



Journal of Applied Sciences

ISSN 1812-5654

science
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Research on Modernization of University Management Based on Knowledge Management

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Abstract: Universities and colleges are eager to reform the existing problems of traditional management model in the course of modern management, establish the effective knowledge management systems. According to the need of reform and development of University Management System, the article is mainly from the conception of knowledge management, analyzes the role and significance of implementing modernization of university knowledge management, point out the problems about university knowledge management at present, put forward the strategies about the modernization of university knowledge management, promote its developing process.

Key words: Knowledge, knowledge management, modernization of university knowledge management

INTRODUCTION

Since university was born, it bears the task of human knowledge production, dissemination and creation, at the same time, it is the ideal place of inheriting human civilization. The era of knowledge economy is coming, university is facing with opportunities and challenges what we have unknown, one is to promote university regard the development of times as an good chance, further enhance comprehensive strength, the other is to require university to create on the basis of knowledge production, dissemination under the increasing large pressure, improve the process of learning society, promote the development of knowledge society. So, produce the important field of modern organization management-Knowledge Management. University is in the situation of all kinds of knowledge transaction, it is a typical knowledge intensive organization, it not only has the characteristics and advantages of knowledge management but also is facing revolution and research of modernization of university knowledge management. Therefore, we need to study and explore the knowledge management, to promote the innovation of modernization of university management.

MEANING OF KNOWLEDGE MANAGEMENT AND MODERNIZATION OF UNIVERSITY KNOWLEDGE MANAGEMENT

The conception of "Knowledge Management", some scholars believe that it comes one sentence of Drucker (1992): "In this society, knowledge has become

the most basic resources of individuals and the whole economy. The traditional productive factors, land, labor and capital-economists pay more attention to-did not disappear but become secondary factors. Some other scholars think that the international consulting company of the United States first proposed the conception which is famous Entovation of America Lexington. American Production and Quality Council (APQC) think knowledge management should be the strategy adopted by the organization, it can be guaranteed to give the most in need of knowledge to the people who need it the most in time. It can help people to share information and then through the different way to put it into practice and finally achieve the target about improving organizational performance (Gao and Juan-Juan, 2003).

While some scholars pointed out: "The most wide understanding is that knowledge management is the era of knowledge management, the most narrow understanding is that knowledge management is the knowledge assets management (or intellectual capital)" (Wu, 1999). Different angles and different fields emphasize on knowledge management differently, at present, it states mainly from the aspects of the management object, function, behavior, target and so on, the main points are as follows: Knowledge management is to get through knowledge sharing, use the collective intelligence to improve changing and innovative ability; knowledge management is to manage knowledge and use knowledge to manage; knowledge management is the process about the effectively using the company's intellectual capital to create business opportunities and technological innovation (Wang, 2007). In a word, knowledge

management is the management process of taking the knowledge as the core and by confirming or effectively use original and acquired knowledge, developing continuous management about all kinds of knowledge and improve the innovative ability and the capability of creating value, to meet the process of current and future needs of knowledge. Its starting point is to take knowledge as the most important resources, obtain or use knowledge in order to improve the competitiveness of the organization.

The modernization of university knowledge management is the process of knowledge production, acquisition, management, communication, sharing, extension and application, mainly refers to use the theory and method of knowledge management, knowledge of university resources, human resources, material resources, financial resources and cultural resources of all kinds of resources and especially emphasizes to allocate and use the knowledge resources rationally, regard the human resources management as the management core, people-oriented, regard the knowledge application and innovation as the management objectives and then meet the knowledge needs of university development and the development of all the teachers and students, so as to achieve the target of university personnel training, scientific research, social services and cultural inheritance and innovation.

ROLE AND SIGNIFICANCE TO IMPLEMENT MODERNIZATION OF UNIVERSITY KNOWLEDGE MANAGEMENT

In the development of economic society and the era of knowledge economy, University is one of the various social organizations and groups, to promote economic development, not only has general character of social organization but also has the characteristics of university knowledge intensive organization. In this context, university will implement the people-oriented mode, modernization of knowledge management which take the knowledge management as the center, improve the strength of running a school and benefit for the future development of teachers and students, it has the vital role and significance.

Contribute to improve the efficiency of university management, enhance the effectiveness of the work: Modernization of knowledge management focused on all the staffs' wisdom, it is the process of managing school with collective strength. So, it can avoid errors and unnecessary losses caused by the blind decision-making work and it can be according to the teaching law

development, the developing practice and school characteristics, implement scientific management, make the tacit knowledge about wisdom of education, teaching skills and educational experience be explicit, so that the external knowledge can be made into the school internal work, make the individual knowledge of staffs and students improve the collective knowledge and organizational knowledge, we can promote knowledge sharing and innovation through the ways of teamwork, discipline and other forms, so as to improve the efficiency and the overall level of university management, improve teaching quality, management level and the level of social services and improve the effectiveness of the work.

