A Proposal Imagine for the Knowledge Management in the Colleges and Institutes of the Zagazig University.

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Abstract

The current research aims at designing a recommended program to increase the functional efficiency of the frozen The importance of the current study in that it on the theme (KM), which is one of the trends of modern management in the Arab environment in particular, The subject was 394 from Staff members university (Dean, Vice Dean, chief scientific), Secretary of the College, Head of the Department manager, administrative directors the units of development (unit of quality management, unit innovative) and their employees, managers Special Units "colleges and institutes of the (ZU), volunteered to participate. The subject was informed about the experimental procedures and signed informed consent statement. Subject consisted of 364 members for the basic study (202 male, 162 female) and 30 members for the pilot study. Results: The organization depends on the beneficiaries as a source of knowledge required for their activities. The organization set themselves targets to help in spreading knowledge in the organization. The organization is working to update the knowledge related to its activities; the organization has methods actors to revise the available knowledge. Organization uses electronic newsletters of related knowledge dissemination to their activities. The organization depend on knowledge generate on the internal expertise as a result of experience.

Key words: *knowledge management institutions and colleges..*

Introduction:

The end of the twentieth century has seen the emergence of a concepts set and entrances and new systems in the field of public administration, such as total quality management and re-engineering, and with the beginning of the nineties of the last century. Western governments started give great attention to the companies and organizations that have a better level of knowledge.

In other words they are an outstanding level and superior in the field of how to get the knowledge and handling, application and take advantage of them, and in this Pattern, emerged the concept of the (KM) which is in setting knowledge and skills gained in the hands of workers in the time and the appropriate form and easy as possible to be used in achieving higher levels of achievement. And (KM) contains all processes which help Foundation to find knowledge, selected and organized, use and dissemination and transfer important information and expertise possessed by the institution, which is a necessary and important for the activities of the various administrative as making the decision and strategic planning through the interaction of four elements: the organizational culture, organizational structure, information technology, and leadership in order to achieve organizational vision and mission of Foundation in the light of its strategic plan future ,Through this definition, it is clear that (KM) is working on the linking between the three) essential resources in the organization, namely: the

individuals, processes, technologies, to enable the organization of investment and share information and knowledge available to it a more effective manner. (Mikuleck , Mikulecky 2005)

It can higher education institutions(HEI) that employ (KM) and invested in improving performance in general and increase their ability to adapt quickly and with the appropriate requirements and the needs of the surrounding environment locally and globally, and whatever the entrance used by these institutions to employ (KM), it is important to realize that doing so does not prejudice only part of the organization, but to affect all parts of the organization, because the employment of (KM) adds value to the organization as a whole. (Leontiades, J. C 2001). (Kidwell et, al 2000) identified five areas to apply (KM) in universities, a scientific research, curriculum development and educational programs, services and student activities and services for graduates, administrative services and strategic planning. (Kidwell et, al 2000). (Mikuleck , Mikulecky 2005) indicates that there are five possibilities key to how to invest the ideas of (KM) and its principles in universities which teach (KM) in appropriate programs Therefore, the use of (KM) to support decisions of the university administration, improve the management of internal documents and make them available to the beneficiaries, raise the level of the publication and distribution of knowledge within the university and outside, and investment knowledge in qualitative change in the educational process. The adoption of strategies technologies (KM) in the (HEI) of is crucial and essential

as it is in business, and if it is applied effectively, it will inevitably lead to improve the capacity of educational institutions in decision-making, and serves to shorten the product development cycle, such as) curriculum, and scientific research and to provide services Academy and better management, in addition to reducing costs. (Kidwell, Jillinda et al 2000)

Despite the importance of (KM), but the universities are still not able to employ this area, and now it's time to think about these universities seriously upgrade its performance, especially that era has become the era of knowledge economy, and human capital unreliable in the development strategies of the developed countries, and will not be achieved only through the adoption of new strategies if movable intelligently based (KM) and information technology as the basis are held by universities and benefit from the experiences of developed countries, which increases the knowledge gap between us and them at every moment. Based on the above, and the nature of the role assigned to institutions of higher education by the responsibilities placed on it in the development of their communities and jobs that practiced in an urgent need to apply knowledge management, and considering that higher education institutions are a source of knowledge and invest in it is therefore more organizations suited to the adoption of knowledge management. In the context of trends mentioned above, and in light of the limited scientific studies aimed to discuss the applications of knowledge management in institutions of higher education on a global level and local level, so the present study was designed to search in the practices applied to (KM) colleges and institutes of the Zagazig University, and a proposal visualize for (KM) in the light of strengths and weaknesses.

The importance of the current study in that it on the theme (KM), which is one of the trends of modern management in the Arab environment in particular; Therefore, the subject of this concept for further study and research of the higher education institutions, further highlights the importance of the subject and attracts more attention to

him on the applied and an intellectual level. On the other hand growing importance of this study in light of the limited studies that have on the theme (KM) in (HEI) as we mentioned earlier, it is still this concept has not received adequate attention by researchers and interested practitioners in higher education institutions globally and regionally, in particular, thus will contribute to this study enrich the Arabic library in this aspect. As the current study discusses the applications of (KM) in (HEI) and to clarify the advantages and constraints associated with the application, as the (KM) in (HEI) to help meet the requirements of changes times the current, and the face of increasing economic and social pressures and knowledge for improving the performance of its human resources and the need for speed of response of the universities of where its educational programs and libraries and the rules of their information with (KM). This study seeks to provide a proposal for the visualization of (KM) in (HEI) and some of the recommendations that contribute the effectiveness of the application of (KM) in (HEI). This investigation aims to develop a proposal for the visualization of (KM) colleges and institutes of the Zagazig University and to identify the applied (KM) practices colleges and institutes of Zagazig University (ZU) for diagnostics, planning and application of knowledge control.

