

Knowledge Absorptive: The New Paradigm in Educational Administration

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ABSTRACT

The Educational Administration theory have a diversity of changes and as quick as society moves towards a globalization, 21st century, digital era, ASEAN and the Education 4.0 concepts. Whether it happens to the new paradigm such as Non-Cognitive Skills, STEM, World Class Standard School, Civil-state School or Corporate University meanwhile it comes to educational administration in basic education for coincides with the existing Corporate University. The two institutions format also requires a new paradigm called Knowledge Absorptive as a new tool of educational administration in modern times. On the basis of knowledge management and its influence on the management of modern enterprises, rather than by the general theory of knowledge management applications with educational administration. Educational organizations will be more developed than at present, so knowledge management is at the heart of one of the educational administration. In addition, knowledge management and another idea that is interested in educational administration in present day. Especially when the idea of establishing a new institution, the private sector organizations have established their own institutions, including the public school called Civil-state School and the Corporate University, the process leading to Knowledge Absorptive. The enterprise development just improve the ability of the processes within the organization. The changed is more important, it is innovation and a new paradigm in the educational administration today.

KEYWORDS: Knowledge Absorptive, New Paradigm, Educational Administration

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Introduction. At present, there are many concepts, theories, research, bodies of knowledge, best practices, paradigms and tools for educational administration from various educational institutions, such as leadership in educational administration. Educational organization management towards excellence Innovation and information technology in educational administration knowledge management policies and strategic planning in educational administration, etc. Applying a variety of knowledge to apply in educational administration. It is a paradigm development in educational administration. Especially if new ideas and theories are used in planning or solving problems in response to the rapid changes in the 21st century, the digital age, and the Education 4.0 era, such concepts are essential for the new generation of education administrators.

Changes in educational administration that occur rapidly and diversified as society moves towards globalization, the 21st century, the ASEAN Community, the Digital Era, and the Education 4.0 Era, resulting in new ideas, theories and knowledge. There have been many occurrences such as Non-Cognitive Skills (Behavioral Skills), STEM stand for (S=Science), (T=Technology), (E=Engineering) and (M=Mathematics), World Class School (International Standard School) and Corporate University. Thiphayarat Siphelueang[1] has defined that corporation university an educational institution which is part of the parent organization whose main purpose is something other than education, such as industrial plants, banks, hospitals, etc., with courses that can provide academic standing for students at the degree level Focus on personnel development in a lifelong learning style and in accordance with the mission and goals of the parent organization

When talking about educational administration at the higher education level, the term corporate university it seems to be a word that is always mentioned but when it comes to educational administration at the basic education level At present there is a word Pracharath School occurred at the same time as the existence of the University Corporation. Both forms of educational institutions rely on a new paradigm called knowledge absorption as a tool for educational administration in the present era.

From the University of the Corporation to the public school

From past to present there are two types of teaching and learning management in higher education: Traditional University and Corporate University. It consists of a full university or a closed university for a specific area, the open university and electronics university The University of the Corporation It is an educational institution that is part of the parent organization. The main business of the organization is not education. Thiphayarat Siphelueang[1] said that one of the main reasons for the fact that businesses or enterprises are focused on participating in education management can be seen. From the research results, it was found that the continued prosperity of the private business sector depending on major changes of education to maintain a highly qualified and highly competitive workforce by what the new generation of employees need to know in order to be successful today unlike what former employees need to know, technological and economic changes have shifted

traditional needs. of employers to the need for a well-developed, trained and educated workforce As a result, private businesses are heavily involved in making education reform a reality.

As is known that the Thai education circle from the time before the education reform 1999 until the present. There have been many positive changes. Especially when it comes to the new management of education. Focusing on the mission of building manpower and producing graduates to meet the needs of the labor market establishment commercial enterprise manufacturing sector and the banking sector many new educational institutions have emerged, integrating and merging curriculum and teaching and learning both of basic educational institutions Vocational Institute and higher education institutions of various sizes Using the concept of Corporate University, Kannika Chaowatanakul[2] said that the Corporate University It is a new trend in education and human resource development in Thailand since the 1960s. Organizations and organizations in the United States and around the world such as Motorola, Sun Micro System, Walt Disney, McDonald. Old, IBM, Xerox, Ford Motor, etc., with the establishment of the University Corporation. To play an important role instead of providing training that focuses on the development of specific skills of personnel without focusing on learning in order to learn how to learn and in accordance with the action to achieve the goals of the organization as a whole

