

Knowledge Market for Education in the Digital World: Problems, Challenges, or Opportunities?

Natalia Ivanova,

Petersburg State Transport University, Russia

email: nataliv62@gmail.com

Heikki Ruohomaa,

HAMK University of Applied Sciences, Finland

email: Heikki.ruohomaa@hamk.fi

Krassimira Ivanova,

Institute of Mathematics and Informatics, BAS, Bulgaria

email: kivanova@math.bas.bg

What is that - "digital transformation"?

Wikipedia notes:

Digital transformation is the changes associated with the application of digital technology in all aspects of human society

Digital Business Transformation is organizational changes through the using of Digital Technologies, Digital Knowledge and Business Models to Improve business processes and performance

What is "digital transformation" for "knowledge market" in education sphere?

Where are

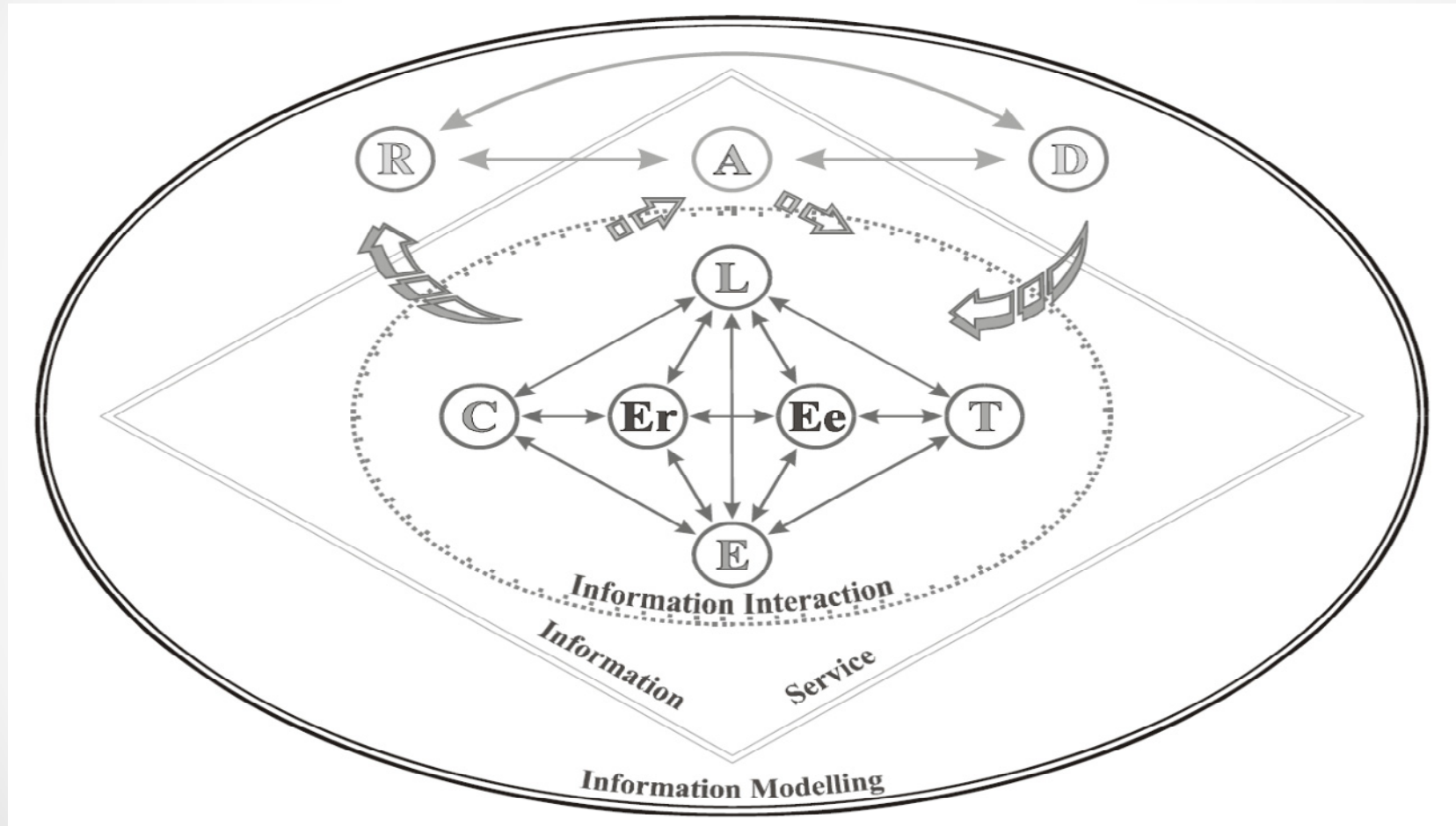
Problems,

Challenges,

Opportunities?