Material and methods

Subject:

subject ware 394 male from Staff members university (Dean, Vice Dean, chief scientific), Secretary of the College, Head of the Department manager, administrative directors the units of development (unit of quality management, unit innovative) and their employees, managers Special Units "colleges and institutes of the (ZU), volunteered to participate. The subject was informed about the experimental procedures and signed informed consent statement. The subject consisted of 364 members (202 male, 162 female) for the basic study and 30 members for the pilot study. The numbers and the details of the participant's classifications of the subject are given in table 1 and table 2.

Table 1
The Numbers and classifications of the subject.

NO	Faculty \ Institute	Senior management (Dean, Vice dean, chief scientific)	Faculty member	Secretary of the College, head of the Department of Administrative	Administrators	Unit managers and staff development (quality management unit, unit updated)	Managers Special Units
1	Faculty of Physical Education Girls	5	9	3	4	5	2
2	Faculty of Medicine	5	12	4	5	5	3
3	Faculty of Pharmacy	4	6	4	4	4	3
4	Faculty of Veterinary Medicine	4	3	3	3	4	3
5	Faculty of Agriculture	4	5	3	4	5	2
6	Faculty of Physical Education, Boys	5	10	3	7	10	2
7	Faculty of Nursing	4	7	2	4	8	2
8	Faculty of Arts	5	6	3	4	7	2
9	Faculty of Science	2	5	2	3	6	2
10	Faculty of Engineering	2	4	2	3	5	3
11	Faculty of Education	2	3	2	4	4	1
12	Faculty of Commerce	2	5	2	3	5	1
13	Faculty of Law	2	4	3	4	4	——
14	Faculty of Technology and Development	3	5	4	5	3	2
15	Faculty of Qualitative Education	5	5	3	4	5	1
16	Faculty of Computing and Information	2	4	3	3	2	1
17	Institute for Near East civilizations	2	2	3	3	3	——
18	Institute of Asian Studies	1	2	2	3	2	——
	Sum	95	97	51	70	87	30
	Total Sum						

The table 1 indicate to the numbers and the classifications of the basic subject and the pilot subject and its distribution of the research community.

Table 2
the classifications of thebasic and pilot subject.

No	Subject	Main subject	Percentage %	Pilot Subject	Percentage %	total	Percentage %
1	Senior management (Dean, Vice dean, chief scientific)	54	%13.70	5	%1.27	59	%14.97
2	Faculty member	91	%23.10	6	%1.52	97	%24.62
3	Secretary of the College, head of the Department of Administrative	46	%11.67	5	%1.27	51	%12.94
4	Administrators	66	%16.75	4	%1.02	70	%17.77
5	Unit managers and staff development (quality management unit, unit updated)	81	%20.56	6	%1.52	87	%22.08
6	Managers Special Units	26	%6.59	4	%1.02	30	%7.61
	Total	364	%92.39	30	%7.61	394	%100

Tools

Survey:

The researcher has access to many of the scientific literature, previous researches and studies on the field of (KM) in (HEI) and public and private organizations, business organizations, and has identified themes through

scanning of imputence for these studies, and the quotation as much as possible of the axes of these previous studies to be presented to the experts, with the definition of the axis of each of these themes, is illustrated in table 3.

Table 3

the imputence survey for questionnaire axes to the practical reality applied (TPRA)

(KM) colleges and institutes of the (ZU)

NO	The author's name &The imputence number	Year	Knowledge Diagnosis (KD)	Knowledge Planing (KP)	knowledge Renovation (KR)	Knowledge Publishing, sharing and distribution (KPSAD)	knowledge Generating & acquisition (KGAA)	knowledge Organizing, storage and retrieval (KOSAR)	Knowledge Application (KA)	knowledge Follow-up and control (KFAC)
1	Hurbert,s(8)	1998	*	*	*	___	*	*	*	*
2	Mullin,R.,(14)	2000	*	*	*	*	___	*	*	*
3	Barnes, Stuart (2)	2002	*	*	___	*	*	*	___	*
4	Pollock ,Neal (16)	2002	*	*	*	*	*	*	*	*
5	Coakes, Elayne (4)	2003	*	*	*	*	*	___	*	*
6	Cortada, James, and Woods, John(5)	2003	*	*	*	*	*	*	*	*
7	Anantatmula, Vital Sree Panduranga(1)	2004	*	*	___	*	*	*	*	*
8	Robertson, J.(17)	2005	*	*	*	*	*	*	*	*
9	McCarthy, A.F(12)	2006	*	*	*	*	*	*	*	*
10	Turban, et al and others, (19)	2006	*	___	*	*	*	*	*	*
	total		10	9	8	9	9	9	9	10
	%		%100	% 90	% 80	% 90	% 90	% 90	% 90	%100

Table 3 indicate to the survey imputence of the axes questionnaire (TPRA) to (KM) colleges and institutes of the (ZU), where the researcher determine the percentage for each axis of the axes obtained, has acceptable by researcher ratio (80%) as a minimum to determine axes initial questionnaire.

Questionair:

The researcher put those axes reached by the questionnaire form (App. 2) and presented to the experts in the field of

administration and sports management (App. 1), taking into account not less experience in the field for the number five (5) years, and that holds a PhD in Physical Education , and be one of the faculty member colleges of Physical Education Department of Sports Management, and then select the researcher percentage of these themes and choose the axes got the relative importance between (80% - 100%) as in the table 4.

Table 4

The percentage of agreement among experts about the questionnaire axes and the reality of Applied practices (TPRA) for (KM) colleges and institutes of the Zagazig University

No	Axes	Consensus of the Experts percentage	percentage
1	Knowledge Diagnosis (KD)	10	%100
2	Knowledge Planing (KP)	10	%100
3	knowledge Renovation (KR)	10	%100
4	Knowledge Publishing, sharing and distribution (KPSAD)	10	%100
5	knowledge Generating & acquisition (KGAA)	10	%100
6	knowledge Organizing, storage and retrieval (KOSAR)	10	%100
7	Application (KA) Knowledge	10	%100
8	knowledge Follow-up and control (KFAC)	10	%100

The own axes are selected form is a questionnaire (TPRA) to (KM) colleges and institutes of the (ZU), which got a percentage of 100% through the results form an opinion poll experts around the axes of the questionnaire and the reality of practical application of (KM) colleges and institutes of the (ZU).