At present, there are many corporation universities in Thailand such as the Thai-Japanese Institute of Technology Promotion, Huachiew Chalermprakiet University, Panyapiwat Institute of Management Nation University, Kantana Institute, but if considering the administration of basic education There appears to be the Kamnoetwit School Project of the PTT Group and the Government's Pracharath School Project just two projects The Pracharath School is one of the Civil state strategies that the government announced as a policy in 2015 with the Pracharat network and various projects Under the Pracharat strategy for various government agencies Use it as a guideline to drive the development of Thailand to be strong, stable and prosperous in a sustainable manner. divided into two sub-strategies is the government and the people and people with government officials at the heart of the civil state strategy is to strengthen the participation of all citizens Because solving problems, reforms and developing the country in all aspects, there will be no success or concrete results. If there is no cooperation and participation between the people Government officials and governments, such as the Pracharat House Project The campaign to strengthen the Pracharath School, etc. [3]

The Pracharath School Project is a collaboration between the government, the private sector, and the civil society. for sustainable development of the country by the Ministry of Education as the agency responsible for the country's education Has assigned the Office of the Basic Education Commission (OBEC) to prepare the Pracharath School Project and make a memorandum of understanding basic education and leadership development between 3 government agencies, namely the Ministry of Education Ministry of Information and Communication Technology Ministry of Science and Technology and the private sector 19 agencies such as Charoen Pokphand Group, ThaiBev, SCG,

Government Savings Bank, Mitr Phol Group. Acting as a mentor organization for educational institutions to drive and enhance the education of Thailand Cooperation between the government, the private sector and civil society under the public school project this time is considered a new dimension in the field of education. It's the milestone. And it is a new step in the Thai education industry in driving, pushing and stimulating various achievements. by looking at the strategic level Collaboration between educational institutions at different levels especially basic educational institutions with government agencies and the private sector who have already seen many achievements especially the public school project This makes the overall picture of the cooperation under the Pracharat project become clearer.

It can be seen that educational administration at both levels It is a new form of educational administration where business organizations or private organizations have established their own educational institutions by educational administration at both levels of education both public schools and the University Corporation based on a concept called Absorbing knowledge (Knowledge Absorptive) to help in modern educational administration.

From knowledge management to the absorption of knowledge

It is commonly known that knowledge management is one of the tools which is important in the management of modern organizations at all levels and lines of work means to enhance the knowledge of the organization to benefit from the intellectual cost It is a complex and extensive activity. The main point is to view knowledge management as a management strategy. There is a practice or there is a systematic organizational plan that is consistent in the same direction throughout the organization knowledge building process It is strongly related to the classification, creation, collection and exchange of knowledge. This is consistent with Nonaka and Takeuchi[4] who said that knowledge is one of the most important resources that support organizational success. Because technology copying can be done quickly. Businesses therefore focus more on the organization's unique and lasting abilities with the good qualities of Tacit Knowledge, the inability to copy. (Inimitability) and immobility. Therefore, knowledge in the organization is seen as an important source of competitive advantage.

It can be seen that knowledge management is very useful and influential in managing modern organizations. If we apply knowledge management theory to educational administration Educational organizations will develop more advanced than today. Therefore, knowledge management is one of the heart of educational administration. In addition to knowledge management another concept which is interesting in modern education administration. especially when the idea of establishing a new educational institution where business organizations or private organizations have established their own educational institutions or provide support in the form of mentors, including the concept of Pracharath School and the University Corporation both of which require the absorption of knowledge. It came into

being as a new tool in educational administration, as Jakrit Siririn[5] said that knowledge absorption is the process and process of accepting knowledge that is absorbed (Absorption) and receiving knowledge coming from outside the organization (Acquisition) until the process of absorption (Absorptive) transfer process. (Transformation) and the process of applying such knowledge to benefit. (Utilization) for the organization to develop and improve the ability of various processes within the organization to lead to change and the important thing is innovative