Knowledge Market as we have seen it ten years before



Basic Structure of the Knowledge Market

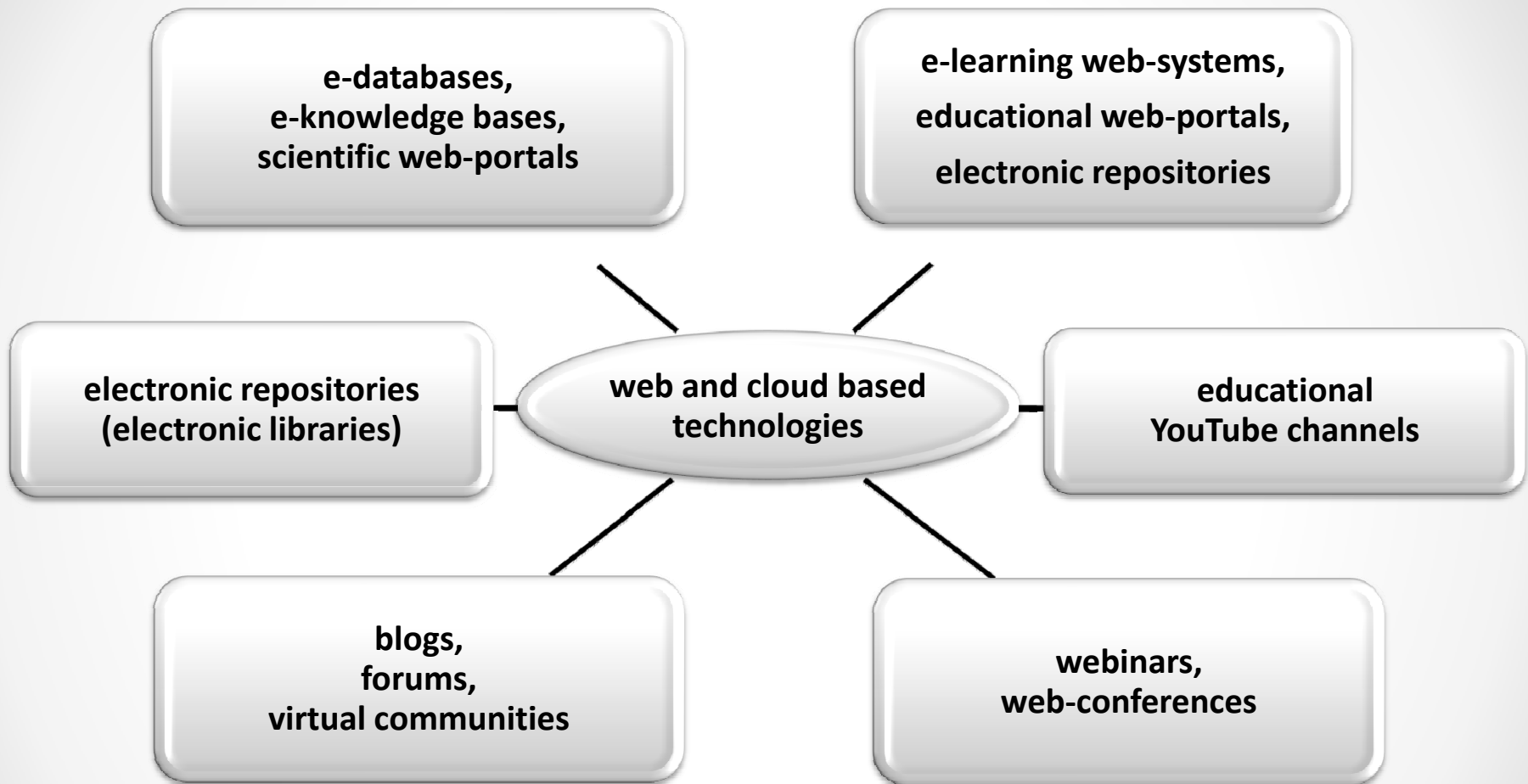
Change of the consumer's behavior and challenges for the knowledge providers

- There was a change of generations, which grew up round about of **social networks** and different **mobile gadgets**;
- Today the consumer of knowledge is "**always online!**". It means that even the procedure of knowledge discovering and acquiring has to be changed;
- The consumer of knowledge moves to Digital World inheriting all previously **accumulated digital data and knowledge**.

