

Using Knowledge Management to Create Self-Reliant Communities in Thailand

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Introduction

- In current society, the most valuable commodity is not resources, labor or money but it is knowledge. This is the age of the learning society. KM and learning process are the most important. Management of learning process for the community can help it discover and develop human potentials until it can rely on itself.

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Introduction

- ☀ We've talked about KM in the context of strategic initiatives and usually we look at using large databases with other sophisticated computer support
- ☀ Today we're going to talk about a simpler application, it uses very little computer support but its perhaps more important to the people who use it than any other KM application that we've discussed

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Situation

- ☀ Villages are finding it harder to compete, Bangkok is an attraction for the young and many leave, those that stay are finding it hard to produce their products and get them to market. Traditional family farms were only producing enough to feed the family.
- ☀ The question was how can they increase production, decrease costs, and maintain the village culture while still maintaining a way of life? (become sustaining)

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The KM Solution

- Mahasarakam University proposed using KM to create the self reliant village
- Used the literature to generate a model on how to implement KM in a village
- Chose two villages to pilot the process
- Implemented and measured success
- Minimized use of technology to fit village needs

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The KM GOALS

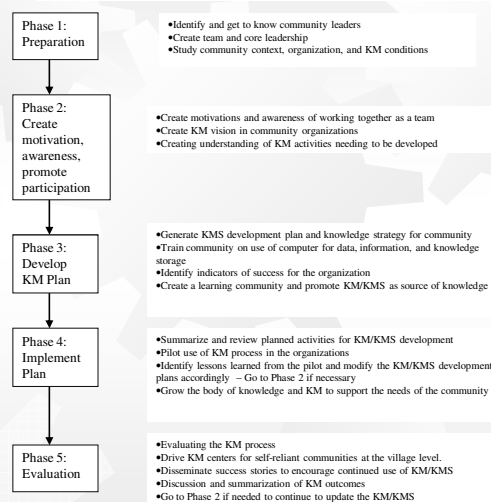
- To develop a KM model for self-reliant communities,
- To examine satisfaction with KM operation for self-reliant communities, and
- To examine factors of success in KM of self-reliant communities.

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KM Process Model



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One Example Village



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The Topic Map



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The Research Team



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The Village Team



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The Village Team



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Training the Village Team



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Training the Village Team



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RESULTS: Success Factors

- ✶ **Getting village leadership involved**
- ✶ **Getting the village teams involved early in order to give them a sense of ownership of the KM process**
- ✶ **Living the KM approaches instead of just carrying them out**
- ✶ **Providing mechanisms for village teams to collaborate and share experiences**

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RECOMMENDATIONS

- ☀ **The team of participants regarded as real knowledge managers including facilitators, group practitioners, note takers, and coordinators should have formal training in participatory planning, community master plans, learning together with practices in utilizing the Internet.**

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RECOMMENDATIONS

- ☀ **Learning processes should be examined together with practices of self-reliant communities. There should be more summaries, narrations, transcription of lessons, knowledge- sharing, and note-taking . Also, time for conducting research should be longer**

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RECOMMENDATIONS

- ☀ **There should be research and development for capacity development of community leaders, organization group leaders, and local knowledge managers to be effective in KM to generate learning for healthy and joyful villages**

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Conclusions

- ☀ Low tech KM is working
- ☀ This village has increased its savings from 35k bhat to over a million bhat (about \$1000 to over \$30000).
- ☀ Their noodles are good
- ☀ They are maintaining a culture and way of life
- ☀ A process has been created for applying KM for creating self sustaining villages
- ☀ Internet resources have been developed to support these initiatives

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