Knowledge Sharing and Dissemination in Higher Education Admissions Center, Oman

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Knowledge management (KM) is used essentially in HEAC (Higher Education Admissions Center) to increase productivity and efficiency. Many organizations tend to use the principles of KM practices to review the details of using the concept of KM in admission center. This research based on evaluation of KM in Ministry of Higher Education (MoHE) that will help to review the strategies, which lead to improve current situation of work in HEAC. The major focus in this research is about the usage of Knowledge Sharing and Dissemination in HEAC "Data Exchange Portals", that successfully change the perspective of people and the intellectual workflow that will make the enterprises to have sharing of information using technology. The use of KM concept facilitates the admission center that will help to add value to the HEAC services. The reason for choosing the higher education sector in Sultanate of Oman is that they require a lot of assistance to deal with thousands of student's data and different institutions. The research approach can exercised uniquely, if there is implementation of KM used as the tool for sharing data.

Keywords: Knowledge, Knowledge management; Knowledge sharing

Introduction

KM is an important principle used in HEAC that will ease access, store and deliver knowledge. Many HEIs attribute using knowledge management concepts to add value to their services. KM practices used commonly in HEIs, which make use of most of the existing e-learning opportunities. KM tend to make use of adjustment in time and deliver services anytime and anywhere with the disaggregated knowledge. KM plays an essential role in facilitating and integration of tacit and explicit knowledge by adding value using best practices and data mining.

KM implication in Oman is a revolution. Most of the higher education sectors recognize KM to be an asset, which creatively used in an obvious manner. The interaction between tacit and explicit knowledge in HEAC suggests the continuous process of interaction that acts as a KM concept that will make innovation and encourage creativity to boost which is the result of creating the new knowledge. KM system is the key for HEIs that will offer better opportunities and have a chance of better decision making and competitive advantage. The academic sectors tend to achieve significant opportunities especially in Oman that will help to achieve their goals [1].

The aim of this research is to study the implication of KM in Higher Education Admission Centre (HEAC) in Ministry of Higher Education (MoHE) using software that includes Data Exchange Portal. This will help to know the structure and architecture to help in knowledge sharing. This research will review the issues and challenges faced by KM along with representing the details with suitable recommendations to improve KM concept in Higher Education Admission Centre (HEAC).

I. About Research

A. Research problem

This research will solve the issues related to slow management as far as knowledge sharing perspective is concerned in HEAC by implementing the usage of Data Exchange Portal.

B. Research goals

The main goal of this research is to explore and review implication of KM in HEAC that will help in sustainable growth. KM tends to be a major issue in HEIs while there tends to be an important aspect to create and transform the knowledge application and create a methodology among the student and staff to generate and spread knowledge sharing and dissemination concepts. The goals of this research is to implement the data exchange portal in admission center in HEAC by sharing knowledge that is an essential factor for prosperity and competitiveness.

C. Research Objectives

The following are the objectives research project implementing the KM concept in HEAC:

- To study advantages of implementing KM that will add competitiveness in higher education institutions.

- To critically evaluate the intensified pressure that is faced by HEAC.

- To review the advantages of implementing KM in HEIs using data exchange portals.

- To study the advantages of knowledge management implementation in HEAC.

D. Research Methodology

The research methodology is an approach that helps to expand the topic of research by implementing different strategies to get data. The researcher has focused on HEAC, which are the functional domains in determining the effectiveness of KM. Use group discussion to analyze the professional experience in the field of KM in higher education.

There will be functional determination of analyzing the use of Data Exchange Portal in HEAC [8]. The data obtained by two sources: The primary data analysis collected by

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interview using questionnaire while secondary data collected from content analysis that will make use of documentary materials such as books and journals.

The research methodology framework used to get a clear account of all the related procedures and approaches that are used for research study of data collection. In additional, is an effective strategy to offer a clear description of the research approach, paradigm as well as research design.

The HEAC environment will be analyzed using a SWOT analysis. However, during this research SWOT is used and strategic analysis and at end fined a gap analysis. Suitable recommendation and conclusions will address sharing knowledge approach in HEAC.

