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SATISFACTION LEVEL FROM THE KNOWLEDGE MANAGEMENT AND TRAINING AT ASEAN CAMP

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Abstract- The purposes of this paper were to investigate the level of satisfaction as well as knowledge improvement from the government officials who participated in the knowledge management and training at ASEAN camp, Chonburi, Thailand. The target population of this study included all the government officials who were working in the office and had a regular contact with ASEAN member countries. A total of 98 government officials answers the questionnaire and provide a useful comments before and after they had participated in the knowledge management and training at ASEAN camp. Mean and standard deviation were utilized with SPSS program to analyze the data. The findings of this study showed that the overall level of satisfaction of the training was very high with 4.78 and 0.765 SD. In addition, the factors of success in the training included famous speakers, location, and good learning environment.

Keywords- ASEAN, Training Camp, Knowledge Management

1. INTRODUCTION

Knowledge management (KM) is an important concept and a term that has been used for a few decades. What does it mean? The meaning of knowledge management is the way to organize and holistically, in other words, the meaning of knowledge management is the process of capturing, using, and distributing the knowledge effectively in the organization. Better knowledge management can be a great asset to many modern firms, company, and organization around the world. Every day toward the ASEAN Economic Community (AEC) is very important for all member countries. Therefore, it is imperative to training human capital to be able to reap the benefit of the coming AEC. Higher educational institutions are very concerned that the ASEAN Economic Community will not fully take advantages of this vital educational opportunity [1] [2]. These faculty members are an important human capital that must be trained in order to train other people such as staff and students to take full advantage of the coming AEC. English communication is important for Thais students and Thai faculty members. However, Knowledge Management is also an important technology of learning to be implemented to Thailand in order to take the advantage of new economic of ASEAN community.

From this mindset, it is imperative that Thailand needs to improve the quality of education and the ability to understand Knowledge Management to catch up with ASEAN neighbors. The improvement and development of knowledge of Knowledge Management technology will help Thai faculty members to enter the ASEAN market in the near future successfully [3]. The Centre for ASEAN Studies and Training was assigned to set up the ASEAN camp to train both faculty members to understand about the future of ASEAN community and to be able to take advantage of the single economic and big market in the near future. There are many benefits of implement Knowledge Management. For instance, it can be more cost and time effective to deliver to a big size classroom than traditional based classroom training. The web based learning of 700 hours might be condensed and be effective as 2,000 hours classroom learning or it is a huge cut of time and money [4]. This paper was aimed to focus on the level of satisfaction of activities of Knowledge Management set up by Centre of ASEAN Studies and Training in order to use the findings to improve the future activities and understanding of Knowledge Management in the future.

2. LITERATURE REVIEW

In the literature of knowledge management, knowledge is most commonly categorized as either explicit knowledge or implicit knowledge. These two forms of knowledge has been discussed and debated for many decades. Explicit knowledge is an information or knowledge that is set out in tangible form while implicit knowledge is an information or knowledge that is not in the format of tangible form. Tacit knowledge, on the other hand, is an information or knowledge gained through a long experience of the job. It is a hidden knowledge of each person who has performed the job for a long time (McHone, et al, 2011). There are three important stages of knowledge management development. The first stage of knowledge management is information technology. The concept is the involvement of internet and technology. The availability of internet provide knowledge management to deploy new technology to accomplish more effective using of information and knowledge. The second stage of knowledge management is the human capital and corporate
culture. This is because simply to deploy the new technology is not sufficient to enable the knowledge management and knowledge sharing in the organization. To be effective knowledge management, it require an important change in the corporate culture. The third stage of knowledge management is about the content management. It is about the awareness of the important of the content of knowledge.

III. METHODOLOGY

The aim of this study was to investigate the level of satisfaction of faculty members about the benefits of Knowledge Management they received from enrolling and participating in the ASEAN camp. The population and sample size of this study was all faculty members which consisted of 200 respondents who participated in the ASEAN camp in Thailand during March of 2014. The ASEAN camp at Chonburi Province was selected as a main area of research study for Knowledge Management because it provided many ASEAN training activities of Knowledge Management. The sample size of 200 respondents was determined by Taro Yamane table with a 0.05 level of significance [5]. Since there were limited numbers of respondents, the number 200 was chosen from the total population. The data collection was performed via an English questionnaire to elicit respondents' opinion about the benefits of Knowledge Management. There are three parts to the questionnaire. Part one was about the demographic information. Part two was about level of satisfaction in the benefits of Knowledge Management and part three allowed respondents to provide their comment freely. The validity of each question in the questionnaire was tested using Item-Objective Congruency or IIC index [6]. Also, 15 respondents were preted as a pilot study in order to find ways to improve and adjust each question and to get an acceptable Cronbach Alpha Coefficient of more than 0.75.

