

KNOWLEDGE MANAGEMENT IN LOGISTICS EDUCATION ON THE EXAMPLE OF THE LODZ REGION

Abstract:

In the doctoral thesis an issue of knowledge management logistics education was taken due to the cognitive and utilitarian evidences. Cognitive vulnerability stemmed from a need in the area of knowledge management in universities, including, in particular, in the process of education. Although the topic of knowledge management in universities in Poland is more and more popular, it covers mainly knowledge management in scientific activities. As the issue of knowledge management in teaching activities is discussed occasionally, it requires exploration. Utilitarian evidence stemmed from the belief that since the companies that apply knowledge management models are successful in the market, also in the case of University knowledge management could bring many benefits, both for the University, its stakeholders and the whole region, in which the University operates. Thesis embedded in the Lodz region due to the benefits which can bring education in logistics based on rules of knowledge management.

The main objective of the study was to develop a model of knowledge management in logistics education, which would rely on a flexible relationship between universities and enterprises. The model should ensure that in the educational process learning outcomes that correspond to the competencies required of employees in logistics in Lodz region and which will increase the professional attractiveness of students and graduates. By improving the professional attractiveness of graduates of logistics, it should be possible to increase the competitiveness of the logistics industry in the region.

The study was conducted on the basis of a grounded theory methodology, which is one of the strategies for qualitative research. Before the beginning of the research neither theoretical model was built nor was axioms or assumptions. A hypothesis was built and modified in the course of the research, so the theory emerged during empirical research based on the collected data. The study uses the theoretical sampling, which used successive test units up to the saturation of the sample, as well as the constant comparing with each other and their interpretation. Analysis of survey results and inference based on them were based on analytical induction procedure.

Developed model called the Supply Chain of Knowledge (SCoK), can be considered both in process approach, as a sequence of activities in the transfer of knowledge that improves its value, but also in structural approach, as a group of operators realizing the common actions necessary to meet the demand for knowledge in the entire chain of knowledge.

Knowledge Supply Chain model is characterized by a iterativeness, nonlinearity, diffusionism, flexibility, interactivity and webbyness. Model takes into account the need to match the potential of the region in terms of the development of logistics, as well as the need to respond to the current shape of the logistics industries in the region and its potential for development. Assumptions of the model SCoK allow its flexible use by both universities, departments, and interuniversity units. For model evaluation system has been developed, in which indirectly participants of the model assess it. The model can bring the tangible benefits.