
An Analysis of Knowledge Management and Knowledge Dissemination by Local Governments for a Sustainable Rural Community Development in Thailand

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Abstract

Knowledge Management (KM) and Knowledge Dissemination (KD) are important aspects of gathering, analyzing, recording, and disseminating knowledge in different organizations, especially in government organizations. Effective KM and KD help local governments take the necessary steps in finding solutions to a plethora of problems their communities encounter. In addition, local governments also play a key role in creating awareness among community members about the importance of sustainable development. Sustainable development, on the other hand, has been the main agenda for community development in Thailand. Therefore, this study aims to analyze the KM and KD among different rural community developments in Thailand. The paper first provides some background information on KM and KD and their importance in local government's initiatives and strategies, then moves on to its role in sustainable rural community development. The study found that local governments' KM and KD play a vital role in the sustainable development of rural communities. However, the study also found that certain factors, such as a lack of skills in knowledge management and dissemination, a lack of budget, and a lack of central government involvement in sustainable development, have been major problems. Moreover, community members' lack of awareness of the importance of sustainable development has caused a lack of interest in sustainable development. It was recommended that local governments should focus more on KM and KD for the sustainable development of rural communities.

Keywords: Knowledge Management, Knowledge Dissemination, Local Governments, Sustainable Rural Community Development.

1. Background information on KM and KD.

Knowledge management (KM) is the process of creating, sharing, using, and managing the knowledge and information of an organization. It involves the collection, organization, and dissemination of knowledge within an organization in order to support its goals and objectives. KM includes a wide range of activities, such as knowledge creation, knowledge sharing, knowledge transfer, and knowledge retention (Andreev, 2022). On the other hand, Knowledge dissemination (KD) is the process of making knowledge and information available to a larger audience. (Chayanon, S., et al., 2021) This can be done through various channels, such as publishing research papers, giving presentations, and sharing information through social media or online platforms. The goal of KD is to share knowledge and ideas with others, in order to facilitate learning, stimulate innovation, and contribute to the overall development and growth of an organization or society (Farooq, 2018).

According to Harper (2019), the four main components of knowledge management are people, process, content or IT, and strategy. People refer to the individuals within an organization who create, share, and use knowledge. It includes employees, managers, and

other stakeholders who contribute to the knowledge base of the organization. The Process is the ways in which knowledge is created, shared, and used within an organization. It includes the policies, procedures, and processes that are put in place to support knowledge management activities. Content or IT is the actual knowledge and information that is managed within an organization. It includes documents, databases, and other types of content that are used to support the knowledge management process. also, Strategy is the overall plan or approach that an organization takes to manage its knowledge and information. It includes the goals and objectives of the organization's knowledge management efforts, as well as the resources and tactics that are used to achieve those goals (Abualoush, Bataineh, & Alrowwad, 2018).

2. The role of KM and KD in the sustainable development of rural communities.

In Thailand, knowledge management (KM) can play a significant role in supporting the sustainable development of rural communities. KM can help to leverage the local knowledge and expertise of community members. Rural communities in Thailand often have a wealth of knowledge and experience related to their environment, culture, and way of life. KM has helped to capture and document this knowledge and make it available for use by community members and stakeholders. Also, KM has helped enhance the capacity of rural communities to generate, share, and use knowledge since it plays a role to create the infrastructure and processes needed to support the creation and dissemination of knowledge within and outside of rural communities. This can include setting up knowledge-sharing platforms and networks, such as online communities or offline workshops, and providing training and support to community members to develop their knowledge and skills (Zinzou & Doctor, 2020).

Additionally, KM promotes innovation and the adoption of new technologies and practices since it facilitates the identification and sharing of new ideas and practices that can improve the sustainability and resilience of rural communities in Thailand. Through this, there is the adoption of new technologies, such as renewable energy sources, and the adoption of more sustainable practices, such as sustainable agriculture or waste management across Thailand. More so, KM fosters collaboration and networking through the establishment of partnerships and collaborations between different stakeholders, such as community organizations, government agencies, and private sector partners. This can help to share resources, expertise, and ideas, and support the development of more comprehensive and effective solutions to the challenges faced by rural communities in Thailand as alluded to by Ngoc-Tan and Gregar (2018).

Notably, Knowledge dissemination (KD) can play a significant role in the sustainable development of rural communities in Thailand. Perhaps KD involves making knowledge and information available to a larger audience, in order to facilitate learning, stimulate innovation, and contribute to the overall development and growth of organizations, society, and the economic prosperity of the country. In the context of rural communities in Thailand, KD facilitates sharing of local knowledge and expertise with others, thus rural communities in Thailand often have a wealth of knowledge and experience related to their environment, culture, and way of life.

KD can help to share this knowledge with others, in order to build relationships and partnerships, and contribute to the overall development of the community or society (Al Ahabbi et al., 2018). KD also facilitated the Spread of new ideas and innovations within and outside the community by promoting the adoption of new technologies and practices that can improve the sustainability and resilience of rural communities in Thailand. This can include the dissemination of information about new technologies, such as renewable energy sources,

or the sharing of best practices related to sustainable agriculture or waste management (Kordab et al., 2020).