Digital interaction

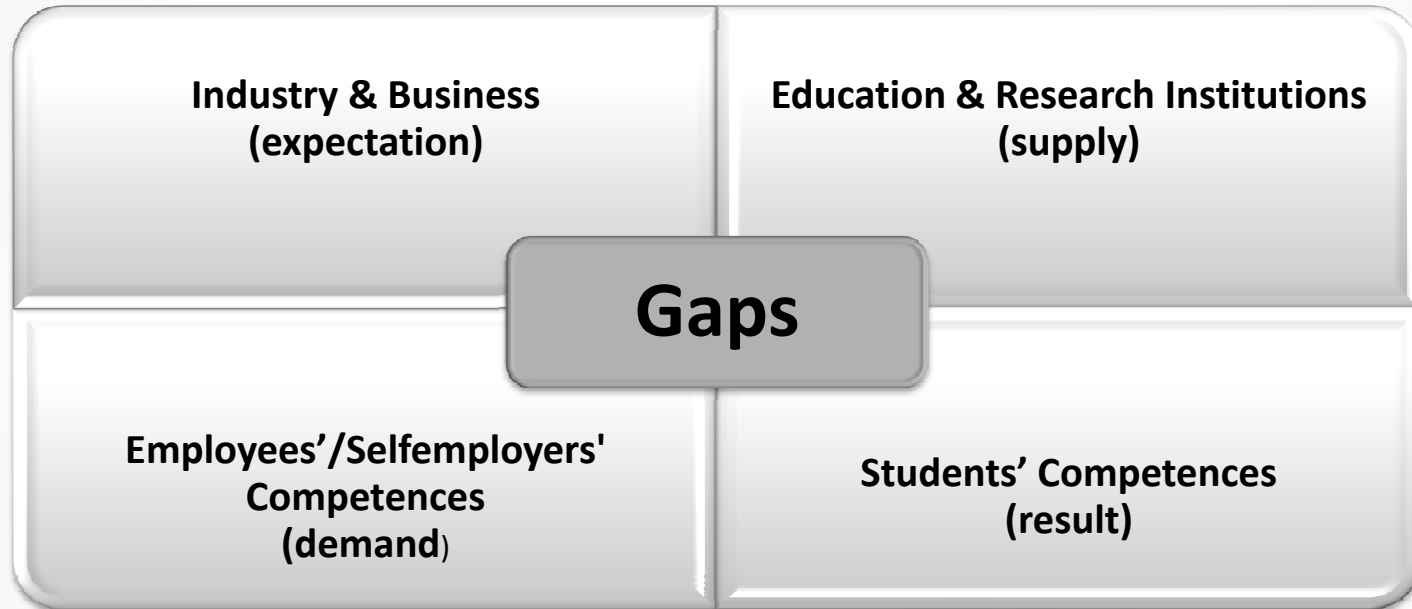
- **Players** – the same
- New is in **information interaction**
- Problems for old teachers and professors as well traditional knowledge market consumers and inventors

Technological changes and transformation



The new **technological and information capabilities** provide wide opportunities to organize the learning process and information interaction between Knowledge Market players using web and cloud based technologies.

Interaction gaps between Knowledge Market players



Digital technologies deeply transform:
peoples, societies, business models, business strategies,
applying business technologies, services and devices...

Digital transformation for Universities: challenges, problems or opportunities?

