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KNOWLEDGE INCUBATION PRACTICES PREVALENT IN HIGHER EDUCATION SYSTEM: A REVIEW OF SELECT PRIVATE INSTITUTIONS IN BANGALORE

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ABSTRACT

Knowledge is the understanding, insight, experience one possesses. Knowledge management practice involves basically five stages namely knowledge incubation, knowledge deposition, knowledge dissemination, knowledge evaluation and knowledge application. Knowledge incubation is a process how higher educational institutions acquire, or create knowledge. The private sector has played an instrumental role in this growth, with private institutions now accounting for 64% of the total number of institutions and 59% of enrollment in the country, as compared to 43% and 33%, respectively, a decade ago. This study focuses on how private institutions are involved in the process of incubating knowledge. Higher education being knowledge economy has to work towards updating its knowledge base. All sectors look up to educational institutions to bring a change in the system they function. The study highlights how private institutions are constantly involved in the process of creating knowledge, to enhance the quality to information it possesses.

KEYWORDS

higher educational institutions (HEI), knowledge incubation, professional network Public institutions, private institutions.

INTRODUCTION

India has one of the largest higher education systems in the world, and has witnessed growth in its number of institutions and enrollment in the last few decades. The private sector has played an instrumental role in this growth, with private institutions now accounting for 64% of the total number of institutions and 59% of enrollment in the country, as compared to 43% and 33%, respectively, a decade ago. Private institutions lead in terms of number of institutions and student enrollment. The importance of knowledge as a strategic source of competitive advantage (Appelbaum and Gallagher, 2000; Karma, 2006; Petruzzelli, 2008) Knowledge-based economies are said to be economies which are directly based on the production, distribution and use of knowledge and information, and the term „knowledge-based economy’ emphasizes a fuller recognition of the role of knowledge and technology in economic growth (OECD, 1996). To stay competitive, HEIs must be able to rely on data, information and knowledge about the changing environments and external pressures, as well as their internal core competencies to effectively achieve their mission. The fact of the matter, contends Stankosky (2005), is that we live in a knowledge-based economy, where knowledge assets are the principal factors of production, and nations and organisations have to deal with knowledge assets, if they want to attain a competitive advantage. (KM) refers to a system of acquiring, creating, applying, storing and disseminating knowledge to every individual to achieve institutional objectives. Knowledge management is essential for ensuring quality in higher education. Educational institution has ample opportunity to manage the intellectual resources available to achieve the set goal.

Source: Ministry of Education of People’s Republic of China, Twelfth Five Year Plan: Chapter on higher education, UNESCO: Global Education Digest 2011.
 National Center for Education Statistics USA .

MEANING OF KM

According to Swan et al. 1999 “.... Any practice of creating, acquiring, capturing, sharing and using knowledge, wherever it resides, to enhance learning and performance in organisations”. or

“Knowledge Management refers to an enterprise that consciously and comprehensively gathers, organizes, shares and analyzes its knowledge to achieve its goals.”

TYPES OF KNOWLEDGE

Explicit Knowledge: Expressed in words and numbers and shared in the form of data, scientific formulae, product specifications, articles and manuals, universal principles, reports, patents, pictures, video images, software, and so forth. Deeply rooted in an individual's action and experience, subjective and personal insights, intuitions, etc.

Tacit Knowledge

- Technical Dimension- Informal and hard-to-pin-down skills or crafts.
- Cognitive Dimension-Beliefs, perceptions, ideals, values, emotions and mental models.

OBJECTIVES OF THE STUDY

- ❖ To find out whether knowledge is acquired through professional networks in private institutions.
- ❖ To understand whether private institutions are willing to update knowledge through journals, hiring new staff, and handbooks.
- ❖ To analyze whether they undertake research to develop knowledge base.

RESEARCH METHODOLOGY

RESEARCH DESIGN

The study is conducted with the help of investigative questionnaire distributed to faculty members of select private institutions in Bangalore.

SAMPLE DESIGN

Convenient sampling technique is used to select respondents from private institutions which are accredited with ‘A’ grade by NAAC.100 faculty members from five private institutions were selected.

KNOWLEDGE INCUBATION/CREATION

Knowledge creation, which is considered to be the most important process in knowledge management. Only if the institutions create and incubate knowledge it can be stored and transferred to all the members of institutions. Knowledge creation involves developing, or replacing old knowledge with, new knowledge (Nonaka, 1994). In addition, Nonaka and Takeuchi (1995) contend that knowledge creation involves addition to knowledge, or the correction of the existing knowledge. This study focuses only on five main activities for knowledge incubation. They are

1. Institutions are engaged in external professional network to acquire new knowledge.
2. Information and feedbacks are collected from all the stake holders when ever required.
3. Institutions hire new staff that possesses the required training and knowledge and skill to discharge their responsibilities efficiently.
4. Institutions are willing to subscribe to journals and magazines which help to gain understanding on current changes in the industry.
5. Institution is ready to undertake relevant research which will create knowledge base.

DATA ANALYSIS**MEMBERS ARE ACTIVELY INVOLVED IN EXTERNAL PROFESSIONAL NETWORK**

	Percentage
Strongly agree	32
Agree	40
Neutral	18
Disagree	10
Strongly disagree	0
Total	100

INFORMATION AND FEEDBACK FROM STAKEHOLDERS

	Percentage
Strongly agree	26
Agree	52
Neutral	16
Disagree	4
Strongly disagree	2
Total	100

INSTITUTION BUYS JOURNALS AND MAGAZINES REQUIRED

	Percentage
Strongly agree	48
Agree	44
Neutral	6
Disagree	2
Strongly disagree	0
Total	100

INSTITUTION IS WILLING TO HIRES NEW STAFF THAT POSSESS THE REQUIRED SKILL AND KNOWLEDGE

	Percentage
Strongly agree	46
Agree	24
Neutral	20
Disagree	6
Strongly disagree	4
Total	100

INSTITUTION UNDERTAKES RESEARCH FOR FUTURE POSSIBILITIES

	Percentage
Strongly agree	40
Agree	50
Neutral	6
Disagree	2
Strongly disagree	2
Total	100

FINDINGS

1. Members of private institution are actively involved in external professional network -72 % of the respondents agree to this statement only 10% of the respondents disagree.
2. Private institutions connect with all the stake holders to get feedback and required information for institutional change.-78% of the respondents agrees to this and only 8% disagree.
3. Institution are willing to subscribe journals and magazines in required number -90 % of the respondent agree only 4 % disagree.
4. Private institution hire new staff who have the required skill and expertise in particular field. – 70 % of the respondents agree, 20 % neither agree nor disagree and 10% of the respondents disagree.
5. Institution undertakes research for future possibilities- 90% of the respondents agree and only 4% disagree.

CONCLUSION

Private higher educational institution occupies a higher position when compared to public institution in terms of enrollment and number of institution. The quality of higher education in India depends on how the private institution performs. The popularity of private institution is mainly because they are actively involved in research, willing to make the required change in the system to cater societal needs, update the knowledge base through strong research culture, and provide good infrastructure, library facilities. Thus private institution is demanded even though the cost of education in this institution is comparatively high.

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With sincere regards

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Academically yours

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ABOUT THE JOURNAL

In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active co-operation of like-minded scholars, we shall be able to serve the society with our humble efforts.

Our Other Journals

