รายงานการทำกิจกรรมทางวิชาการ

1. หัวข้อ

Title: Knowledge Management and Big Data in Business

Presentation in **English**

Target groups: IT lecturers, IT students, IT staff, Companies

Seminar description:

The business landscape is changing so rapidly that traditional management, business and computing courses do not meet the needs for the next generation of workers in the business world. Most traditional methods are of a repetitive, rule-based nature and will be gradually replaced by Artificial Intelligence. In the knowledge era, the most value added job will be to manage knowledge, which includes how knowledge is created, mined, processed, shared and reused in different trades and industry. At the same time, the amount of data and information (prerequisites of knowledge) is exploding exponentially. By 2020, IDC projects that the size of the digital universe will reach 40 zeta bytes from all sources including, websites, weblog, sensors, and social media. Digitalization, Cloud Computing, Big data will transform how we live, work and even think in a Networked Economy. These trends and more will have a profound effect on how we see the world and create policies. In this course, the following topics and more are covered:

- What is knowledge management?
- How is knowledge captured, elicited, organized and created in business?
- Managing knowledge at the enterprise, SMBs and personal levels
- Digitalization and its impact on the workplace, collaborations and new value creation
- What is big data and how can we use data analytics from a laymen perspective?
- What is Open Linked Data and how can it support machine reasoning?
- How can new knowledge be mined from big data?
- What are the technical and social problems with big data?

The course is offered by the Knowledge Management and Innovation Research Center (KMIRC) of the Hong Kong Polytechnic University. Most of our research is company and industry based. Capabilities and competencies of the KMIRC are further strengthened by the international alliances it has formed with leading practitioners, many of which are regarded as members of the

"Hall of Fame" in knowledge management, and renowned worldwide. The course is suitable for participants with a background in humanities, management, social science, physical science or engineering. No prior technical background is needed.

- Understand the role of Knowledge Management (KM) practitioners in creating business value
- Become familiar with the techniques and tools for capturing, processing, classifying and organizing knowledge
- How to analyze large quantities of data and information through analytics
- How to use Cloud Services to derive new values and business models
- Understand the role of social media and technologies in innovating new business services
- Apply the principles you have learnt to company-based business projects

2. วันที่ดำเนินการ
22 มกราคม 2565

3. Poster

4. ผู้ลงทะเบียนเข้าร่วม

พนักงานรัฐ พนักงานมหาวิทยาลัย จำนวน 14 คน

พนักงานเอกชน จำนวน 17 คน

นักศึกษา จำนวน 38 คน

อื่น ๆ จำนวน 6 คน

(เอกสารแนบ)

5. ผลการประเมิน

5.1. What do you learn from this seminar? (คุณได้เรียนรู้อะไรจากกิจกรรมในครั้งนี้บ้าง)

— Trend of KM in Industry 4.0

— We have learnt more detail about knowledge management and big data combine to work on business learn more idea how this work

— Know about characteristic of knowledge 'We know a lot more than what we can say; we can say a lot more than what we can write '

— Big data will for the most part transform how we live, work and think in a Networked Economy. Traditional management, business and computing courses do not meet the essential needs for the next generation of workers. Also, big data creates value from the first step to the generally last step; design, produce, sell and deliver products or services. Knowledge management is the process of capturing, storing, sharing, and effectively managing employees' knowledge. Its primary goal is to increase efficiency, productivity, and the retention of critical information. Knowledge management led the industrial revolution from computer and automation to cyber physical systems by managing big data.

— From listening to lectures can practice analytical thinking Including expressing ideas in a creative way that can be applied to what is learned and to create understanding and awareness of the importance of training must consider the content Target groups Methods of evaluation and improvement, such as simple content, linked to the work of the target audience use of information technology and learn about marketing for the production of quality and cost-optimized goods and services, new knowledge of Big Data and KM, and how the algorithm works both distributing and collecting our data It allows us to understand valuable new resources and be able to learn to access the market for new products and services. It can also be used as information in learning digital marketing in thinking or as a guideline to apply in the course learn.

