

Challenges and trends in learning and knowledge management

Hongkong Knowledge Management Society 2017
Prof. Norbert Gronau,
University of Potsdam, Germany

1



2

Institute of Business Informatics and Digital Society, University of Potsdam



Social Media and Data Science
Prof. Krasnova

Social Media Lab



Digitalisation, Influence on customers
Prof. Pousttchi

500 students on Bachelor, Master, PhD level

Application Center Industry 4.0

25 Scientists, 20 research students and lab worker



Digital Government, Influence on society
Prof. Heine

Center for Enterprise Research



Processes and Systems, Influence on enterprises
Prof. Gronau

3

Prof. Norbert Gronau

- Master of Industrial Engineering and Business Administration (1989)
- PhD in Computer Science (MIS in manufacturing, 1994)
- Habilitation in Computer Science (changeability of software systems, 2000)
- Professor for Business Informatics (since 2000)
- Member of German Academy of Technical Sciences (2007)
- Teaching in France, South Africa, USA
- Journal founder and editor
- Company owner
- Trusted advisor

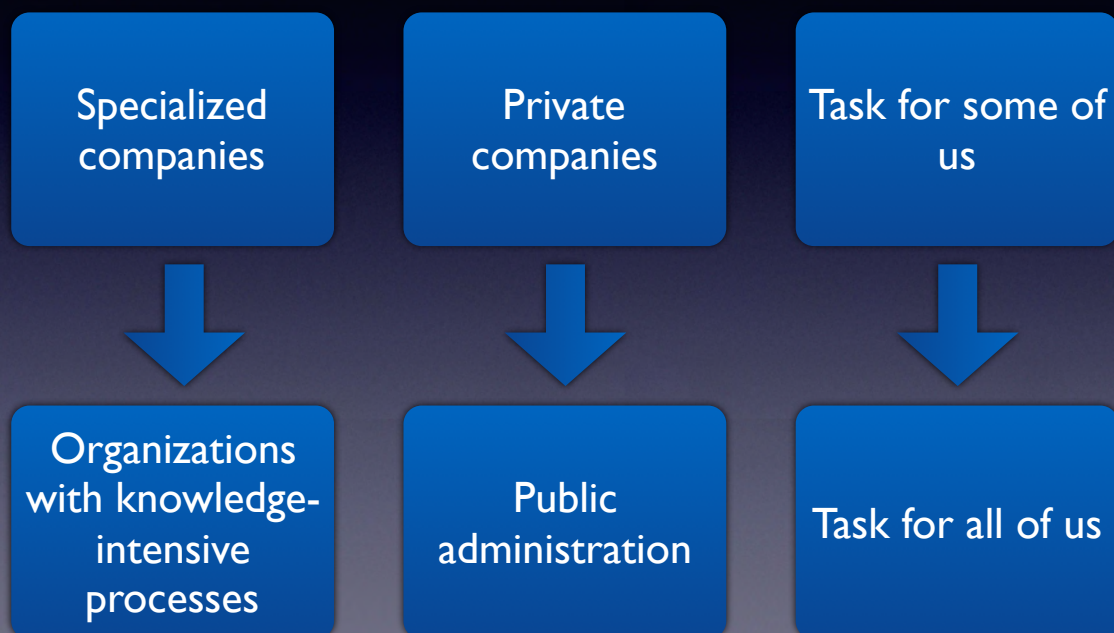
4

Some ongoing research projects

- Automation of process modeling
- Industry 4.0
- Increasing changeability
- Search mechanisms in enterprise systems
- Open innovation
- Intentional forgetting as a method in Knowledge Management

5

Demand for knowledge management



6



The demand for knowledge and learning management is getting stronger.

7

Who is responsible for learning and knowledge management?



8

2

Learning and knowledge management has not yet found a home in the organization.