Innovation will be an important tool that gives organizations unique capabilities that are superior to competitors resulting in a competitive advantage which leads to success which is the goal of the organization absorbing knowledge It is the expertise necessary to deal with the components of knowledge which is embedded in various places to be transferred to personnel in the organization The ability to absorb knowledge (absorptive capacity) is a strategic tool to absorb knowledge from the outside into the organization. Once the knowledge has been absorbed, it will go into the process of creating and transforming old knowledge into new knowledge to create a competitive advantage. Absorption of knowledge is the exploitation of external knowledge. To be used as a key component of innovation in the organization Knowledge absorption also refers to the ability of an organization to acquire knowledge and technology skills to assimilate the knowledge it needs which leads to the development and increase of the ability to absorb knowledge To drive business organizations together with the creation of new blood personnel. Generally, knowledge absorption has three dimensions, namely the process of learning what has been acquired. cognitive transformation process and learning processes to be useful, such as transferring knowledge in a particular industry The ability to absorb knowledge often depends on the gathering of people involved in one way or another, such as the Federation of Thai Industries. Thai Bankers' Association, The Thai Chamber of Commerce or specialized associations in the same profession or have a similar line of work, etc.

From the idea of absorbing knowledge the next step will lead to the process of cognitive transformation. which is the process of keeping knowledge available for use according to various experiences consistent with the transformation of knowledge which comes from absorbing knowledge and moving towards knowledge preservation and knowledge restoration And finally, it is brought into the learning process to be useful which is related to knowledge that can be connected Especially in the context of knowledge absorption is the integration between two processes. is to change the state of knowledge acquired and application of knowledge

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As already mentioned that knowledge absorption is a process and procedure for accepting knowledge acquired from outside the organization In order for the organization to develop and improve the capabilities of internal processes, leading to change and innovation and paradigm that gives the organization unique capabilities that are superior to competitors resulting in a competitive advantage which leads to success which is the goal of the organization

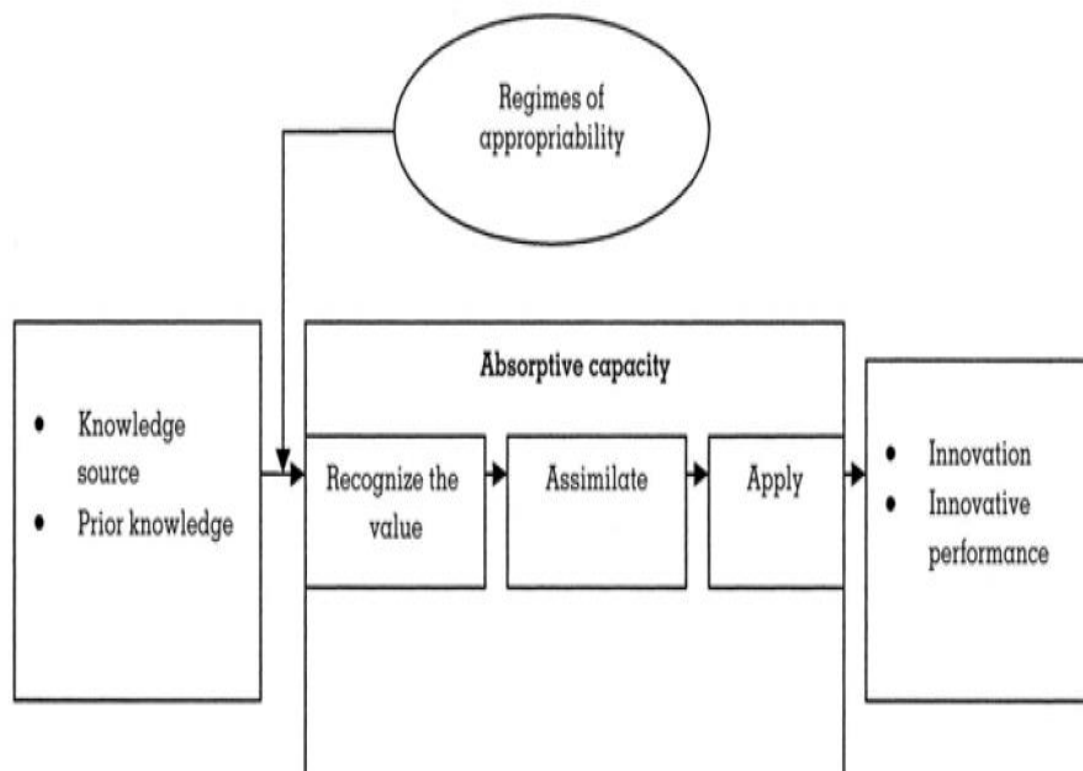


Figure 1: Concept of Knowledge Absorption[6]