The researcher has developed phrases of proposed questionnaire and display phrases for each axis of the experts (App. 3), to verify the logical validity for appropriate phrases proposed for each axis, and the suitability of drafting terms proposed and suitability for the axis to which it belongs, and the possibility to delete or modify or add other phrases, The researcher found through a poll Gentlemen experts to determine the percentage of agreement among experts is evident also in the table 5.

Table 5

the percentage of agreement among experts on the identification of phrases axes questionnaire
(TPRA) to (KM) colleges and institutes of the (ZU)

No	percentage	No	percentage	No	percentage	No	percentage	No	percentage
The first axis Knowledge Diagnosis (KD)									
1	%100	2	%90	3	%90	4	%100	5	%80
6	%100	7	%100	8	%40	9	%90		
The scond axis Knowledge Renovation (KR)									
10	%100	11	%90	12	%80	13	%100	14	%90
15	%80	16	%90	17	%90	18	%100	19	%100
20	%100	21	%80						
The third Knowledge Publishing, sharing and distribution (KPSAD)									
22	%90	23	%90	24	%90	25	%100	26	%100
27	%100	28	%100	29	%90	30	%100	31	%100
32	%80								
The fourth knowledge Generating & acquisition (KGAA)									
33	%90	34	%90	35	%100	36	%90	37	%90
38	%100	39	%80	40	%80	41	%100	42	%80
43	%100	44	%100	45	%100	46	%100	47	%100
The fifth Knowledge Publishing, sharing and distribution (KPSAD)									
48	%80	49	%90	50	%100	51	%100	52	%40
53	%100	54	%90	55	%90	56	%80	57	%100
The sixth knowledge Organizing, storage and retrieval (KOSAR)									
58	%100	59	%30	60	%100	61	%90	62	%90
63	%90	64	%90	65	%80	66	%80	67	%90
68	%100	69	%100	70	%100	71	%100	72	%100
Application (KA) The seventh Knowledge									
73	%100	74	%100	75	%90	76	%80	77	%90
78	%90	79	%90	80	%100	81	%100		
The eighth knowledge Follow-up and control (KFAC)									
82	%80	83	%100	84	%80	85	%90	86	%40
87	%100	88	%90	89	%30	90	%100		

Table 5 indicate to the percentage of agreement among experts on the identification of phrases axes questionnaire (TPRA) to (KM) colleges and institutes of the (ZU) ,the researcher has embraced to accept the ferry that took place on a percentage (80%) or more of the total views, The number of phrasesis (86).

The following table shows the number of phrases in the initial image of the questionaire and the number of deletions and numbers, according to the proportion of the experts.

Table 6
the number of questionaire phrases in the initial image and the number of deletions
and numbers, according to the proportion of the experts.

NO	Axe	Phrases no	deletions Phrases	No of deletions Phrases	Total no of phrases
1	Knowledge Diagnosis (KD)	9	——	——	9
2	Knowledge Planing (KP)	12	——	——	12
3	knowledge Renovation (KR)	11	——	——	11
4	Knowledge Publishing, sharing and distribution (KPSAD)	15	——	——	15
5	knowledge Generating & acquisition (KGAA)	10	1	52	9
6	knowledge Organizing, storage and retrieval (KOSAR)	15	1	59	14
7	Application (KA) Knowledge	9	——	——	9
8	knowledge Follow-up and control (KFAC)	9	2	89 ، 86	7
	Total	90	4		86

The Pilot Study:

The researcher applying the questionnaire and the reality of applied practices for (KM) colleges and institutes of the (ZU) in the period from 10/22/2012 to 1/11/2012 on the pilot subject 30 member "senior management (Dean, Vice dean, chief scientific) , a faculty member, Secretary of the college, an administrative department head, manager, managers of development units (unit of quality management, and innovative unit) and their employees, managers Special Units "colleges and institutes of the (ZU)

The scientific treatment of the questionnaire:

The questionnaire reliability:

The researcher calculates the reliability coefficient questionnaire axes of (8) axes and their phrases and number (86) is using the two methods are the way retail midterm responses to sample the scoping study on the questionnaire using the equation Spearman & Brown to find the correlation coefficient between the phrases marital and individual phrases, as well as find reliability by using coefficient of Cronbach's alpha. It has been demonstrated that the correlation coefficients between the two halves of the questionnaire phrases axes ranged between (0.396: 0.604), and Cronbach's alpha coefficient ranged between (0.425: 0.581), suggesting that the questionnaire with high reliability coefficient.

The Questionaire Validity:

The researcher counts the validity on 30 members of the pilot subject individual from 10/22/2012 to 1/11/2012

ratified by internal validity, and then calculates the correlation coefficient between the degree of each phrase separately to each axis and class college to this axis with a degree questionnaire as a whole, has been turned out and having significant relationship between the degree of each phrase and the axis that belongs to the ferry, and the presence of significant relationship between the degree of each axis and the total score of the questionnaire (TPRA) to (KM) colleges and institutes of the (ZU), it has been demonstrated that values of correlation coefficients are all pretty outweigh statistical significance at 0.05, suggesting ratified the internal construction of the phrases questionaire.

Basic Study:

The researcher applying the questionnaire (App. 4) on the subject of the research after the confirmation of the validity and reliability, in the period from 7/11/2012 to 11/21/2012 on "senior management (Dean, vice dean, chief scientific), faculty member, Secretary of the college, an administrative department head, manager, managers of development units (unit of quality management, and innovative unit) and their employees, managers Special Units "colleges and institutes of the (ZU) , has reached a total subject of basic research (364) persons.

Statistical analysis:

Data analysis was performed using SPSS version 17.0.Where the researcher analyzed the results using the mean, Standard deviation, median, kurtosis, skewness, Person correlation, Chi square and change ratio.

