عنوان فارسی مقاله:
ادراک مدیران از معرفی سایت های شبکه اجتماعی به عنوان یک ابزار مدیریت دانش در آموزش عالی

عنوان انگلیسی مقاله:
Management perception of introducing social networking sites as a knowledge management tool in higher education

توجه!
این فایل تنها قسمتی از ترجمه میباشد. برای تهیه مقاله ترجمه شده کامل با فرمت ورد (قابل ویرایش) همراه با نسخه انگلیسی مقاله، اینجا کلیک نمایید.
9. Conclusions
Whilst the role of SNS as a KM tool was seen in general to be beneficial to the institution, like any IS tool there was a general lack of trust of the SMT for their adoption. There was in general, suspicion of the role these sites will play, if any, in the KM process. Quite surprisingly, the ability to use the technology in itself was not a major issue as most respondents were technologically aware and able. However, there were a number of preconceived ideas concerning the suitability and applicability of SNS outside a social setting, as they were considered primarily as a means of self propagation and socialisation.