9

The role of IT



10



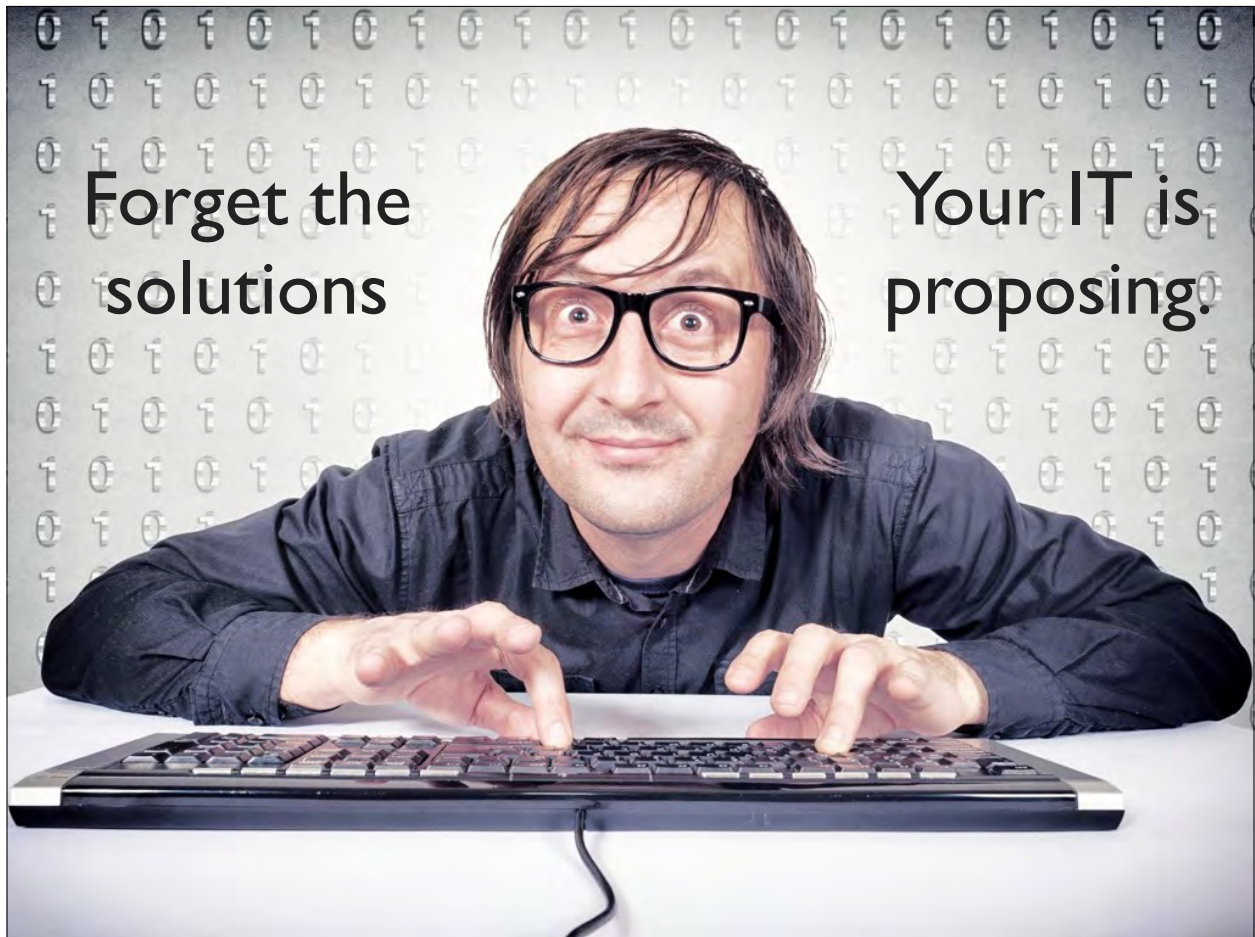
11

Ergonomics and Usability



41h

more working time per year



13

Technical approaches



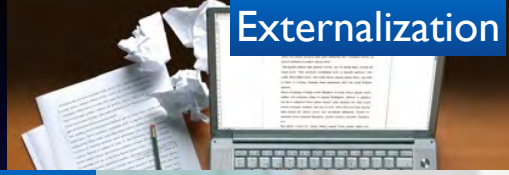
14

How knowledge is generated and converted?