Results and Discussion:

Table 11

Repetition and the percentage of the value of the Chi 2 phrases and arrange for the responses of the sample search for phrases axis diagnostic process knowledge

NO	Phrases	yes		to some extent		No		The relative Weight	the Chi 2	Ranking
		Repetition	percentage	Repetition	percentage/.	Repetition	percentage/.			
1	The Foundation has the ability to identify employees who possess knowledge related to the field of activities.	138	37.91	135	37.09	91	25.00	775	*11.41	5
2	The Foundation has the ability to identify individuals outside the organization who possess knowledge related to the areas of their activities.	133	36.54	135	37.09	96	26.37	765	*7.95	6
3	Care Foundation attracting experts in the field of knowledge management-related activities.	189	51.92	91	25.00	84	23.08	833	*56.81	2
4	Foundation focuses on the diagnosis of the types of knowledge required for each level of different levels	129	35.44	140	38.46	95	26.10	762	*9.07	7
5	The Foundation has the tools that enable them to discover knowledge.	114	31.32	140	38.46	110	30.22	732	4.37	9
6	Foundation relies on the workers as a source of knowledge necessary to activites.	146	40.11	124	34.07	94	25.82	780	*11.23	3
7	Foundation relies on the beneficiaries as a source of knowledge necessary for their activities.	153	42.03	211	57.97	0	0	881	*195.87	1
8	The Foundation works on the classification of available knowledge to it.	144	39.56	127	34.89	93	25.55	779	*11.11	4
9	Being organized knowledge in the enterprise manner that makes them capable of dealing with the problems they face.	118	32.42	136	37.36	110	30.22	736	2.92	8

Value of Chi 2   (P< 0.05) = 5.99

Table 11 shows that there are a significant difference for the value of calculated Chi 2 for the responses of the sample search for phrases axis and (TPRA) of (KM) colleges and institutes of the (ZU) through the process of knowledge diagnosis are all statistically significant (P< 0.05), with the exception of phrases number (5,9).

The table 11 shows too the percentage of the response to the expressions of the answer (yes) ranged between (31.32%, 51.92%), and the percentage of the response to the expressions of the answer (to some extent) ranged between (25%, 57.97%), and the ratio the percentage of the response to the phrases to answer (No) ranged between (zero%, 30.22%).the table showes too there are a significant differences in axes phrases (TPRA) through the knowledge diagnosis And for the benefit of the response top, where the value of Chi 2 ranged between calculated (2.92, 195.87), which are all phrases statistically significant (P< 0.05), except for phrases (5) and (9). Where it came from the response of the phrases is that the institution depends on beneficiaries as a source of knowledge required for its activities, the Foundation is interested to attract experts in the field of knowledge management-related activities, the Foundation relies on

workers as a source of knowledge required for its activities, the Foundation is working on the classification of knowledge available to it, the institution has the capacity to identify their employees who possess knowledge related to the field of activities. While the response of the phrases that are to some extent the organization has the ability to identify individuals outside the organization who possess knowledge related to the areas of their activities, and to some extent the institution focused on the diagnosis of the types of knowledge required for each level of different levels.

The researcher impute that the knowledge diagnosis of important things in the program of (KM), and in light of the diagnosis is the development of policies and programs of other processes, as it is imperative to discover the knowledge of the institution and to identify people cohabitation and their positions, as well as to locate this knowledge in the rules, it is an essential process contributes direct contribution to the launch and other processes determine the shape and depth, Although the monitoring organization to sources knowledge of internal represented with their potential and have their members and expertise of information and experiences of interest to

present the organization and its future, as well as the identification of sources of external knowledge about the task in the environment of knowledge surrounding the institution, which must be monitored strictly according to the concerns of the organization and seek to link the systematic them. These results are agree with the study of (Bogner & Bansal, 2007) in the rate of growth of

institutions linked positively with the ability to build a knowledge society its own, and the study of (Holowetzki, 2002) in the optimal solution for the success of initiatives (KM) is focus on cultural factors and their ability to build and maintain an environment to share knowledge that is the key to effective implementation of (KM).

Table 12

Repetition and the percentage of the value of the Chi 2 phrases and arrange for the responses of the sample search for phrases axis knowledge planing (KP) process

NO	Phrases	yes		to some extent		No		The relative Weight	the Chi 2	Ranking
		Repetition	Percentage	Repetition	percentage ٪	Repetition	percentage ٪			
10	Foundation set itself the goals help in spreading knowledge in the organization.	243	66.76	121	33.24	0	0	971	*252.32	1
11	Foundation determines the appropriate means to achieve the objectives of the dissemination of knowledge in the organization.	170	46.70	194	53.30	0	0	898	*184.38	2
12	General policy of the Foundation encourages employees to display their new ideas related activities.	100	27.48	136	37.36	128	35.16	700	5.89	12
13	Foundation uses multiple methods to build the necessary knowledge in all its units.	119	32.69	129	35.44	116	31.87	731	0.75	10
14	Foundation seeks to acquire knowledge from multiple sources.	126	34.62	139	38.18	99	27.20	755	*6.86	8
15	Foundation is working on the development of current knowledge.	166	45.61	106	29.12	92	25.27	802	*25.47	3
16	The Foundation encourages the knowledge exchange among employees within the organization.	123	33.79	129	35.44	112	30.77	739	1.22	9
17	Foundation adopts a clear policy aimed at developing the capacity of workers	148	40.66	123	33.79	93	25.55	783	*12.50	4
18	Foundation bother people with experience and knowledge to have as stocks Cognitive excellence for its business	143	39.29	129	35.44	92	25.27	779	*11.44	6
19	The Foundation encourages sharing volunteerism in knowledge by beneficiaries.	144	39.56	128	35.17	92	25.27	780	*11.69	5
20	over great importance to the institution organizing cognitive through them educate workers	110	30.22	141	38.74	113	31.04	725	4.82	11
21	The Foundation continuously finding process and find a logical arrangements to take advantage of knowledge.	123	33.79	148	40.66	93	25.55	758	*12.50	7

Value of Chi 2   (P< 0.05) = 5.99

Table 12 shows that there are a significant difference for the value of calculated Chi 2 for the responses of the sample search for phrases axis and (TPRA) of (KM) colleges and institutes of the (ZU) through the process of knowledge Planing (KP) are all statistically significant (P< 0.05) with the exception of phrases number (12,13,16,20).