IV. LITERATURE REVIEW

Knowledge

Knowledge is considered a collection of a variety of ideas and experiences which forms a framework to incorporate the information while the knowledge system is dependent on the organizational activities that offers a detailed understanding of different contexts with detailed information based KM system [5].

An Important of KM in HEAC

Knowledge management today applied across the world and clearly affects HEAC, process, people and technology. Most importantly, KM is recognized to be 'the key driver of new knowledge and new ideas'. It is very important for HEAC to understand *"What they know"* to know the value of sharing knowledge. In order to find best practice. Dawson mention that the importance of KM in higher education and similarly Biloslavo and Trnavcevic mention expression, as *"KM is especially important for organizations, comprised of experts where success depends upon generation, utilization and uniqueness of knowledge base".*

KM helps HEAC to improve their capacity to solve problems and decision-making smoothly. HEAC can benefit from their people sharing, innovating, reusing, collaborating and learning. Some benefits are:

1)   Making the HEAC employee's best problem-solving experiences reusable and accelerating services.

2)   Avoiding redundant effort and making the same mistakes twice.

3)   Taking advantage of existing expertise and experience.

4)   Enabling the HEAC to leverage its size and reduce costs.

5)   Stimulating innovation and provide potential to expand and grow.

6)   Has ability to learn and response faster than others.

Knowledge Sharing (KS)

KM is one of the emerging trends with added the support from the industrial community. This is based on engaging different aspects in KM in order to have better industrial leverage. System thinking is defined as a conceptual framework, which is an implemented for problem solving strategies and usually considers an effective pattern related to understanding different problems [7].

Systems thinking is derived as a form of the basis for learning HEAC especially in education sectors. KM is generative towards the systematic thinking. This concept related to customizing and integrating the existing knowledge and creating innovative approaches that will help to solve most of the problems that are increasing in HEAC are not easy to solve [6].

Research finding

Employees should have the will for sharing knowledge to build up innovation [9]. There is positive reflection of knowledge sharing in enhancing the quality and performance in HEAC which keeps employees updated with the readiness to offer new information to their and colleagues. In order to provide more opportunities to HEAC.

The questionnaire shows most employees make use of initiatives, which provide careful sharing of knowledge, and the advantage is to see any rewards. This done by discussing the issues internally and needs to be well managed to have right approach in decisions [2].

Most staff do not offer the knowledge sharing (KS) if additional responsibility and time is required with the new employees to train them for having shared experience with them and to have a culture that has shared knowledge experience in HEAC.

The questionnaire presented an idea that employees tend to avoid the limitations for KS process, as they do not see that sharing of knowledge can reduce the competitiveness among the peers and this is a very good sign for HEAC culture [2].

V. ANALYSIS

A. SWOT Analysis

SWOT analysis is a useful tool to help strategic planning and the decision-making process. Questionnaire analysis is an important factor, which can be summed up in the following main points:

Strengths:

- The questionnaire results in the willingness of employees to share knowledge and information with others.

- There will be no limitations for KS

- There are booklets and documents present for available admission processes.

- The KM integration process and sharing initiatives enter into the HEAC goals that use strategic approaches more commonly.

Weaknesses:

- There are no policies for KS that are related with audit flow of information.

Opportunities:

- To discuss the ways of issues that used in HEAC due to the available knowledge.

- Training the new staff will be easier as the old existing staff will have the ability to spend and share the knowledge

- There are wide formal and informal spaces, which share, reflect and generate the new system of knowledge.

Threats:
- Knowledge sharing used within the HEAC that have threat for privacy and security.

B. Strategic Analysis

The SWOT analysis helped notice the risks, which relate to the limited number of options in HEAC and reduce the cost of maintaining expectations of the students. The analysis highlighted the importance of monitoring the performance of people in ways to be more creative and innovative. HEAC needs to have proper records in database to make use of the Knowledge and should have a risk management scheme. The proper process helps align the KM goals and this project stage of implementing knowledge sharing in HEAC.