IV. FINDINGS

The major purpose of the finding section in this research paper were to report sample characteristics and the main results of the data analysis from the

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research questions as well as the level of satisfaction from evaluating the benefits of Knowledge Management at the ASEAN camp. A demographic profile indicated that more female than male faculty members at the camp and were sampled with a ratio of 75:25. In terms of education level, the Ph.D. group made up 12 percent of the sample population and the Master degree group made up 86 percent, whereas, the bachelor degree group was only 2 percent.

**TABLE 1**

<table>
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<th>Benefit</th>
<th>Mean</th>
<th>SD</th>
<th>Rank</th>
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<tbody>
<tr>
<td>1. The benefit of Knowledge Management is clearly the lower cost of implementation.</td>
<td>4.65</td>
<td>1.8880</td>
<td>1</td>
</tr>
<tr>
<td>2. The benefit of Knowledge Management is clearly the less time consuming and difficulty in using.</td>
<td>4.54</td>
<td>0.9916</td>
<td>2</td>
</tr>
<tr>
<td>3. The benefit of Knowledge Management is clearly faster delivery in the classroom.</td>
<td>4.46</td>
<td>0.5894</td>
<td>3</td>
</tr>
<tr>
<td>4. The benefit of Knowledge Management is clearly more effective learning.</td>
<td>4.44</td>
<td>0.8129</td>
<td>4</td>
</tr>
<tr>
<td>5. The benefit of Knowledge Management is clearly lower environmental impacts.</td>
<td>4.40</td>
<td>0.7567</td>
<td>5</td>
</tr>
<tr>
<td>6. The benefit of Knowledge Management is clearly the quality of knowledge received by learners.</td>
<td>4.27</td>
<td>0.7874</td>
<td>6</td>
</tr>
<tr>
<td>7. The benefit of Knowledge Management is clearly the individual attention and self-progress.</td>
<td>4.14</td>
<td>0.6778</td>
<td>7</td>
</tr>
<tr>
<td>8. The benefit of Knowledge Management is clearly the more variety of knowledge.</td>
<td>4.12</td>
<td>0.6774</td>
<td>8</td>
</tr>
<tr>
<td>All categories</td>
<td>4.47</td>
<td>0.7910</td>
<td></td>
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From TABLE 1, the mean score can be used to rank the highest to the lowest concerns as follows: 1) The benefit of Knowledge Management is clearly the lower costs of implementation, 2) The benefit of Knowledge Management is clearly the less time consuming and difficulty in using, 3) The benefit of Knowledge Management is clearly faster delivery in the classroom, 4) The benefit of Knowledge Management is clearly more effective learning, 5) The benefit of Knowledge Management is clearly lower environmental impacts, 6) The benefit of Knowledge Management is clearly the quality of knowledge received by learners, 7) The benefit of Knowledge Management is clearly the quality of knowledge received by learners, and 8) The benefit of Knowledge Management is clearly the more variety of knowledge. Also, the mean score of all categories is 4.47 with standard deviation of 0.7910 which indicated that the average level of satisfaction is high and the benefits of Knowledge Management can be considered high benefits. However, the lowest scores of the variety of knowledge indicated that more can be done in regards to these benefits as well as individual attention.

**V. LIMITATION AND FUTURE STUDIES**

The main limitation of this paper came from sampling only 200 respondents of faculty members in one ASEAN camp which may not represent all the other participants in the other ASEAN camps. As a consequence, the findings may not be proper to generalize. Therefore, future research should use at least 400 respondents with random sampling to get more variety of people from all the camps. Also, future studies should cover not only the level of satisfaction in the benefits but also the reasons that participants were satisfied or were not satisfied with each benefits of Knowledge Management in each category.

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