The table 11 shows too the percentage of the response to the expressions of the answer (yes) ranged between

(27.48%, 66.76%), and the percentage of the response to the expressions of the answer (to some extent) ranged between (29.12%, 53.30%), and the ratio the percentage of the response to the phrases to answer (No) ranged between (zero%, 35.16%).the table showes too there are a significant differences in axes phrases (TPRA) through the knowledge Planing (KP) And for the benefit of the response top, where the value of Chi 2 ranged between

calculated (0.75, 25.32), which are all phrases statistically significant (P< 0.05), except for phrases (12,13,16,20) .

researcher impute that the adoption of any entrance in knowledge management requires identifying the objectives of the strategy and knowledge management, and implementation of knowledge management strategy, and the selection of indicators of knowledge management, and measuring and evaluating the level of knowledge management in the light of the indicators assessed. The process of (KP) concerning the drawing of different plans with correlation (KM), and support the objectives of (KM) and activities of individual and organizational, and strive

to provide the capabilities necessary for the conduct of business efficiently and effectively, and to provide staff expert specialized, and identify technological facilities necessary.

These results are agree with the study of (Zack , et. al 2009) There are a direct relationship between (KM) and organizational performance, focusing on the role of (KM) as a mediator to improve the output of job performance, and the study of (Robertson., J 2004) that the use of technology in (KM) will provide a strong role for internal communications.

Table 13

Repetition and the percentage of the value of the Chi 2 phrases and arrange for the responses of the sample search for phrases axis knowledge Renovation (KR) process

NO	Phrases	yes		to some extent		No		The relative Weight	the Chi 2	Ranking
		Repetition	percentage٪	Repetition	percentage٪	Repetition	percentage٪			
22	Foundation is working to update the knowledge of related activities.	144	39.56	127	34.89	93	25.55	779	*11.11	1
23	Foundation is working on the revision of knowledge in order to achieve efficient use.	103	28.30	166	45.60	95	26.10	736	*24.93	7
24	The Foundation has actors for the revision of the available methods knowledge.	137	37.64	133	36.54	94	25.82	771	*9.30	2
25	Foundation crew specialized crews to update the knowledge associated with their activities.	127	34.89	125	34.34	112	30.77	743	1.09	6
26	Foundation is working on a review of available knowledge periodically	107	29.40	148	40.66	109	29.94	726	*8.80	9
27	Foundation intrest in to develop innovative new ideas.	126	34.62	146	40.11	92	25.27	762	*12.28	3
28	Foundation reward working on new innovative ideas.	94	25.82	148	40.66	122	33.52	700	*12.02	10
29	Foundation rewards employees for their efforts to gain new knowledge to support their activities.	101	27.75	132	36.26	131	35.99	698	5.12	11
30	The Foundation supports cognitive operations expertise to achieve harmonization of opportunities and challenges.	122	33.52	144	39.56	98	26.92	752	*8.72	4
31	Being continually update the knowledge stored	91	25.00	189	51.92	84	23.08	735	*56.81	8
32	Helps organize knowledge in the development of newly generated knowledge.	110	30.22	164	45.05	90	24.73	748	*24.15	5

Value of Chi 2   (P< 0.05) = 5.99

Table 13 shows that there are a significant difference for the value of calculated Chi 2 for the responses of the sample search for phrases axis and (TPRA) of (KM) colleges and institutes of the (ZU) through the process of knowledge Renovation (KR) are all statistically significant (P< 0.05) with the exception of phrases number (25 ,29).

The table 13 shows too the percentage of the response to the expressions of the answer (yes) ranged between (25 %, 39.56%), and the percentage of the response to the expressions of the answer (to some extent) ranged between (34.34%, 51.92%), and the ratio the percentage of the

response to the phrases to answer (No) ranged between (23.08 %, 35.99%).the table showes too there are a significant differences in axes phrases (TPRA) through (KR) And for the benefit of the response top, where the value of Chi 2 ranged between calculated (1.09, 56.81), which are all phrases statistically significant (P< 0.05), except for phrases (25,29) .

The researcher impute that the knowledge hat need to be updated, and must include a (KM) system means update and add and modify and re-correct, and be able to accretion of knowledge and regeneration. It must be

emphasized that the preservation of knowledge is vital and very important, especially in institutions that depend on the recruitment or use of the system of temporary contracts or external consultancy.

The updating process and continuation of knowledge focused on the revision of knowledge and growth and nutrition, and focuses revision on what is happening on the knowledge to make it ready for use, and that knowledge is free of value need to re-enrich to become viable in other areas, and the retention of knowledge is very important,

especially in institutions that suffer from high rates of work rotation.

These results are agree with the study of (Robertson., J 2004) in the need to develop a (KM) strategy, and vary with the study (Neal Pollock 2002) in the performance management of information technology in organizations under study are not still in its infancy and that most of its efforts in achieving its objectives are still in the level of small-sized institution.

Table 14

Repetition and the percentage of the value of the Chi 2 phrases and arrange for the responses of the sample search for phrases axis knowledge Renovation (KR) process