TABLE 1: GAP ANALYSIS SUMMARY

Research	HEAC	
Approach		
There needs to be a group of core work set up that will help to promote KM techniques in HEAC and make people to map out the situation with positive moderations.	HEAC lacks core team for capturing and promoting the knowledge sharing aspect.	
People		
Connecting people through: 1. communities of practice 2. Face to face meetings, which may include knowledge sharing events.	Regular meetings are held at each key stage. There is a willingness to share knowledge, However, facing difficulty with crowded time.	
Process		
The concept of KM being linked to HEAC goals that will make the initiatives to be measures easily. The socialization and externalization of tacit knowledge in HEAC will help to manage the spiral knowledge in entire organization. The process of transfer of knowledge in HEAC related to be simple and learning will get better before, during and after.	KM has not linked to any of the key business goals that are related with industries to set and measure objectives that balance the scorecard and business units are recording projects that offer clear procedure to share and capture tacit knowledge. The stages in projects are very clearly identified and need consistency in cross border connectivity that meet the embedded process and allows the sharing experiences before implementing any such strategic process.	
Technology		
Connectivity is the need for having a specific infrastructure that will be effective for common sharing of information. Tacit knowledge can externalized and sharing of knowledge among communities will be better in practicing knowledge.	The technological issues in terms of implementation of KM will be well managed by using group intranet that is platform used to standardize the plan and develop project tools and community systems. The non-using communities will reduce the practice to capture knowledge that is reduced the way at the close-out and to maintain knowledge repository.	

Literature review highlighted the common themes related to KM alignment. The right strategic implementation were reviewed as per HEAC to measure the benefits and value of knowledge. The weaknesses were identified with the implementation of KM and key areas were sorted by recording the projects to know the right way of managing people and sharing knowledge using technology to create awareness about the sharing perspective of knowledge.

The summary of gap analysis in HEAC as mentioned in Table 1, showed the following gaps:
- There was no core team in HEAC for promoting and capturing as well as sharing of knowledge.

- HEAC did not use community practices for which the clear procedure was missing for sharing and capturing tacit knowledge.

- HEAC lacked group repository, knowledge maps or other groupware in use, which caused major frustrations.

CONCLUSIONS AND RECOMMENDATION

Conclusion

KM concepts have evolved in MoHE and help to develop HEAC. The use of data exchange portals help to share knowledge in HEIs especially in admission center which constantly need attention for student portal and to share academic details.

There are many positive opportunities provided with implementation of data exchange portals that are effective and useful for sharing knowledge and usage of KM techniques. There will be excellent decision-making capabilities and the questionnaire revealed that the development and improved academic services lie in successful implementation of KM principles. There is reduced cost in most of the areas of implementing the KM criterion. This research discussed the various aspects that make the KM concepts to use successful as it creates a positive approach in learning and knowledge that is more efficient sharing. There should be use of KM in admission centers in Oman, which help them to make competitive enough to face the world. KM shows that knowledge-sharing attitudes are very high and commonly used in HEAC environment.

Recommendations

KM implied for the purpose of appropriate management of services especially in the admission center in Sultanate of Oman. The following recommendations plan tend to be effective and will help to share data in admission center by using data exchange portals that will enhance the effectiveness of the services being delivered at education center in Oman.

- There should have a new section created in HEAC, which will be related with auditing and approving international certifications. There will be requirement to hire expert people who are capable of evaluating the desired certification.

- KS needs investment by HEAC that shall be conducting several activities like training, workshops and transfer of knowledge to staff. They can be a useful source of motivation, which is a very sophisticated example of sharing knowledge and reflecting positively as per managing quality of work in HEAC. By performance and competency gap analysis: Training is to bridge the gaps with the right competencies.

- There are policies which should be avoided that include exchanging knowledge which needs to be managed well in order to have better maintenance of security and privacy relevant to information assets.

- There should be campaigns organized which will create awareness regarding the significance of KM concept that shall be applicable in different institutions to make ease in work in admission centres at HEAC.

- HEAC Portal can be valuable and data driven with embedded self-service BI.

- Which is flexible to monitoring, auditing and merge data from different sources and easily integrate in existing IT infrastructure.

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