

# The Application of Knowledge Management in the International Management of Colleges and Universities

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**Abstract:** Educational organization is the main tool of the society's continuous pursuit of knowledge, knowledge management is the main function of educational organization, so the role of knowledge management in educational institutions is crucial, knowledge management is a collaborative and integrated approach adopted at different levels to ensure that the organization's knowledge assets are used optimally, thereby improving organizational performance. Although knowledge management has been adopted by many departments and organizations, the possibilities offered by knowledge management have not been fully utilized in the internationalization management of colleges and universities. In addition, although past studies have tried to emphasize the importance of implementing knowledge management in the international management of colleges and universities, there is a lack of a single, clear application template for knowledge management. This paper describes a practical and gradual process of successful application of knowledge management for international management in colleges and universities.

## 1. Introduction

Knowledge management, such as knowledge creation, dissemination and learning, is considered to be a series of activities that contribute to improving information and the exchange of knowledge in the decision-making process. The education sector has long been considered to be the centre of knowledge processes, and we believe that knowledge management effectively can improve the education's and research's quality and efficiency, retain the outstanding talents, develop novel courses, improve cost-effectiveness, exceed time and space constraints, meet students' expectations anytime, anywhere, help educational institutions expand their ability to collect and share knowledge, implement troubleshooting, and provide research support and continuous improvement of their work knowledge, enabling workers and knowledge seekers to develop a sound knowledge management system. Academics' understanding of knowledge management is that their work is mainly management knowledge, so they are managers of their own knowledge, so they have a certain degree of participation in knowledge management. Different recipes will be used to turn ignorance into knowledge, and teachers will use all the techniques and tools to pass it on to students. The international management environment of colleges and universities not only contributes to knowledge trading, but also provides various management opportunities for everyone. The international management of colleges and universities is to create and share knowledge, social interaction will affect the effective communication process and the establishment of social networks, but also because of self-satisfaction and deviation from the learning process make no interest.

## 2. The Definition of Knowledge Management

Knowledge management is important in any organization to achieve organizational goals by facilitating the acquisition, storage, transform, and spread of knowledge. It is often a collaborative and synthesized approach within the organization to ensure that the organization's knowledge assets are best utilized, thereby improving organizational performance. These knowledge assets include explicit forms of knowledge assets (documents, books, reports, web pages, etc.) and implicit forms

of knowledge assets. Knowledge management is an ancient process, expressed in the form of quantitative management and EDP, which was extended to grouping, portfolio management and automated strategic strategy, TQM intranet and intranet, information systems, and has been widely used since 2000. Knowledge management is the process of converting information and knowledge assets into value, and knowledge can be used to take action when users need it. Knowledge is considered the essential to generating breakthrough ideas, providing a framework within which an organization sees processes as knowledge and all business processes, including the production, dissemination, and utilizing of knowledge, in order to sustain the survival and survival of an organization<sup>[1]</sup>. Knowledge management is the ability to manage documents, data, and workers, enriching the possibilities of working together, including communicating ideas, applying the right ideas, coordinating actions, and achieving the ultimate goal. Knowledge management must ensure that the useful knowledge reaches a specific person in a specific time and people can take specific actions. Knowledge management is a discipline that enables individuals to collectively access, storage, and leverage knowledge to achieve goals, and it is an official process in which knowledge can be captured from the technology in the solution and made available to the right people at the right time. The organization's knowledge management includes acquiring knowledge from itself and from the experience of others and applying it wisely to accomplish the organization's tasks. Knowledge management can take the efficiency and scope of the organization to the next level, and advanced technology enables data and information to serve higher productivity. It also helps to build knowledge, solve problems and make decisions. Knowledge management, as a discipline, must better achieve or even exceed the goal. The purpose of knowledge management should not be to increase knowledge, but to create, consolidate, transfer and apply knowledge in order to better achieve it. Effective knowledge management will also reduce our tendency to repeat the same mistakes and greatly improve the quality of our products and services.

### **3. The Kinds of Knowledge**

There are two kinds of knowledge, explicit knowledge and implicit knowledge. Explicit knowledge: Information that facilitates action is documented and can also be expressed in language, disseminated, transferable and easily accessible. It can be expressed, catch, presented, and encoded in all kinds of forms, such as text, specifications, rules, facts, numbers, blog posts, reports, e-mail and digital assets or other printed materials (books and periodicals), policies, and shares, without discussion, referring to past events or things that can be delivered in formal and systematic language. Hidden knowledge: Knowledge in the mind of a person embedded in the mind of a researcher, such as an institution or organization or research unit, which covers an individual's unique vision, perception, professional perspective, technology, and skills. Implicit knowledge is not communicated in writing because it is completely personal, specific to any field, and even difficult to catch, share orally, transmit in society. Implicit knowledge is personal and context-specific, so it is difficult to formalize and communicate. This knowledge is very useful, but it is kept by individuals as trade secrets and is not easily disseminated to the information society. Hidden knowledge has different characteristics from explicit knowledge, so it cannot be expressed in intuitive language or experience. Generally speaking, the knowledge we refer to is expressed in words and numbers, in essence, clear knowledge can be shared, hidden knowledge can only be used and shared through effective communication and communication, sharing researchers are mainly concerned with academic institutions staff, teachers, students, processes, systems and another hidden knowledge that is difficult to express.