NO	Phrases	yes		to some extent		No		The relative Weight	the Chi 2	Ranking
		Repetition	percentage/.	Repetition	percentage/.	Repetition	percentage/.			
33	Foundation Interested in of its activities related to the transfer of knowledge from multiple sources and to its various units	132	36.26	132	36.26	100	27.47	760	5.63	9
34	The Foundation works on display new ideas that you get from outside the organization to develop related crews.	133	36.54	118	32.42	113	31.04	748	1.78	11
35	There in the enterprise library includes related publications to their work	189	51.92	91	25.00	84	23.08	833	*56.81	2
36	Foundation using releases written for spreading knowledge related to their activities among workers.	167	45.88	92	25.27	105	28.85	790	*26.48	3
37	Foundation uses electronic newsletters to disseminate knowledge related to their activities.	170	46.70	194	53.30	0	0	898	*184.38	1
38	Foundation uses a training courses method for the development of the workers capabilities.	146	40.11	124	34.07	94	25.82	780	*11.23	4
39	Foundation relies workshops style to develop the skills of its employees.	134	36.81	116	31.87	114	31.32	748	1.99	11 rep
40	Benefit from the activities of Foundation to be successful experiences enhance the performance of new activities.	125	34.34	141	38.74	98	26.92	755	*7.79	10
41	The Foundation encourages its employees to participate in activities that promote knowledge related to their activities (such as conferences, workshops, Draseh..alkh days).	136	37.36	132	36.26	96	26.37	768	*8.00	6
42	Available in the organization and communication means to ensure the achievement of professional contacts that spread knowledge related activities between the cadres of all levels in Foundation.	116	31.87	150	41.21	98	26.92	746	*11.49	14
43	Exchange of knowledge workers in the organization associated with their activities whenever necessary.	135	37.09	132	36.26	97	26.65	766	*7.36	7
44	Workers Exchange knowledge through the method of (teams).	116	31.87	91	25.00	157	43.13	687	*18.29	15
45	Foundation allow an opportunity for individuals workers for the knowledge and sharing.	133	36.54	118	32.42	113	31.04	748	1.78	11 rep
46	Foundation issued scientific bulletins about the work through which to spreading knowledge.	126	34.62	147	40.38	91	25.00	763	*13.19	8
47	Made available knowledge in the organization for all employees to benefit from them.	144	39.56	122	33.52	98	26.92	774	*8.72	5

Value of Chi 2   (P< 0.05) = 5.99

Table 14 shows that there are a significant difference for the value of calculated Chi 2 for the responses of the sample search for phrases axis and (TPRA) of (KPSAD) colleges and institutes of the (ZU) through the process of knowledge Renovation (KR) are all statistically significant (P< 0.05) with the exception of phrases number (33,34,39,45).

The table 14 shows too the percentage of the response to the expressions of the answer (yes) ranged between (31.87 %, 51.92%), and the percentage of the response to the expressions of the answer (to some extent) ranged between (25 %, 53.30%), and the ratio the percentage of the response to the phrases to answer (No) ranged between (0 %, 43.13%).the table showes too there are a significant differences in axes phrases (TPRA) through(KPSAD) And for the benefit of the response top, where the value of Chi 2 ranged between calculated (1.87, 184.38), which are all phrases statistically significant (P< 0.05), except for phrases (33,34,39,45).

The researcher impute that to share knowledge is through the use of internal networks and the Internet, which represents a link between all employees in various administrative levels in the organization, and that sharing is involved explicit knowledge is through participating in the documents and data, and is done through the interaction between the staff through meetings and e-mail

and so on, The tacit knowledge are exchanged through training and direct social interaction.

Sharing of knowledge through groups and common interest, which stand out clearly in the interest groups and electronic forums that brought them together for the exchange of ideas and the search for innovative solutions, and the existence of a way to transfer knowledge, and that this method is aware and understanding exactly this knowledge and content and also able to transfer (distribution), and have these means little incentive to do so, in addition to the absence of obstacles to this transfer of knowledge to deliver the appropriate knowledge to the right person at the right time and within the appropriate form and appropriate cost.

These results are agree with the study of (Keeley., 2004) That higher education institutions, which provided a strong infrastructure of systems and devices that support knowledge which has doubled chances of individuals to participate in the cognitive, whether by electronic means Oalmcharkh actual face-to-face, and the study (Holowetzki, 2002) in that for the success of initiatives knowledge management lies in focusing on the cultural factors and their ability to build and sustain an environment to share knowledge that is the key to effective implementation of (KM).

Table 15

Repetition and the percentage of the value of the Chi 2 phrases and arrange for the responses of the sample search for phrases axis knowledge Generating & acquisition (KGAA) process

NO	Phrases	yes		to some extent		No		The relative Weight	the Chi 2	Ranking
		Repetition	percentage'/.	Repetition	percentage'/.	Repetition	percentage'/.			
48	Foundation relies on the generation of knowledge on the internal expertise as a result of experience.	170	46.71	100	27.47	94	25.82	804	*29.43	3
49	TheFoundation Given to its employees the opportunity to complete their studies in order to expand their knowledge	154	42.31	210	57.69	0	0	882	*194.93	1
50	Foundation seeks to establish cooperation protocols knowledge with other local organizations to exchange knowledge.	99	27.20	180	49.45	85	23.35	742	*43.36	9
51	Intentionally Foundation to create their own knowledge through the creation of a culture of open (ever-changing).	146	40.11	124	34.07	94	25.82	780	*11.23	5
52	The Foundation encourages employees to search for related knowledge- activities in the scientific literature.	132	36.26	232	63.74	0	0	860	*223.22	2
53	Available among workers prepare to search for knowledge related to their activities from multiple sources.	154	42.31	117	32.14	93	25.55	789	*15.56	4
54	Foundation Interested in buying knowledge associated with their activities from various sources	132	36.26	132	36.26	100	27.47	760	5.63	6
55	Foundation focuses on the extraction of	127	34.89	134	36.81	103	28.30	752	4.35	8

NO	Phrases	yes		to some extent		No		The relative Weight	the Chi 2	Ranking
		Repetition	percentage%.	Repetition	percentage%.	Repetition	percentage%.			
	knowledge inherent in the minds of its members to take advantage of them in the development of this institution.									
56	Workers Show in the organization a positive reaction to convert the knowledge inherent in their minds to learn and straightforward enhance the performance of the activities of the institution.	118	32.42	153	42.03	93	25.55	753	*14.97	7

Value of Chi 2   (P< 0.05) = 5.99

Table 15 shows that there are a significant difference for the value of calculated Chi 2 for the responses of the sample search for phrases axis and (TPRA) of (KGAA) colleges and institutes of the (ZU) through the process of (KGAA) are all statistically significant (P< 0.05) with the exception of phrases number (54,55).

