Lessons from Japan and What Thailand should do to Promote Knowledge Economy

by

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Data → Database → Information → Knowledge → Knowledge Base
1) Introduction

• Most people credit Peter Drucker with the term “knowledge worker”.

• Importance is placed on computer literacy.

• In the United States, Canada and Japan, it is now estimated that over 60% of production is created by knowledge workers.
1) Definition of Knowledge Economy

from web.innovation.sa.gov.au:

An economy characterized by the recognition of knowledge as a source of competitiveness, the increasing importance of science, research, technology and innovation in knowledge creation, and the use of computers and the Internet to generate, share and apply knowledge.
Definition of Knowledge Economy (cont.)

From web.wikipedia.org:

The Knowledge Economy refers to the use of knowledge to produce economic benefits. The phrase came to prominence in New Zealand in the mid-to late-1990s as a way of referring to the manner in which various high-technology businesses, especially computer software, telecommunications and virtual services, as well as educational and research institutions, can contribute to a country's economy.
2) The kinds of Knowledge

• The Kinds of Knowledge:
  • Know-What is knowledge about facts.
  • Know-Why is knowledge about world, society and human mind.
  • Know-Who is Knowledge of who knows what and who can to what.
  • Know-Where and Know-When are important in a flexible and dynamic economy.
  • Know-How is Knowledge about skill and Practice.
3) Characteristics of The Knowledge Economy

• There is an enormous increase in the classification of knowledge with networks and the digitalization of information, leading to its increasing commodification.
Characteristics of The Knowledge Economy (Cont.)

• Increasing classification of knowledge leading to:
  - A shift in the balance of the stock of knowledge.
  - A relative shortage of implicit knowledge.
Characteristics of The Knowledge Economy (Cont.)

- Classification promoting a shift in the organization and structure of production.
- Information and communication technologies increasing the diffusion of information over re-invention, reducing the investment required for a given quantum of knowledge.
Characteristics of The Knowledge Economy (Cont.)

- Increasing rate of knowledge stocks to support economic growth. Knowledge is not necessarily exhausted in consumption.
- Classification is producing a convergence, bridging different areas of competence, reducing knowledge dispersion, and increasing the speed of turnover of the stock of knowledge.
The innovation system and its ‘knowledge distribution power’ are critically important.
The increased rate of codification and collection of information are leading to a shift in focus towards tacit skills.
Learning is increasingly central for both people and organizations.

Learning involves:
- Education
- Learning-by-doing
- Learning-by-using
- Learning-by-interacting.
Characteristics of The Knowledge Economy (Cont.)

- Learning organizations are increasingly networked organizations.

- Increasingly important skills:
  - Initiative
  - Creativity
  - Problem solving
  - Openness to change.
The transition to a knowledge-based system may make market failure systemic.

A knowledge-based economy is so fundamentally different from the resource-based system of the last century that conventional economic understanding must be re-examined.
2. The Factors to Promote Knowledge Economy

1) Policy
2) Management
3) Infrastructure
4) Measurement
1) Policy

• Require new thinking and approaches by policy makers, senior executives and knowledge workers.

• Aim to Develop employees to be knowledge workers and introduce their skill to the colleagues.

• Changing as demands and mechanisms have emerged to encourage knowledge flows across sectors.
Policy (Cont.)

- Governed by different Institution, Norms and Policy set.
- Support workers and other people about life-long learning as follow:
  - Formal education ; Universities and others Institutes
  - Live-Long Learning; eLearning
2) Management

• The investment in knowledge enhancing activities need strong advocates at senior levels.

• **CKO (Chief Knowledge Officer)** at higher management level:
  • Creating KM (Knowledge Management) systems for workers.
  • Building a Learning organization
  • Using technology to promote business.
3) Infrastructure

(1) Technology
(2) Communication
(1) Technology

- Government to develop technology to support the private sector, and public sector research organizations, to be innovative and able to deploy knowledge.
- Private sectors to support technology in their organizations to create skill and techniques to be apply technical knowledge.
- Knowledge leaders to make the workers become expert workers.
Technology (Cont.)

- Develop **software** to support skill for the knowledge workers
- Develop **websites** to support resources for knowledge workers to create intelligent capital and new innovation for their organizations.
What kind of website?
(2) Communications

- Develop networking and connectivity to bring the whole world into your hand.
- Develop equipments to support access to the Internet.
• Total international bandwidth from Thailand as of May 2006: 8,579 Mbps.

(Assumption University 64 Mbps.)
4) Measurement

- The knowledge leaders have developed:
  - Measurement system
  - Combination of systems
  - New and better methods for measuring knowledge.
3. Composition Of the Knowledge Economy system

1) Policy Implications
2) Business Implications
3) Technology Implications
1) Policy Implications

• The measures of economic success must be supported for knowledge-workers.

• Focus on infrastructures for developing knowledge;
  - Acts as a knowledge-based companies
  - Focus on knowledge-based industries
  - Knowledge-networking.
2) Business Implications

- Recognize the resource knowledge from business bottom line.
- Develop measures of corporate performance based on knowledge.
- Build the learning organizations.
Business Implications (Cont.)