As Cohen and Levinthal[6] define the absorption of knowledge as the recognition of the value of knowledge and absorbing that knowledge to be applied to the organization It is knowledge management both within the organization and outside the organization. By relying on the organization's ability to seek knowledge and skills in using technology to absorb such knowledge leading to development, treatment and empowerment Ability to absorb knowledge to create a competitive advantage and create new talents in innovation It can be divided into three dimensions and the ability to absorb knowledge: 1) acceptable value, 2) assimilation, and 3) adaptation to new knowledge. obtained from the outside to use, in line with Mowary and Oxley [7] who defined the absorption of

knowledge as It is the expertise necessary to deal with the components of the embedded knowledge to be transferred and necessary to transform the imported knowledge, and Zahra and George [8] mentioned. The ability to absorb knowledge is a strategic tool for absorbing external knowledge through the ability to create and transform it into new knowledge to create a competitive advantage. Knowledge is the ability to leverage external knowledge, which is a key component of successful innovation. Therefore, the factors influencing knowledge absorption can be divided into two categories are internal and external factors. Most of the internal factors in the organization are the main factors and external factors will be secondary factors.

Here, let's give an example about absorption. Knowledge by using case studies of Nation University, outstanding in the field of Communication Arts, which has a 45-year corporate lifespan. In 2011, Nation University, regarded as a corporate university, was established to it is an educational institution in the Nation affiliated with the improvement of universities in Lampang Province and changed its name from the former university which was Yonok University to Nation University. That said, Nation University It is one of the corporate universities for that reason. Nation University aims to produce personnel with both theoretical and practical knowledge from the sponsoring organizations. Therefore, Nation University focuses on producing communication arts graduates to support the growth of the mass communication business. All-in-one in the digital age But looking back, even though there is no Nation University. But the Nation Group It has been accepted by Thai society at the level of communication arts institutions for 45 years.

The institutional identity of the Nation Group In other words, it is a lap stone that has both science and art. And the most important thing is the Nation Group. Emphasis on creating quality people and quality media starting from the print media is The Nation newspaper, Krungthep Turakij newspaper. Nation Weekend Magazine and the one that made famous in the latter era was the Kom Chad Luek newspaper. Before the line broke into the Analog television media business (Wave frequency) and officially Digital (Electric frequency) television media. During that time there was a radio broadcasting business which was accepted. And at present, it has been extended to the online media business. In the past 45 years, the Nation Group Has continuously created mass communication personnel to decorate the Thai media industry. Therefore, the absorption of knowledge of the Nation University to be seen as empirical information which as mentioned although there is no Nation University yet. But the public has a concrete perception of being an institution in the field of communication arts. Especially when there is a Nation University which is an institution of higher education would have to be Academic or many times more academic Together with professionals from business organizations namely the Nation Group, the parent company, makes the absorption of knowledge of Nation University more profound than ever[5]

It can be seen that the absorption of knowledge from business organization to corporate university It is as important as a professional teacher who divides the semester to teach. The result is that the learners will receive both theory is academic knowledge and practical It is the knowledge from

the experience of an organization or professional, according to John Dewey [9] Learning by doing that has become the heart of the University Corporation or public schools especially the concept of absorbing knowledge derived from practical experience. Therefore, the concept of knowledge absorption is linked from knowledge management theory. In the context of modern educational management, educational institutions have undergone many changes from the past. Especially educational administration in the form of which business organizations or private organizations have established their own educational institutions or directly supported, such as the Pracharat School and the University Corporation that has brought the concept of knowledge absorption to assist in educational administration This is a new paradigm in educational management.

Conclusion.Absorbing knowledge it is the application of new knowledge at the paradigm level to apply in educational administration is the development of new tools in educational administration Especially if the concepts and theories related to the absorption of knowledge are applied in planning or solving problems. In order to meet the 21st century, the digital age, and the 4.0 education era, the absorption of knowledge is a necessity of the modern education administrators. Especially in the context of changes in educational administration that occur rapidly and varied according to the constantly moving society.

Especially educational administration at the higher education level is the university corporation and public schools both forms of educational institutions rely on the absorption of knowledge as a tool for educational administration because of educational administration at both levels It is a new form of educational administration. where business or private organizations have established their own educational institutions or provide support in the form of mentoring organizations by educational administration at both levels of education both public schools and the University Corporation based on a concept called Absorption of knowledge that educational institutions have absorbed from business organizations to help in the administration of education in the new era itself.

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