Contribute to give full play to the initiation and creativity of all the staffs and students, promote the integration of the work: The modernization of university knowledge management regard knowledge innovation as the soul and spirit about improving the quality of education, pay attention to innovation in all areas of education, personnel training and promote the innovation of knowledge. The knowledge management modernization regard democratic participation as the fundamental, the unified leadership in decision-making at the same time, pay attention to the participation of all the students and staffs, pay attention to focus on each person's wisdom, give full play to the initiation and creativity and form a powerful force of school education. Promote the resources integration and support for all aspects of knowledge integration in the atmosphere of open, inclusive, trust and make the knowledge exchange and sharing come true, so that all the work has the common and special characteristics and promote all the work cross and integration, in order to achieve symbiosis and common progress.

Contribute to improve the value of university intangible assets: The modernization of university knowledge management, on one hand, it can improve the level of school education, social competence and social influence, on the other hand, it also can effectively enhance the value of university intangible assets. We can better develop educational scope, improve the efficiency of running school, highlight the school characteristics, access to social recognition, even can lead to the development and progress of the society. Intangible assets play the role that can not be ignored in the process of university value creation. The theory of knowledge management is that the sum of university knowledge can not be the simple addition of university knowledge but it is the knowledge with a specific structure and function of the knowledge and the intangible assets, it is an important

part of university combined knowledge. Through the management process of the modernization of university knowledge management, it can effectively improve the disciplinary construction, training target, social services, scientific research and cultural heritage, the value of intangible assets, make full use of intangible assets of university organization, namely all their knowledge, improve the comprehensive strength of the University itself.

Contribute to formation and development of university characteristics: University characteristics is a unique conception in the running process of a university formed training target, training model, cultural atmosphere and so on, continuous innovation is the fundamental of university development, if there is no innovation and no characteristics. The modernization of university knowledge management regard innovation as its ultimate goal, university should further explore the management model with its own characteristics on the basis of the originality, it is personalized, unique management model, knowledge management is the innovational management that regards knowledge resources as the center, it should be an innovation oriented and gives the innovational subject the greater autonomy and responsibility, in the knowledge innovation and sharing and provide guarantee for the formation and the development of University characteristics.

ANALYSIS ON THE CURRENT SITUATION OF KNOWLEDGE MANAGEMENT IN UNIVERSITY

Modernization of knowledge management have played an important role for effectively coordinating the university organization, improving management efficiency, enhancing their own strength, it is the important guarantee that university gives full play to the four major functions of talent training, scientific research, social services, cultural inheritance and innovation. But at present the implementation of university knowledge management modernization has the following three aspects problems in our country.

Problems of university exterior environment level: With the rapid development of the market economy today, the university has been developing very fast. However, at the same time, we also want to see the negative impact from the different aspects. On one hand, University will inevitably has various links with the government, enterprises and institutions and other related units in the developing process, so that, in all aspects of the policy, cooperation, ideas will be affected in some way which will

also affect some part of knowledge management level, make the development deviate from the expected target; Moreover, teachers and students are influenced by influences of external environment and society, such as money worship, eager for quick thinking, in order to get the funds, financial support and change their ideas which affects the final target of knowledge management. Therefore, whether individuals or organizations, should correctly analyze the current environment as well as outside influence, correctly view the relationship between its objectives and outside targets which can make them coordinate, complement each other and achieve the win-win situation.

Problems of university internal organization level: The ideas are relatively backward and obsolete: Although university is the creator and disseminator of knowledge, the talents cultivating library and culture inheritor but its leaders, teachers and students do not have full understanding modern knowledge management, knowledge management has not been put into the field of education and teaching, talents training, disciplines cross and management performance, the benefits of running schools, not been highly valued, so as to restrict the process of modernization of university knowledge management.

Branch level organization and the official standard play the dominated role: The traditional management thought emphasizes the hierarchical structure and the official standard thought, resulting in serious waste of educational resources in a certain extent, caused the twist of university value in a deeper level, the academic standard give in the official standard but also seriously hindered the exchange and communication of university knowledge management, in the invisible situation, make low the enthusiasm and creativity of staffs, resulting in the act of one's own free among various departments, lack of unified arrangement and deployment, follow one's own inclination in the state, hindered the implementation and operation of modern knowledge management.

Lack of corresponding knowledge management platform: University knowledge management is that the university teachers and students use all the knowledge resources to establish internal and external knowledge network, it is the means of putting knowledge communication, knowledge innovation and knowledge transfer (Ye, 2011). The implementation of modern university management needs to rely on the good platform construction, it can effectively implement the management system operation of knowledge integration, sharing, protection, innovation

and so on. However, many universities are lack of knowledge management software, hardware and network platform, make the treatment on the change of external knowledge be relatively slow, has poor adaptability, hence, make the efficiency of university knowledge management lower.

Problems of teachers and students individual behavior system level: For the teachers and students personally, blurred cognition, psychological barriers, lack of skills, will have an impact on the implementation of knowledge management. First, in terms of cognition, although modern knowledge management has many advantages but because of new things, don't know much about it, that just the job of the managers and it is nothing to do with their own knowledge which leads to low efficiency of management; and in the psychological aspect, it is obstacle of knowledge sharing, do not share his achievements with others, can not be the mutual integration, so that it can't go smoothly; the third, it is the personal technological problem, due to the lack of knowledge collection, collation and communication skills, not skilled in network and computer operation and the knowledge management felt nothing. Therefore, we should overcome the problems of individual behavior, we can promote the running of knowledge management system in an orderly manner.