The table 14 shows too the percentage of the response to the expressions of the answer (yes) ranged between (27.20 %, 46.71%), and the percentage of the response to the expressions of the answer (to some extent) ranged between (27.47 %, 63.74%), and the ratio the percentage of the response to the phrases to answer (No) ranged between (0 %, 28.30%).the table showes too there are a significant differences in axes phrases (TPRA) through (KGAA) And for the benefit of the response top, where the value of Chi 2 ranged between calculated (4.35, 223.22), which are all phrases statistically significant (P< 0.05), except for phrases (54,55).

The researcher impute that to the process of organizational generation knowledge focuses on expanding the knowledge being generated by individuals and then put it on the community level through dialogue, conversation, and the sharing of experience or community practice. To achieve efficient generation and acquisition of knowledge, where knowledge can be generated through a number of processes that extend between creativity and challenge between serious research, as that only individuals who are born with knowledge of the organization and cannot generate knowledge without individuals.

The process of creative new ideas producing that does not always mean getting useful knowledge and reaching innovations, and therefore one of the main objectives of knowledge management is to increase the proportion of creative ideas that can be converted into innovations and provide useful solutions to problems, and through the conversion of tacit knowledge to knowledge explicit. It is not enough for the development and generation of knowledge in the organization than the establishment of a special unit such as "research and development" be responsible for the acquisition of knowledge, classification and make it available to other units, but It also requires creating a culture that encourages the behaviors of knowledge sharing and building mentality appreciates the importance of knowledge in all organizational units.

These results are agree with the study of (Bogner & Bansal, 2007) that the rate of growth of institutions linked positively with their ability to generate knowledge, and study of (Holowetzki, 2002) that the managers should look into consideration to knowledge management from the perspective of culture of the organization.

Table 16

Repetition and the percentage of the value of the Chi 2 phrases and arrange for the responses of the sample search for phrases axis knowledge Organizing, storage and retrieval (KOSAR) process

NO	Phrases	yes		to some extent		No		The relative Weight	the Chi 2	Ranking
		Repetition	percentage%.	Repetition	percentage%.	Repetition	percentage%.			
57	Foundation uses a database to gain access to the necessary knowledge quickly	86	23.62	194	53.30	84	23.08	730	*65.30	13
58	The Foundation save the knowledge in an easily accessible.	110	30.22	164	45.05	90	24.73	748	*24.15	8

	Phrases	yes		to some extent		No		The relative Weight	the Chi 2	Ranking
		Repetition	percentage%	Repetition	percentage%	Repetition	percentage%			
59	The Foundation using electronic methods to save the knowledge.	125	34.34	141	38.74	98	26.92	755	*7.79	7
60	Foundation is working on documenting innovative new ideas.	132	36.26	132	36.26	100	27.47	760	5.63	6
61	Foundation relies clear procedures for the preservation of the rights of property owners (from inside and outside the institution).	129	35.44	123	33.79	112	30.77	745	1.22	10
62	Helps organize the knowledge of individuals working to overcome the problems they face at work.	114	31.32	250	68.68	0	0	842	*258.22	2
63	Being the integration of knowledge coming from the Foundation of the multiple sources to achieve integration among them.	116	31.87	134	36.81	114	31.32	730	1.99	13 rep
64	Foundation Interested in finding unit (circle), especially to deal with all the inputs associated with cognitive activities.	124	34.07	119	32.69	121	33.24	731	0.10	11
65	Foundation is working on indexing (Tab) knowledge associated with their activities.	138	37.91	135	37.09	91	25.00	775	*11.41	4
66	The organization of knowledge of the basics that help to stimulate and enrich ideas.	144	39.56	127	34.89	93	25.55	779	*11.11	3
67	The institution save knowledge in computers can be centralized refer to it and take advantage of them in time of need.	113	31.04	141	38.74	110	30.22	731	4.82	11 rep
68	The organization trains individuals to store and retrieve knowledge	135	37.09	133	36.54	96	26.37	767	*7.95	5
69	There is considerable scope for the use of modern techniques to achieve high flexibility in the storage and retrieval of knowledge.	132	36.26	120	32.97	112	30.77	748	1.67	8 rep
70	Foundation publishes knowledge through seminars, meetings and lectures between experts and members of the organization.	156	42.86	208	57.14	0	0	884	193.15	1

Value of Chi 2   (P< 0.05) = 5.99

Table 16 shows that there are a significant difference for the value of calculated Chi 2 for the responses of the sample search for phrases axis and (TPRA) colleges and institutes of the (ZU) through the process of (KOSAR) are all statistically significant (P< 0.05) with the exception of phrases number (60,61,63,64,67,69).

The table 16 shows too the percentage of the response to the expressions of the answer (yes) ranged between (23.62 %, 42.86 %), and the percentage of the response to the expressions of the answer (to some extent) ranged between (32.69 %, 68.68%), and the ratio the percentage of the response to the phrases to answer (No) ranged between (0 %, 33.24%).the table showes too there are a significant differences in axes phrases (TPRA) through(KOSAR)And for the benefit of the response top, where the value of Chi 2 ranged between calculated (4.35, 223.22), which are all phrases statistically significant (P< 0.05), except for phrases (60,61,63,64,67,69).

The researcher impute that the institutions receive daily very large amounts of data and information need to be assembled and categorized, interpret and disseminate effectively, and this data and information comes in various forms, and Pat Storage knowledge and keep it very important, especially for organizations that suffer from high rates of rotation of the work, which depend on the recruitment and use form contracts temporary and Consulting to generate knowledge which, because these people are taking their tacit knowledge is documented with them when they leave the organization, and the documented remains stored at the bases.

Must organize data and information selected in groups arranged called maps knowledge which helps in the classification of data and information, and must be picked up and support this process procedures established by the investigation, editing and version, and represents a store of knowledge bridge between the capture of knowledge and the process of retrieval, many of the value obtained for knowledge management output through the elements and knowledge of different subjects and the necessities of linkage and sustain and modernize.

These results are agree with the study of (Keeley, 2004) that the higher education institutions, which provided a strong infrastructure of systems and devices that support

knowledge produced successful steps in the development planning and decision making.