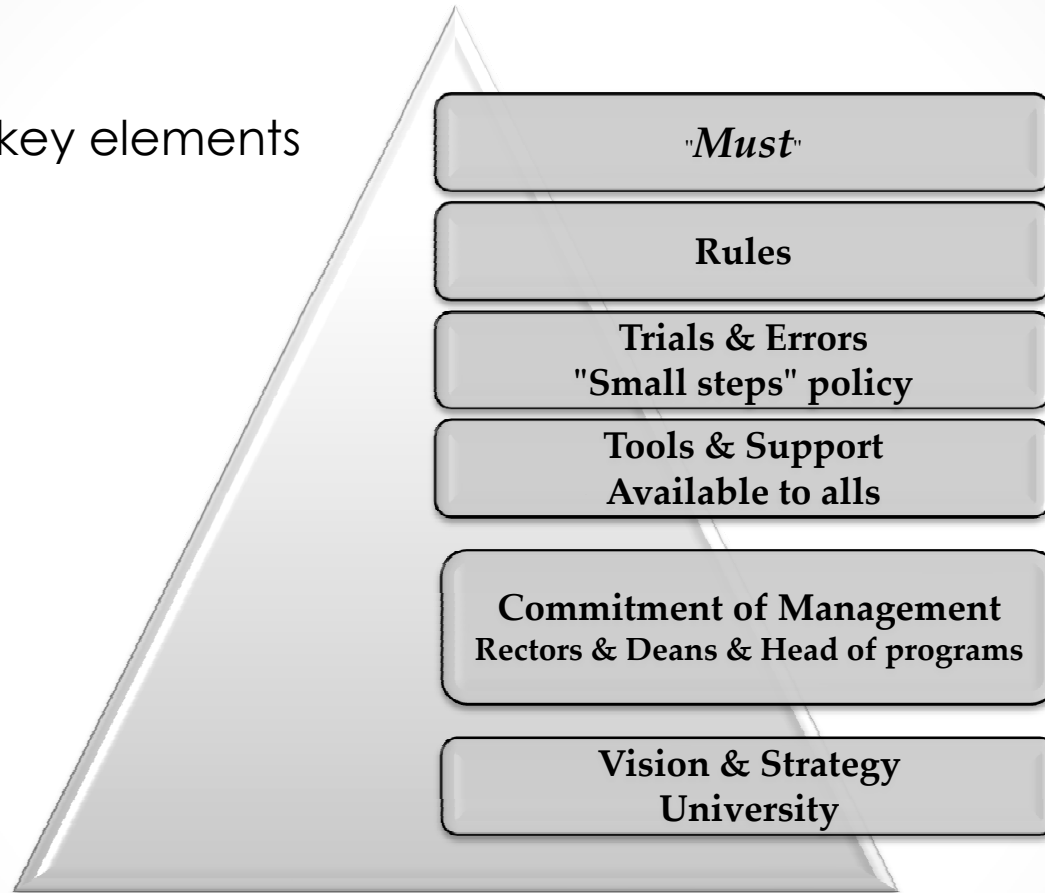
From university reality and experience we can see that (for example in HAMK University, Finland - www.hamk.fi)

- lecturers are not able use new technologies (same equipment than student)
- lectures are unwilling to use technologies
- students are able to check all facts that teachers talk for 10 seconds from internet
- the **language and values** of young people to communicate has changed
- **Gathering facts <-> Deep understanding ???**

That is a big problem!

What should we do?

Main Steps and key elements



But just last three year the bigger steps have taken place in whole organization and the work is still going on

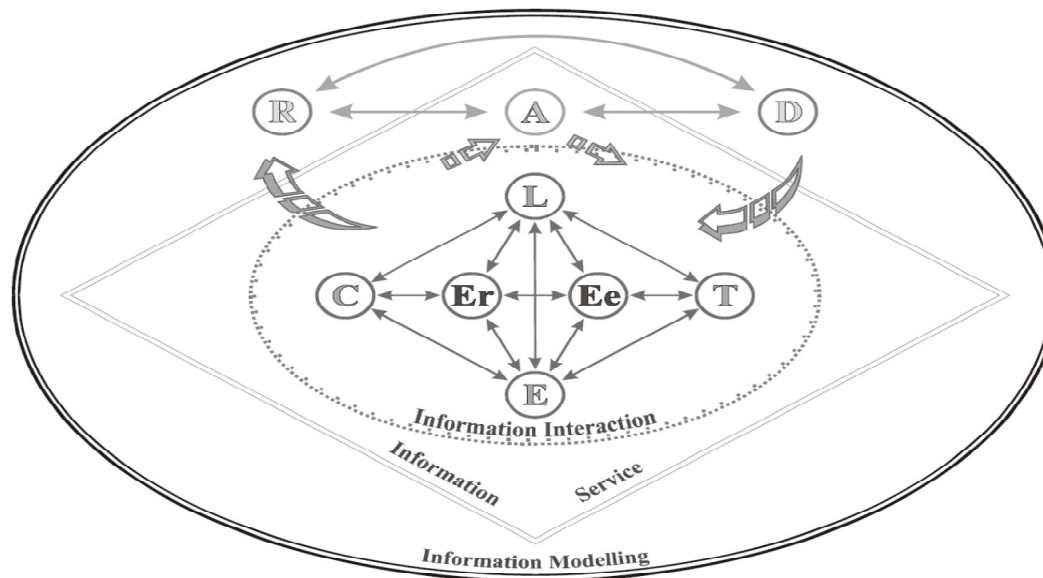
Platform as important issue for the digital knowledge market development

Knowledge Virtual Environment has to define:

- functions;
- groups of users;
- structure of information (content);
- organizational structure for support and control

Conclusion

Looking retrospectively after 20 years
of educational knowledge market development



Digital transformation determines new challenges and new opportunities for the **education**, the **information interaction**, and the **knowledge market development**

Thank you for the attention !

Questions ?



Natalia Ivanova

Heikki Ruohomaa

Krassimira Ivanova