• Provide technology infrastructure to create a network sharing with effective Internet settings and business practices.
3) Technology Implications

• Provide networking to link to other countries

• Using appropriate technology and methods, virtual marketplaces and virtual organizations

• Diffusing knowledge for people.
4. My Experiences with Japan

• There are many lessons I have learned from and cooperated with Japan and other countries in Asia Pacific. Sample papers are given below:


Sample papers (Cont.)


Sample papers (Cont.)


Sample papers (Cont.)


Sample papers (Cont.)


- Charmonman, S: Banks Lead the Way, Business in Thailand, November 1983
Sample papers (Cont.)

• Charmonman, S: Microcomputer Feasibility Study. Final Report to Unesco Regional Office for Education for Asia and the Pacific. December 1983


Sample papers (Cont.)


Sample papers (Cont.)

Sample papers (Cont.)


Sample papers (Cont.)


Sample papers (Cont.)


Sample papers (Cont.)


Sample papers (Cont.)


Sample papers (Cont.)


Sample papers (Cont.)


- Charomman, S: Graduation Address, 58th Graduation Ceremony of the Asian Institute of Technology. 19 April, 1990

Sample papers (Cont.)


Sample papers (Cont.)


Sample papers (Cont.)


Sample papers (Cont.)

- Srisakdi Charmonman and Kanokwan Wongwatasin. Internet at Assumption University. ABAC Press.
Sample papers (Cont.)

- Srisakdi Charmonman and Kanokwan Wongwatanasin. Internet at Assumption University. ABAC Press.


Sample papers (Cont.)


Sample papers (Cont.)


Sample papers (Cont.)

- Rear Admiral Prasart Sribhadung and Srisakol Chanchon

- Kanokwan Wongwatanasin and Srisakol Chanchon
  Managing Risk and Security in E-Commerce. Invited paper presented to the "Advanced Telecommunications Technology" by Department of Technical and Economic Cooperation (DTEC), Japan International Cooperation Agency (JICA); and Department of Telecommunications Engineering, Faculty of Engineering, King Mongkut’s Institute of Technology Ladkrabang (KMITL), November 15, 1999, Thailand.
Sample papers (Cont.)

- Kanokwan Wongwatanasin and Srisakdi Charmonman


- Kanokwan Wongwatanasin and Srisakdi Charmonman

Sample papers (Cont.)


- Charmonman, S. The Role of Internet in ASEAN Development. Invited paper presented to TelecomAsia 2000 Forum 'Gateway to Opportunity' organized by the International Telecommunication Union (ITU) at the Hong Kong Convention and Exhibition Centre (HKCEC), Hong Kong, People Republic of China, 4-9 December 2000.
Sample papers (Cont.)


Sample papers (Cont.)


Sample papers (Cont.)


Sample papers (Cont.)


Sample papers (Cont.)

- Charmonman, S. "University-Level eLearning in ASEAN' Special Issue of IJ CIM (volume 13 no SP1), Proceedings of the Second International Conference on eLearning for Knowledge-Based Society, organized by the Ministry of Information and Communication Technology, Bangkok, Thailand, Pp. 11.1 - 11.6, August 4-7, 2005.

Sample papers (Cont.)


• Charmonman, S. "Leadership Reflection in ICT in Education in Asia" Keynote Address presented to “Digital Learning Asia 2006” organized by the Ministry of Information and Communication Technology (MCT), and Ministry of Education (MDE), Thailand, SEAMEO, SIPA and Other Prominente, 26-28 April 2006, Bangkok, Thailand at Rama Garden Hotel and Resort 27 April 2006.
6. eLearning at Assumption University

• Assumption University (AU) is a private university in Thailand hoping to be Stanford University of Thailand
• AU is a Catholic University with 2% of students being Catholic
• AU has about 20,000 students in classroom mode
• AU hopes to have 100,000 students in eLearning mode
eLearning at Assumption University

• AU established the College of Internet Distance Education in 2004, located at Srisakdi Charmonman IT Center.
• AU is the first to offer complete eLearning degree programs in Thailand:
  - MS (Management), Jan 2006.
  - MS (ICT), May 2006.
  - Ph.D. (eLearning Methodology), May 2006.
  - MS (eLearning Methodology), Sep 2006.
• AU will have 60 eLearning programs for 100,000 students by 2015.
Srisakdi Charmonman IT Center
Srisakdi Charmonman IT Center
Srisakdi Charmonman IT Center
Srisakdi Charmonman IT Center
Assumption University
Center of Excellence in IT Education
Ministry of Information and Communication Technology
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7. Concluding Remarks

• Japan is one of the top countries in IT and Knowledge Management.
• Thailand has learned many good lessons from Japan and should continue to do so.
• For example, Thailand should:
  - Establish Knowledge Base for every major organization.
  - Encourage Knowledge Management in every organization.
  - Train more personnel in KM, using both classroom mode and eLearning mode.
Thank you