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Developing eLearning for KIBS

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What are KIBS?



Source: Photo by [Zachary DeBottis](#) from [Pexels](#)



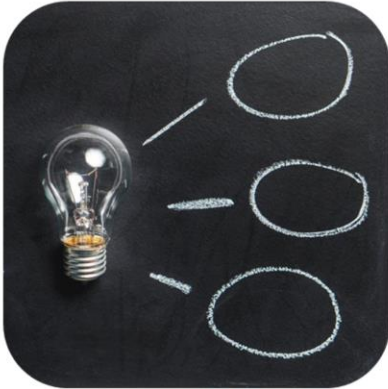
- KIBS = Knowledge Intensive Business Services
 - Consultancy (marketing, legal, accountancy services etc.)
 - Technology (software development, scientific research etc.)
- Professional knowledge exploitation
- Knowledge innovation generators and distributors

With the help of this knowledge pill, we will take a deep dive into the process of developing eLearning for KIBS, and we will present options for managers on how to encourage learning inside an organization by utilizing tailored eLearning platforms.

Companies whose activities are dependent on knowledge in order to assure breakthroughs and innovation in their fields of activity are referred to as KIBS, which is an abbreviation for the phrase "knowledge intensive business services." Knowledge is probably the most important asset that KIBS professionally exploits and works with, either for themselves or for their clients, in order to fulfill their duty as an innovative organization.

KIBS can be found in consultancy domains such as marketing or PR agencies, legal advisory firms or accountancy services providers. Another important segment of KIBS is represented by technology KIBS focused on software development, scientific research and other niches of activity. Knowledge is a main resource for KIBS. These organizations also ensure knowledge generation and distribution, in many cases through innovative processes.

What is eLearning?



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- eLearning = using IT technologies to create and offer tools for knowledge and performance development.

- Characteristics:

- Networked
- Delivered via Internet
- Broad perspective on learning

- Benefits:

- Supporting the developments and update of skills;
- Supporting the need to update knowledge.

The use of Internet technologies in the process of designing, developing, delivering, and gaining access to a broad variety of solutions and instruments for the purpose of fostering the growth of one's knowledge is referred to as "eLearning".

The foundation of eLearning is composed on three primary pillars.

- First, e-learning makes use of networked platforms.
- Second, in order for an end-user to access eLearning, they will need internet access as well as a smartphone, tablet, or computer.
- Third, the most comprehensive perspective on learning is emphasized throughout the eLearning process.

Throughout the course of the last several decades, eLearning has undergone substantial expansion, and it has been demonstrated to successfully address the demands of organizations and individuals to maintain and improve their skills and knowledge. As a result, it offers advantages to the company as well as to the individuals in their growth and development journeys.

Knowledge management (KM) and eLearning in KIBS



Source: Photo by [fauvels](#) from [Pexels](#)



- Knowledge Management
 - the process of managing knowledge creation, knowledge acquisition, knowledge transfer, knowledge sharing, knowledge transformation and knowledge use. It is the process of managing knowledge dynamics in organizations.
- KIBS = learning organizations
- eLearning = knowledge identification and acquisition

The term "knowledge management," or "KM," refers to the process of managing the creation of new knowledge, the acquisition of new knowledge, the transfer of new knowledge, the sharing of new knowledge, the transformation of existing knowledge, and the use of existing knowledge. The process of controlling the dynamics of knowledge inside an organization is known as knowledge management.

Because KIBS are companies focused on learning, the utilization of eLearning is critical to meeting their ongoing requirements for the discovery, acquisition, and consumption of information. If KIBS were to place more of an emphasis on the continuous approach of eLearning, their workers' knowledge and abilities would be kept current on a more consistent basis.

Sources to find out more!

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We recommend you to check these open access resources for additional information on eLearning and KIBS.



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More about the project:
knowmanproject.eu

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