Knowledge management is a new topic for the University, it must meet the difficulties and obstacles in the process of implementation, we should combine the characteristics of the university, learning from ideas and methods of the corporate culture but also have a profound understanding of the task about the difficulty, importance and particularity of modern university knowledge management. In the process of practice, we will find more effective ways to implement knowledge management in order to promote the modernization of university knowledge management to be more effective development.

STRATEGY OF THE MODERNIZATION OF UNIVERSITY KNOWLEDGE MANAGEMENT

The implementation of modernization of university knowledge management is a systematic engineering, involving many restrictive aspects about management system, personnel quality, campus culture, construction of software and hardware and so on, in the face of today's social challenges and opportunities which vary from minute to minute, to carry out the effective control and management to knowledge and information, we can better play university functions, effectively

promote the implementation of modern university knowledge management. The strategies are as follows.

Attach importance to the conception change of modern knowledge management: Any kind of reform needs the change and reform of conception, especially for new things to be accepted and used, knowledge management is based on information technology but not limited to information technology. From a deeper level, it is the change of values and thought, the innovation of the organization thought and culture. Knowledge management and knowledge sharing require the internal and external things to be harmonious, open, cooperation and tolerance and adhere to the people-oriented, constructing the modern university system, promote knowledge sharing values and innovation, form the new partnership who is mutual trust, mutual relying on, we will connect management innovation with teamwork coordination, change management conception, form university knowledge management in the situation of open, communication, interaction and integration, innovation and development, lay the foundation for promoting the process of modernization of university knowledge management.

Create a good organization environment about modernization of knowledge management: First of all, we should create a good environment of network technology, mainly from the beginning of the construction of information infrastructure and perfect, build and perfect the campus network and their own web site, forming a network system including knowledge collection, knowledge classification and retrieval, knowledge exchange and regard it as the bridge of linking internal various departments, so as to provide more effective and convenient information and resources for all the teachers and researchers: Secondly, founding the campus knowledge library, knowledge library is an important part in the framework of any knowledge management, provides the most basic knowledge management space for modernization of knowledge management, mainly including courseware library, electronic library, electronic resource database. The building of knowledge library must accord with the general standard and model but also give play to the subject and resource advantages of this school, not only manage the organization effectively but also use external resources effectively, in the establishment of knowledge sharing and knowledge management, have the exchange and communication between schools, the schools and the society, schools and the government, thereby stimulating knowledge management innovation in colleges and universities.

Establish a good leadership and organization structure:

Management organization is the carrier of achieving ideas of modern management but it is also relying on advanced management ideas and effective methods (Luo and Wang, 2004). University should pay attention to the construction of management organization, especially the leading organization structure, the good organizational leadership structure is conducive to develop knowledge management system smoothly. On one hand, make the flat leading organization structure, set and reduce the level of management, improve working efficiency, put efforts to build a knowledge management team, establish a flexible and coordinated organization, further improve the efficiency of organization operation. On the other hand, we should also learn from the advantages of organization structure about the government, enterprises and institutions, research structural characteristics of university organizations in-depth, establish the knowledge library and make the analysis of knowledge value chain and puts forward some countermeasures and suggestions and coordinate the implementation of modern university knowledge management effectively.

Improve the organizational system and incentive mechanism of the knowledge management modernization:

Effective implementation of modernization of knowledge management in University cannot do without the organization system and incentive mechanism, it is a strong guarantee and strong backing to promote the knowledge management process. Therefore, we should establish and perfect organization system of knowledge management modernization, make the knowledge management system based on the organization system, reasonable and effective system, promote knowledge management to implement more efficiently. At the same time, to establish and perfect the incentive mechanism of knowledge management, improve and perfect the process monitoring and evaluation mechanism of knowledge management modernization and develop incentives about the knowledge sharing, knowledge innovation and knowledge accumulation, make knowledge, skills and innovation ability training for the related knowledge management personnel, to give policy incentives and support on the effective promotion, appraisal, reward and subsidy, cultivate the sense of responsibility, to lay the foundation for their taking active participate in the university knowledge management.

Establish and improve the platform of knowledge management technology:

Knowledge management platform is an important part of knowledge management,

is the basic means to evaluate the performance of knowledge management. According to the University's own characteristics, to establish and perfect the platform of university knowledge management technology for their own development needs, promote the knowledge acquisition and processing, communication and sharing, innovation and value-added, stimulate the externalization of tacit knowledge, better understand and control the process of knowledge management, to promote the innovation of university knowledge management plays an important role. In short, the establishment and perfection of knowledge management technology platform, it is convenient for teachers and students to communicate knowledge, further play the benefit of university knowledge management.

CONCLUSION

Modernization of university knowledge management not only focus on the knowledge management and innovation of internal organization but also pay more attention to interaction and integration of organization, the external environment and social groups, further form knowledge alliance and further promote the university development in competition and cooperation. University knowledge management should improve the awareness of the knowledge value, make the ability complement each other, cross, achieve a win-win situation.

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