



PAPER ID: 17-05-0112	<p style="text-align: center;">Investigation of Balanced Scorecard Measurement Method for Academicians Knowledge in Universities</p> <p style="text-align: center;">Zainab Amin^{1,2}, Awanis Romli^{1,2}</p> <p style="text-align: center;">¹Faculty of Science, University of Basra, Basra, Iraq</p> <p style="text-align: center;">^{1,2}Faculty of Computer Systems & Software Engineering, Universiti Malaysia Pahang 26300 Kuantan, Pahang</p> <p>The tacit knowledge of workers represents one of the main competitive advantages resources in the organizations. The management of tacit knowledge resources is difficult due to intangibility nature of these resources. The evaluation of workers knowledge is important to enhance the business operations in the organizations based on the performance and value of knowledge resources. One of the main knowledge evaluation approaches is the balanced score, which aims to evaluate the workers knowledge based on the knowledge performance level (knowledge quantity and quality), and knowledge value (financial revenue). The main objective of this research is to investigate the importance of adopt effective key performance indicators to evaluate worker knowledge levels based on balanced score method. The academicians in universities represent the scope of this research. To address the research objective, a questionnaire survey was conducted with 35 academic staff from three universities in Iraq. In order to address the main objective of this research, the frequency, descriptive, and correlation analyses were conducted to address the research objective and test the research hypotheses. The significant results of the collected data show that there is a lack in evaluate the academicians' knowledge in universities using effective methods. The evaluation of academicians' tacit knowledge is very important to manage the knowledge resources in universities. The knowledge evaluation based on balanced score indicators considered as useful method to evaluate the academicians' knowledge effectively based on the quantity, quality, and financial indicators. The contribution of this research is represented by the suggestion of balance score method to enhance the tacit knowledge evaluation in the university.</p> <p>Keywords: KPI, Balance Score, Tacit Knowledge, Academicians, Universities</p>
PAPER ID: 17-05-0221	<p style="text-align: center;">Big Data and Learning Analytics: A Big Potential to Improve E-Learning</p> <p style="text-align: center;">¹Khalid Adam Ismail Hammad, ¹Noor Akma Abu Bakar, ²Mohammed Adam Ibrahim Fakhreldin, ¹Mazlina Abdul Majid</p> <p style="text-align: center;">¹Faculty of Computer System & Software Engineering, Universiti Malaysia Pahang</p> <p style="text-align: center;">²Faculty of Computer Science and Information Systems, Jazan University, P.O Box 114-, Saudi Arabia, Kuantan, Pahang, Malaysia</p> <p>The learning management systems (LMS) in education sector is widely used and it evolved nowadays. It led to enormous and several of data from the students' activities using the online content. It generates a large amount of wasted and unused data and these issues cannot be processed and supported by the traditional learning analytics. The sophisticated technology of Big Data and also became a recent trend now is vastly evolved and relates to data-driven decision making. It is known as big data analytics and appropriate to apply for e-Learning in higher education institution. This paper reviews and explores the impact of Big Data in e-Learning. Big Data Analytics has been proved as an effective approach for educational data mining and learning analytics.</p> <p>Keywords: Big Data; E-Learning; Learning Analytics; Data Mining.</p>