Furthermore, KD and KM enhance the reputation and credibility of the community as a source of knowledge and expertise. By sharing its knowledge and expertise with others, a rural community in Thailand can enhance its reputation and credibility as a source of valuable information and ideas. This can help to attract resources and support from other stakeholders, such as government agencies or private sector partners. More so, the KM and KD foster a culture of learning and continuous improvement since it is key to creating a culture of learning and continuous improvement within a rural community in Thailand. By sharing knowledge and ideas with others, community members can learn from one another and identify new opportunities for growth and development Saiz-Alvarez et al. (2021).

3. Problems faced by local governments KM and KD

3.1 Lack of skill in knowledge management and dissemination

Lack of skill is one of the challenges that local governments in Thailand may face in implementing knowledge management (KM) and knowledge dissemination (KD) initiatives. Some local government employees may not have the necessary skills or knowledge to effectively create, share, and use knowledge within their organization. This can be due to a lack of training or development opportunities, or if a government department or officials lacks these skills, local government will struggle to effectively implement KM and KD initiatives (Ardito et al., 2019). This can hinder their ability to access, use, and share important knowledge and information, which can impact their ability to make informed decisions and deliver effective services to their stakeholders. a lack of experience with KM and KD practices is therefore a challenge to a majority of local governments in Thailand as argued by Rastorgueva and Zecca (2017).

3.2 Lack of budget

Lack of budget is one of the challenges that local governments in Thailand may face when trying to implement knowledge management (KM) and knowledge dissemination (KD) initiatives. KM and KD involve activities such as collecting, organizing and sharing information and knowledge within an organization or community. These activities can be resource-intensive, requiring funding for things like staff time, training, and technology. If local governments do not have sufficient resources, they may not be able to invest in the necessary infrastructure and support to effectively implement KM and KD initiatives. This can hinder their ability to access, use, and share important knowledge and information, which can impact their ability to make informed decisions and deliver effective services to their communities (Farooq, 2018).

3.3 Lack of central government involvement in sustainable development

The lack of central government involvement in sustainable development can be a challenge for local governments in Thailand as they try to implement knowledge management (KM) and knowledge dissemination (KD) initiatives. As mentioned before, KM and KD involve activities such as collecting, organizing and sharing information and knowledge within an organization or community. These activities can be critical for supporting sustainable development efforts, as they can help local governments access and use relevant information and knowledge to inform their decision-making and planning processes (Ardito et al., 2019). However, if the central government is not actively involved in supporting sustainable development efforts at the local level, local governments may not have access to the necessary resources and support to effectively implement KM and KD initiatives. This can hinder their ability to access, use, and share important knowledge and information related to sustainable development, which can impact their ability to make

informed decisions and take action to address environmental and social challenges in their communities (Rastorgueva and Zecca, 2017).

4. Recommendation

To address the challenge of lack of skills in KM and KD, local governments in Thailand may need to invest in training and development programs that can help employees to develop the skills and knowledge needed to effectively participate in KM and KD activities. This could include training in the use of KM and KD tools and technologies, as well as training in the development and sharing of knowledge. In addition, local governments may need to establish clear policies and procedures for KM and KD, and provide ongoing support and guidance to employees to ensure that they are able to effectively use these tools and practices. By investing in the development of the knowledge and skills of their employees, local governments in Thailand can support the effective implementation of KM and KD initiatives and achieve their goals and objectives.

To address the challenge of budgeting and resource allocation, local governments in Thailand may need to prioritize KM and KD in their budgeting and financial planning processes and look for ways to secure additional funding or resources from the central government or other partners. They may also need to be creative in finding cost-effective solutions for implementing KM and KD, such as leveraging existing technology and resources or collaborating with other organizations

To actively engage the central government, the local governments in Thailand may need to advocate for greater central government involvement in supporting sustainable development efforts at the local level. They may also need to explore alternative sources of funding and support for KM and KD initiatives, such as collaborating with other organizations or seeking support from international donors.

5. Conclusion

In conclusion, effective implementation of KM and KD facilitates sharing of knowledge and expertise with others, in order to build relationships and partnerships, spread new ideas and innovations within and outside the organization, foster a culture of learning and continuous improvement and support the development and growth of employees, stakeholders, and the organization as a whole. To effectively implement KM and KD in rural communities in Thailand, local government agencies can establish knowledge-sharing platforms and networks, such as online communities or offline workshops, to facilitate the exchange of information and ideas. They can provide training and support to community members to develop their knowledge and skills, and promote the use of new technologies and practices that can improve the sustainability and resilience of rural communities. KM and KD can support the sustainable development of rural communities in Thailand by enabling the creation, sharing, and use of knowledge to address the challenges and opportunities faced by these communities. Lastly, KM and KD play a crucial role in the sustainable development of rural communities in Thailand by enabling the sharing of knowledge and ideas and promoting the adoption of new technologies and practices that can improve the sustainability and resilience of these communities.

6. References

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