### **4. The Role of Knowledge Management in the International Management of Colleges and Universities**

Knowledge management plays a vital role in the international management of the high schools and colleges. Knowledge management is an emerging area in the academic environment, with many conferences at the national and international levels involving knowledge management and many

universities actively involved in knowledge management-related activities and research. In the era of education, it is becoming more and more prevalent because of the need to reveal the intellectual power of institutions to share experiences. It has great potential and have the same or greater significance to the education community<sup>[2]</sup>. The internationalization of higher education, the paradigm shift from teaching to learning, lifelong learning, new technology and globalization are the vital factors in the development of knowledge management. Knowledge management systems manage large amounts of data, so they can be a useful tool for reducing the cost of collecting large amounts of data and increasing productivity. The hidden knowledge created by agency personnel is difficult to record. Many times, the staff left the institution and his knowledge followed. If knowledge management practices are carried out as an ongoing activity in an organization, only the resulting knowledge can be captured and recorded and properly preserved for future use. Similarly, knowledge management plays a crucial role in inspecting and evaluating the level of international management development and contribution of universities.

Knowledge is vital to decision-making and strategy-making, and knowledge should be translated into action, but it does not always happen, and in order to remain competitive, all educational institutions should implement effective knowledge management tools. Knowledge management provides effective way to convey effective ideas, methods and models, and practice is to create networks as interactive fields, to provide their circulation, and to lack innovation and development. Teachers can invest in each other's shared resources and exchange information and knowledge on the web, such as conferences, newsletters, seminars and symposiums, as tools for knowledge and idea transfer and good practices. In the democratic, modern and flexible education system, higher education is regarded as the responsibility of student achievement. In return, they compensate them for their efforts and responsibilities. Therefore, students' skill, knowledge, and talents should be preserved in a knowledge base that helps them to create new knowledge and provide a good platform for new students, and knowledge management provides the technology to capture hidden knowledge hidden in the minds of experts or individuals and record it for future use. When grading the educational performance of schools, all implicit knowledge and empirical knowledge from the past few years can be obtained in one place, and knowledge management can take the effectiveness, efficiency and scope of operation of the organization to a new level by utilizing the advanced technology, data and information provided to users. Knowledge management constantly discovers the hidden knowledge of the organization, which also contributes to the accumulation of knowledge, problem-solving and decision-making purposes, and the improvement of service and quality<sup>[3]</sup>.

## **5. The Process of Knowledge Management in the International Management of Colleges and Universities**

The knowledge management process in internationalization management of colleges and universities refers to students and teachers obtaining knowledge from library resources such as projects, books, reports, papers, periodicals, as well as from network resources. Students and teachers can create knowledge through classroom teaching and interaction. All activities are carried out in education to learn to catch, create new knowledge and motivate students for the new through classroom teaching, brainstorming and other activities to achieve knowledge field courses, competitions, projects, assignments and so on. All new created knowledge is stored in an explicit form in digital form and needs to be mapped, analyzed, classified, cataloged and finally ready to be shared and applied. Different policies need to be designed and obtained by university management, what kind of recognized knowledge should be catch and preserved, how long should be kept, how to deal with and so on.

The knowledge management process includes the process of discovering or creating knowledge, knowledge learning and sharing, and knowledge organization. 1. Knowledge acquisition or collection: It includes discovering existed knowledge to know what we know, acquiring knowledge from external sources, and creating new knowledge. There is a process called knowledge recognition before knowledge is collected and acquired. In this process, one needs to identify the knowledge information that an organization has and what knowledge needs to be more competitive.

Only organizations that position themselves as learning organizations have the ability to manage their knowledge. 2. Knowledge storage and organization: Knowledge acquired, collected and created needs to be organized and stored in the form of databases for access and utilization at any time. To do this, the application of technology and indexing technology requires sufficient infrastructure. 3. Knowledge sharing or distribution: Knowledge created or gained at the individual level must be shared and distributed within an organization or society in order to become useful. The main reason for personal knowledge sharing is that when employees leave the company, knowledge should not disappear. And the organization's knowledge sharing should not be limited to competitors, society and the environment as a whole, so as to avoid repeating the mistakes of the past and help achieve better financial outcomes. 4. Knowledge application: Once knowledge is shared among different groups of people, knowledge should be applied in order to get better returns, create new knowledge, and add new innovation databases to knowledge. The whole process would be futile if the knowledge collected, stored, created and shared was not properly applied.

## **6. Conclusion**

Knowledge management in educational institutions is meaningful if the intellectual output of academic organizations can be well preserved by using technology. Through the use of knowledge management activities, including creation, share, distribution and dissemination of knowledge, can help universities to achieve their goals of international management, so their performance will be improved. Knowledge management is absolutely necessary for the international management of colleges and universities, because it can establish innovative relationships and links between work and education, it can help students more closely match their talents to the current job needs, it can promote adaptation of new knowledge and absorb existing help to re-connect learning and experience, in order that the curriculum reflects real-time, practical and real problems.

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