Internalization



Externalization



Socialization



Combination

75%

15



16

3

Do not base your Learning
and knowledge
management strategy on
IT solutions.

17

Approach: Human

18

What characterizes a human?

- Erect walking
- Chewing tools and nutrition
- Complex brain
- Fabricates complex tools
- Creates and controls fire
- Complex language for communication
- Preference to live with others
- Urge to populate the world
- Extraordinary ability for creativity



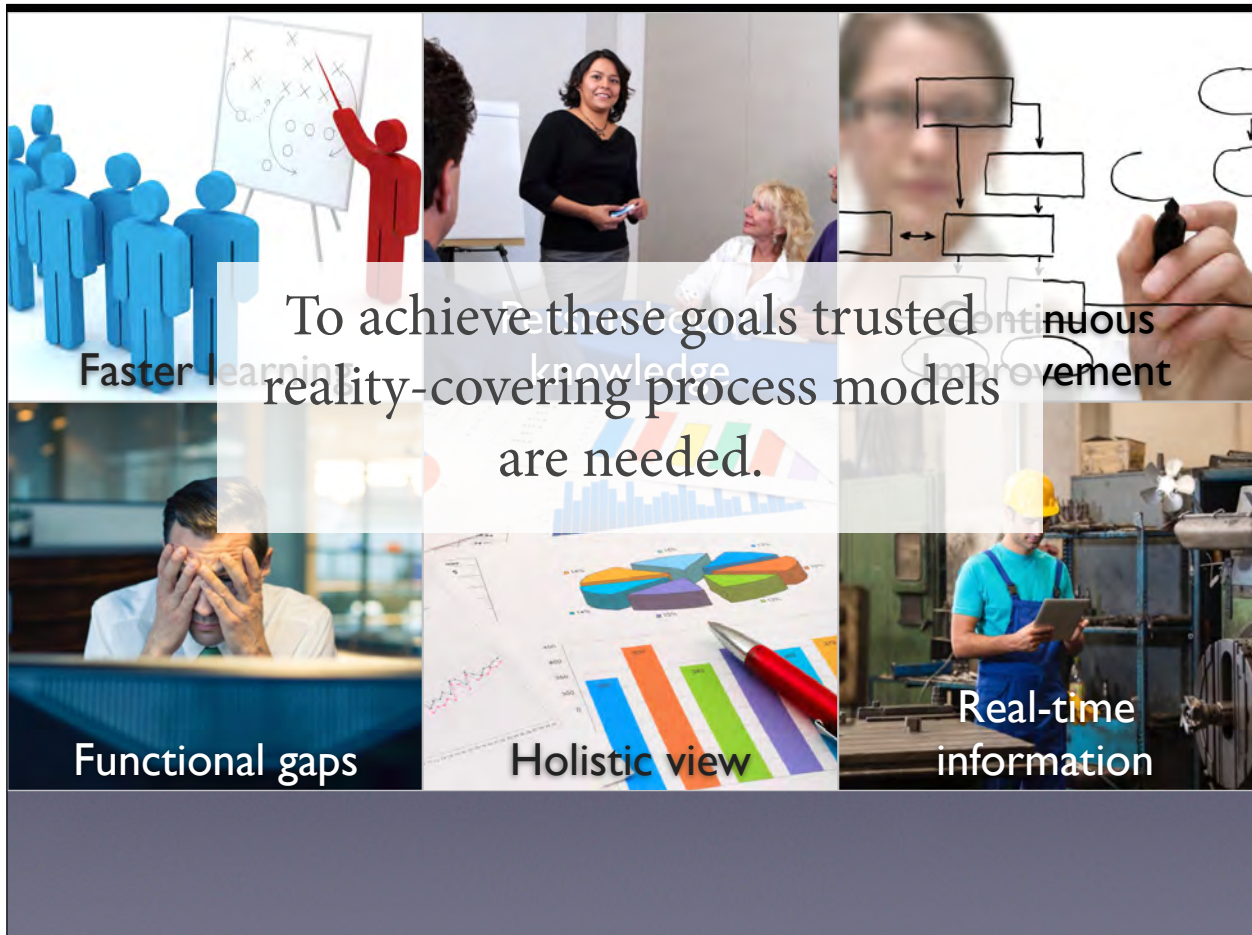
19

Roles and tasks of humans are changing dramatically



Source: Siemens

20

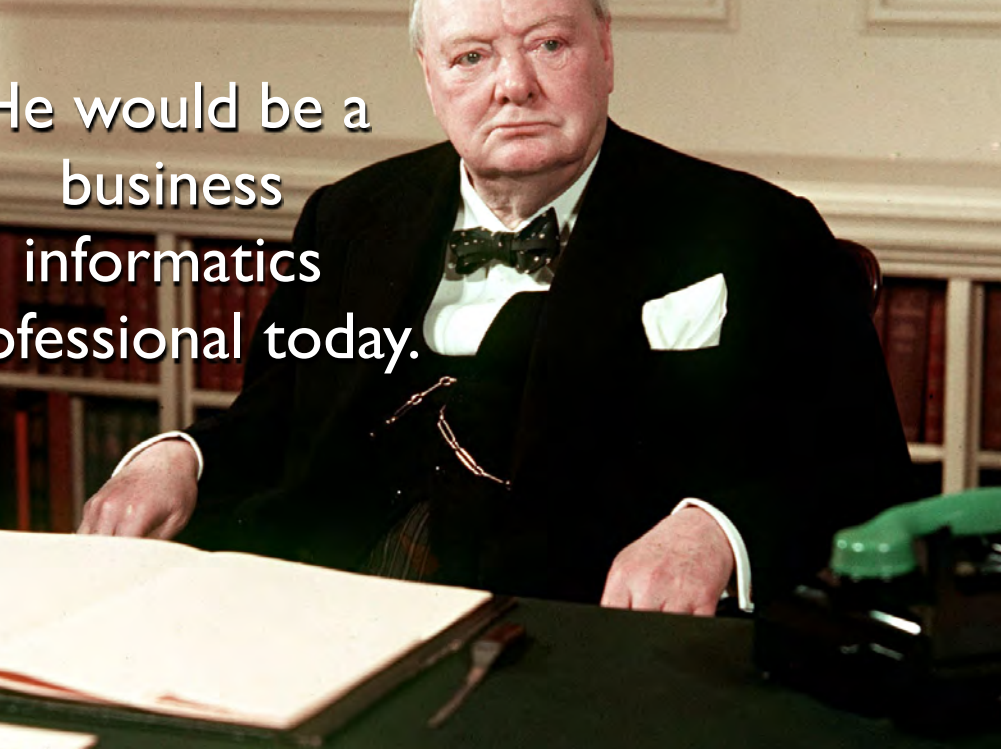


21

4

The focus of learning and knowledge management is shifting to processes and social networks.

22

[illegible]