- Know that before we start a business we have to know all about it.
- Form this seminar I learned that in the knowledge manage is very important and it's very useful, for the Big Data I found valuable source of Big Data such as Media, Cloud, Web and Internet of things. you can adjust or use Big Data in your business to complete your target.
- "In this seminar in my opinion I can get meaning of management and how to take action, knowledge of knowing human behavior,
- Knowledge that is important in creating value to a business, got to know about Common KM application and got to know big data which whole is the information that students should to know as well."
- It is a tool that allows effective use of information. Data from all sources can be analyzed and planned to partially produce the desired results. To help reach the needs of consumers as much as possible
- About knowledge management and big data, digital social knowledge base, Logistics video clip, General method of educating, industrial revolution and economy
- I've learn many things but topic that I like is Cloud computing is the biggest supporter and the valuable source of KM and innovation by collecting and keeping all kinds of the data from the platforms in the form of quantity and quality data.
- I have learned and aware with industrial revolutions by 4.0, that would take care of our work in the future. The organization would completely change living in the world of Internet of thing.
- "Joining the event of "Knowledge Management and Big Data in Business: An Industry 4.0 perspective" on Saturday 22nd January 2022, I learnt that data from multiple sources are required in order to store and analyses it in real time. Also, algorithms are essential to feed it to these data in order to produce the smarts in parts, products and systems. Dr. Eric have spoken that in our generation it brings us to the realization that traditional management, business and computing courses are no longer meet the requirement of the business world eventually. Digitalization, Cloud Computing, Big Data and Networked Economy will be the fields that workers in the next generation essentially need it.
- Moreover, industry 4.0 affects the entire value chain including company structures, logistics supply, chain management structures and procurement
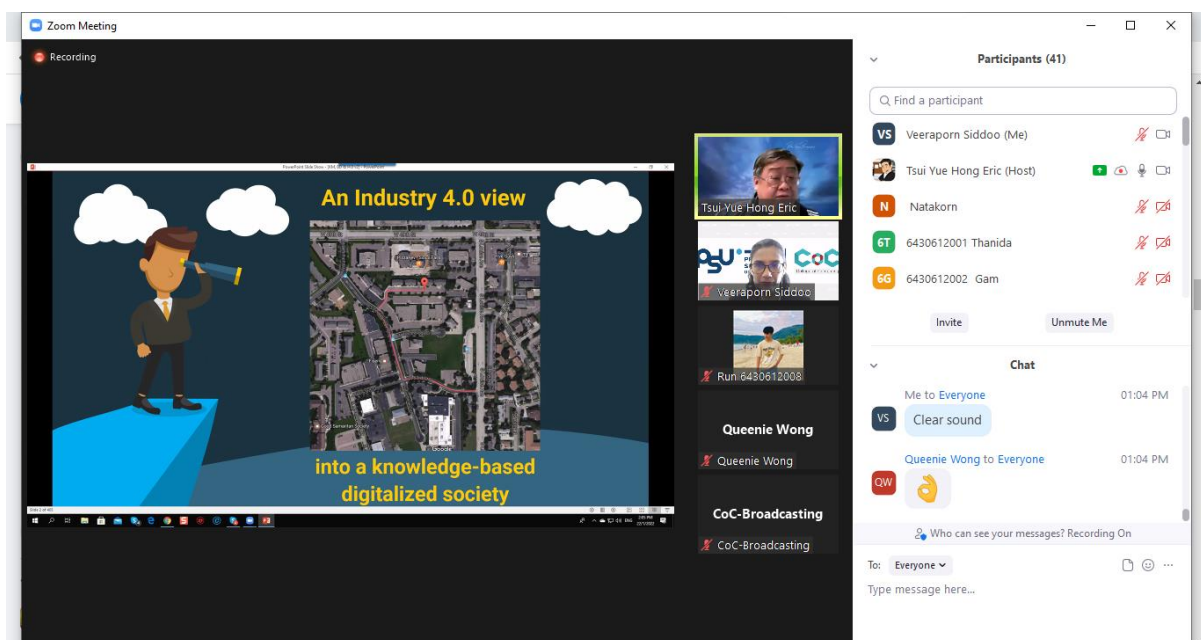
(which needs to work well in order to produce efficiency and an effective organization). Value-creation consist of design goes to manufacture then goes to selling and delivery of a product or service to customer. Therefore, there should be quality and appropriate costs to approach the potential customer which make them appreciate what is being shown in the case of having great satisfaction of the value creation in business. Financial services are a knowledge-intensive industry which requires a lot of thinking conscientiously

5.2. How do you use the knowledge to help your works? (คุณจะนำความรู้ไปช่วยงานคุณอย่างไรบ้าง)

- Prepare to work in the new environment (Industry 4.0) using knowledge management.
- By using km system and big data to improve business and this topic will help improve the quality of the employee inside the company, maybe using Search engine to increase the target
- Can be used to work in each company with skillful planning skills and smooth operation
- I think now and in the future big data is everywhere, sure I can use in my works to improve it to reach my target audiences or customers or users or whatever.
- develop skills to be able to work with society including being able to socialize well They can also develop themselves to have a positive view of the world to be able to work well in the modern industrial 4.0 world It is the application of knowledge gained from sharing, exchanging or searching for benefits in work and creating new knowledge come into the system to store or share will have knowledge new to continue to use Should make learning part of the job, such as a system, learning from the cycle "Create a body of knowledge > apply knowledge > create new learning and experiences" and continually circulate in analytical thinking our work can be applied to design strategies for knowledge in Do our work and apply it in the production process to be more efficient and apply knowledge to achieve better business objectives.
- Before starting a business, you must manage it well according to what you learned from this seminar.
- I will use the knowledge from this seminar to help my work by use data from Big Data to explore or find what I need in my work.

- Of course, this knowledge I have to use for my future work. Plus, it would be an idea to boost my education right now. I think what has definitely been applied is self-management. and managing others both in behavior and performance Managing emotions and behavioral responses to immediate situations and can apply the digital data analytics approach to create value for the business or the company to achieve the goals as much as possible.
- Used to analyze customer behavior based on tracking data. that there is a need
- I think it helps because the knowledge gained from listening is useful and can be applied. such as knowledge management social appreciation Solving corporate data problems and financial and economic management.
- I use knowledge by learn from the past for do not make mistake because have knowledge about mistake before.
- knowledge is an asset

6. ภาพกิจกรรม