the educational services provided to students, where are the universities of more institutions suitability to adopt special knowledge management they reposed massive with strong infrastructure of knowledge, which is the elite scientists, researchers and leaders in the all disciplines.

The problem of the study:

Despite efforts to improve the performance faculty member Fayoum University, but many of the reports and studies indicate that there are a lot of problems that hinder academic performance development for faculty members, as followed: the

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use of traditional teaching methods that are no longer enough to keep pace with the changes and challenges efforts in today's world of knowledge revolutions, and the revolution in information and communications technology, which led to the diversity displayed on the university education patterns such as self-learning and collaborative e-learning, education, distance education, in addition to weak productive research for faculty members as a result of limited access scientific friction on the global and local levels, and the weakness of the Egyptian presence in the regional and global conferences, as well as weakness allocated for grants and scientific visits budgets, and lack of resources to conduct scientific research knowledge as a result of the apparent shortage in the construction of sophisticated libraries, and does not update the existing libraries, and finally link scientific research heavily on career advancement and not for the purpose of knowledge and development of production and development , and not be linked to development plans teaching faculty research, and not points of interest including implementation conducted by faculty at universities and research centers members of the research and studies, and the isolation of the university for the needs of the surrounding community.

The problem of the study is identified in the following main question:

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How can knowledge management be activated to develop the academic performance of Fayoum University staff members?

This main question is branched into the following sub questions:

- 1- What are the theoretical bases of knowledge management in university education?
- 2- What is the academic performance of staff members in light of knowledge management approach?
- 3- What are the most important contemporary international experiences in the field of staff members academic performance development in light of knowledge management approach??
- 4- What is the status quo of Fayoum university staff members' academic performance in light of knowledge management approach?

What is the suggested vision of activating knowledge management for developing Fayoum university staff members' academic performance?

The significance of the study:

- 1- Developing the academic performance of university staff members as it is the main factor in achieving the aims and mission of the university.
- 2- Shedding light on knowledge management concept as it is a relatively new concept which was dealt with from different

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viewpoints. That led to some ambiguity in dealing with the concept. The aim is the improve the way of practicing the concept in university education institutions.

- 3- The importance of the topic that the study deals with as knowledge management is considered one of the most important approaches and effective tools in the success of the institutions which justifies the need to figure out its processes, practices and products.
- 4- The importance of the study results from the importance of the university education institution as it is a cognitive institution which is the top of knowledge producing and knowledge spreading institutions. This makes it a must for the university to enhance the academic performance of staff members working in this institution.

The aims of the study:

- 1- Identifying the theoretical bases of knowledge management in university education.
- 2- Studying the academic performance of staff members in the university.
- 3- Identifying the most important international experiences in the field of knowledge management and academic performance development of staff members.

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- 4- Studying the status quo of the academic performance of staff members in Fayoum university.
- 5- Establishing a suggested vision for activating knowledge management to develop the academic performance of Fayoum university staff members.

The method and tools of the study:

The present study used the analytical descriptive approach as it is suitable for the nature and aims of the study. It helps in knowing knowledge management concept, its dimensions, processes, and products in educational institutions. The case study was used to figure out the status quo of the academic performance of Fayoum university staff members, the obstacles of its development, knowledge management activation to develop the academic performance of Fayoum university staff members. The study used the open interviews and the questionnaire in the field study procedures.

The delimitations of the study:

The present study was limited to knowing the role of knowledge management in developing the academic performance of staff members in the fields of (teaching, scientific research and society service). The tools application was limited to a sample of staff members in some theoretical and practical faculties at Fayoum university. The application period lasted from February to April, second term, 2015.

The terms of the study:

1- (Activating):

It means activating, strengthening, supporting and pushing forward in the right direction. In the study, it means activating, supporting and strengthening the academic performance of university staff members in light of knowledge management.

2- (Knowledge management)

It is a process which aims at having the ability to develop and invest the thinking foundations at the university through the cognitive process which is represented in acquiring, storing, transforming and spreading information to develop the academic performance of staff members in the field of teaching, scientific research, and society service.

3- (Development)

A scientific organized and systematic method which is based on a group of elements aiming at improving staff members' skills in performing their career tasks in a way that achieves the aims of the university which makes a positive effect on the level of performance of the university in general and the level of the staff members in particular.

4- (Performance)

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The exerted efforts to enhance the individual's skills in performing his career tasks in a way that achieves the target aims and high levels of performance.

5- (Developing the staff members' academic performance)

The overall required processes to enhance the staff member's efficiency in the fields of teaching (spreading information), scientific research (producing information), society service (applying information) which enables him to perform his role in an effective way.

The procedure of the study:

The study consisted of the following steps:

The first chapter:

the overall framework of the research including the introduction, the problem of the research, the significance of the research, the aims of the research, the method of the research, the delimitations of the research, the terms of the research, previous research, the procedure.

The second chapter:

The theoretical bases of university education knowledge management.

The third chapter:

the academic performance of the staff members.

The fourth chapter:

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the most important contemporary international experience in the field of developing the academic performance of staff members in light of knowledge management approach.

The fifth chapter:

the academic performance of Fayoum university staff members in light of knowledge management.

The sixth chapter:

The field study and its results analysis and explanation.

The seventh chapter:

A suggested vision for activating knowledge management to improve the academic performance of Fayoum university staff members.

The results of the research:

The study found out a group of obstacles that hinder the development of the academic performance of Fayoum university staff members which are:

- 1- The weak cooperation between staff members in conducting group research.
- 2- The inflexible laws that govern the university work and especially those related to the performance and the development of the staff member.
- 3- The training programs presented to university staff members don't satisfy their training need.
- 4- The insufficient training programs that lack modern trends in academic performance development.

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- 5- The lack of connection between staff members in different faculties and universities and the weak ability to practice knowledge management processes effectively.
- 6- The lack of money and human resources required to conduct applied research in which staff members participate to use their knowledge and experiences in society service effectively.
- 7- Lack of local and international cooperation between Egyptian universities and foreign universities.
- 8- The weak connection between the university and the society which hinders knowledge application in the fields of applied research, research consultations and training programs in solving the problems of these institutions and developing human resources.
- 9- The lack of a research strategy that plans scientific research in in all universities so as not to repeat research.
- 10-The lack of trust in some research results and in the abilities of researchers on the part of high authoritative people and decision makers in society.
- 11-Complications facing staff members to attend conferences abroad.
- 12-The difficult routine required to get approvals to scientific research publication and research projects.
- 13-Travelling of scientific experts especially those with unique specializations who are needed in development plans.

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- 14-The great numbers of students and the great teaching load that is to be done by the staff member.
- 15-The insufficient development in the courses to cope with the fast scientific changes.
- 16-The inability to use communication and information technology to enhanced teaching, research and society performance of university staff members.
- 17-There is no clear policy for developing human and academic resources at the university.

The suggested vision included some procedures, steps and suggestions that contribute to activating knowledge management to develop the academic performance of staff members at Fayoum university through developing the organizational culture, the organizational structures and also providing the university leadership that supports knowledge management at the university and communication and information technology basic structures and knowledge management centre at the university.