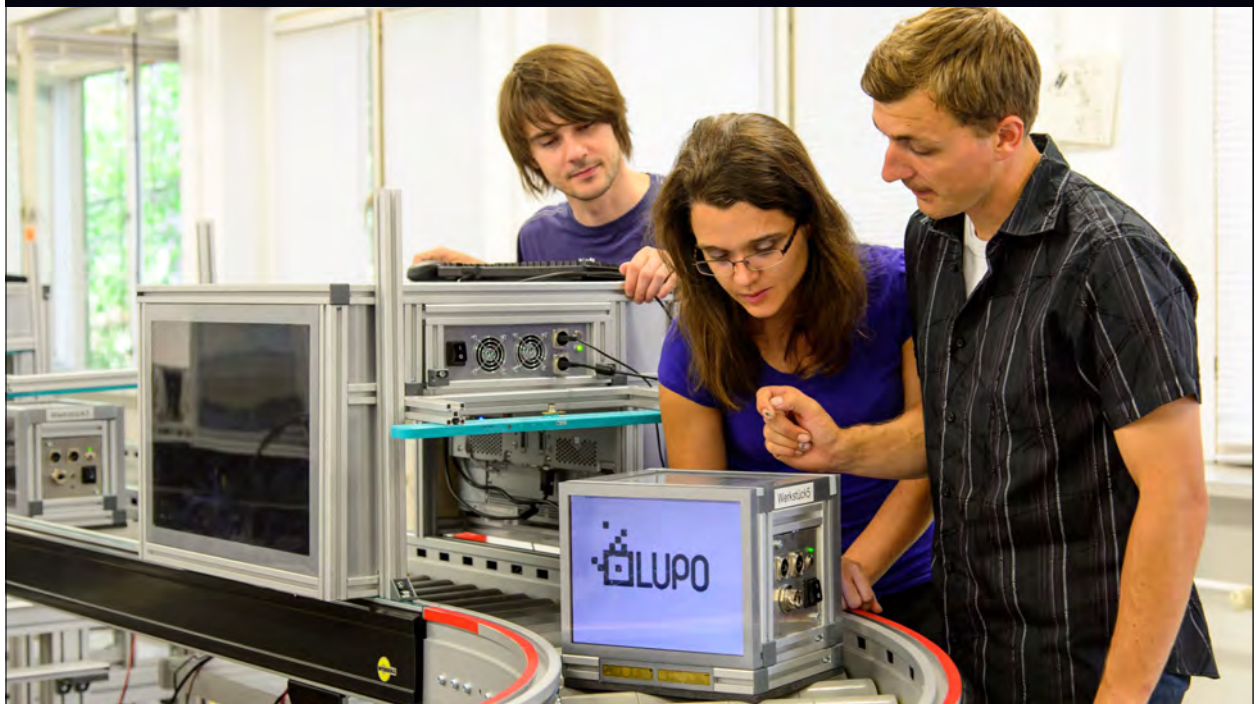
He would be a
business
informatics
professional today.

24



25

Fullfillment of qualification requirements



26

Dynamic Learning management systems

How to acquire special goods

'Der Sumpt'
Tag 3 - 0
Sgt. Paul Jackson
1. Aufklärung

Quelle: Call of Duty 4

27

5

Securing of intellectual Capital is a core task of learning and knowledge management.

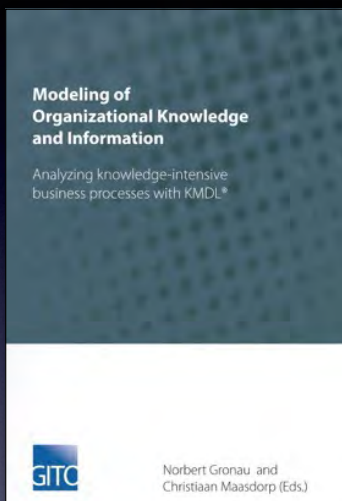
28

Recommendations

- Define knowledge so that everybody has the same understanding.
- Your CIO is not right.
- Gain employees with an attractive work environment.
- Trigger Meta learning.
- Make your employees ready for change
- Become the Chief Intellectual Capital Officer.

29

Recommended reading



Gronau, N., Maasdorp, C.:
Modeling of Organizational
Knowledge and Information.
Analyzing knowledge-intensive
business processes with KMDL®
Berlin 2016, ISBN 978-3-95545-152-3



Gronau, N.:
Modeling and Analyzing knowledge
intensive business processes with
KMDL - Comprehensive insights into
theory and practice
Berlin 2012, ISBN 978-3-942183-52-9

30

Challenges and trends in learning and knowledge management

Hongkong Knowledge Management Society 2017

Prof. Norbert Gronau,
University of Potsdam, Germany
ngronau@lswi.de