Table 17

Repetition and the percentage of the value of the Chi 2 phrases and arrange for the responses of the sample search for phrases axis Knowledge Application (KA) process

NO	Phrases	yes		to some extent		No		The relative Weight	the Chi 2	Ranking
		Repetition	percentage/.	Repetition	percentage/.	Repetition	percentage/.			
71	The Foundation works to transform knowledge into action plans.	106	29.12	166	45.61	92	25.27	742	*25.47	4
72	The Foundation works to employ knowledge by turning them into new services.	95	26.10	140	38.46	129	35.44	694	*9.07	9
73	Use the available knowledge in the organization enhance its performance.	167	45.88	105	28.85	92	25.27	803	*26.48	1
74	Workers face difficulty in the application of knowledge because of the fear of the occurrence of errors in the work.	92	25.27	167	45.88	105	28.85	715	*26.48	8
75	Foundation gives employees the opportunity to apply their knowledge even with results below the level in order to encourage them.	107	29.40	148	40.66	109	29.94	726	*8.80	7
76	Based specialists in the application of knowledge to build a database of the availability of opportunities for them to benefit from the knowledge.	91	25.00	189	51.92	84	23.08	735	*56.81	6
77	Contribute to the application of knowledge in the organization and at all levels to find diversity in knowledge.	99	27.20	180	49.45	85	23.35	742	*43.36	4 rep
78	Foundation provides requirements apply knowledge of material and human resources.	117	32.14	154	42.31	93	25.55	752	*15.56	3
79	Contribute to the application of knowledge in the organization and at all levels to achieve the strength of the institution.	137	37.64	133	36.54		25.82	771	*9.30	2

Value of Chi 2   (P< 0.05) = 5.99

Table 17 shows that there are a significant difference for the value of calculated Chi 2 for the responses of the sample search for phrases axis and (TPRA) colleges and institutes of the (ZU) through the process of (KA)are all statistically significant (P< 0.05)

The table 17 shows too the percentage of the response to the expressions of the answer (yes) ranged between (25 %, 45.88 %), and the percentage of the response to the expressions of the answer (to some extent) ranged between (28.85 %, 51.92%), and the ratio the percentage of the response to the phrases to answer (No) ranged between (23.08 %, 35.44%).the table showes too there are a significant differences in axes phrases (TPRA) through(KA)And for the benefit of the response top, where the value of Chi 2 ranged between calculated (8.80, 56.81), which are all phrases statistically significant (P< 0.05).

The researcher impute that the institutions use the knowledge to best possess the competitive advantage, and

must apply knowledge of the entire activities, as some organizations suffer from a gap between knowledge and action, these organizations hold a lot of planning sessions, discussion and summary instead of doing business and the application, and in light of the culture of negative Organization it is commonly rhetoric more than the substantive outcome, and care project managers with the knowledge available more often than they are producing knowledge.

The knowledge must be employed in solving the problems faced by the organization and that fit with her, in addition to the application of knowledge should aim to achieve the goals and objectives extensive check its growth and adjustment, although knowledge system efficient is not enough to ensure success in the enterprise, but as a positive step for learning and power it lies in its use.

These results are agreed with the study of (Keeley, 2004) there are a strong relationship between organizational

learning and effective institutional between the existence   of a formal program for effective (KM).

Table 18

Repetition and the percentage of the value of the Chi 2 phrases and arrange for the responses of the sample search for phrases axis knowledge Follow-up and control (KFAC) process

NO	Phrases	yes		to some extent		No		The relative Weight	the Chi 2	Ranking
		Repetition	percentage٪	Repetition	percentage٪	Repetition	percentage٪			
80	The Foundation responded to the proposals of new ideas presented by different leadership.	94	25.82	137	37.64	133	36.54	689	*9.30	7
81	The Foundation to pursue all the processes associated with implementing the new ideas of knowledge.	138	37.91	135	37.09	91	25.00	775	*11.41	3
82	The Foundation to address deviations in actual performance from the planned performance resulting from the application of action plans.	135	37.09	133	36.54	96	26.37	767	*7.95	6
83	The Enterprise Management evaluates the performance of its employees, taking into account their interest in the acquisition of new knowledge-related activities.	141	38.74	125	34.34	98	26.92	771	*7.79	5
84	Satisfaction is one of the indicators adopted in measuring the success of the enterprise.	202	55.49	162	44.51	0	0	930	*188.60	1
85	Use of work teams is one of the indicators used to measure the success of an organization.	144	39.56	122	33.52	98	26.92	774	*8.72	4
86	Being measured level of achievement of each goal in light of the goals of cognitive set	148	40.66	123	33.79	93	25.55	783	*12.50	2

Value of Chi 2   (P< 0.05) = 5.99

Table 18 shows that there are a significant difference for the value of calculated Chi 2 for the responses of the sample search for phrases axis and (TPRA) colleges and institutes of the (ZU) through the process of (KFAC) are all statistically significant (P< 0.05)

The table 18 shows too the percentage of the response to the expressions of the answer (yes) ranged between (25.82 %, 55.49 %), and the percentage of the response to the expressions of the answer (to some extent) ranged between (28.82 %, 55.49%), and the ratio the percentage of the response to the phrases to answer (No) ranged between (0.00   %, 36.54%).the table showes too there are a significant differences in axes phrases (TPRA) through (**KFAC**) And for the benefit of the response top, where the value of Chi 2 ranged between calculated (7.79, 188.60), which are all phrases statistically significant (P< 0.05).

The researcher impute that the process is related to the activities related to the control and monitoring efforts associated with the management of knowledge and support these efforts and direct the direction that maximizes the role of knowledge management and its impact on performance, and the activities of this axis are determined in light of the organization's vision and objectives.

In order to check the organization success is needed, it should adopt a gateway comprehensive and integrated knowledge management, this entrance should be able to provide the organization with the necessary knowledge and necessary for the operations of development and improvement, able to convert the cognitive processes to contribute to the improvement and development and delivery of new products, able to provide support the organization of knowledge sufficient to build a solid infrastructure for the organization achieve its goals, able to provide sufficient knowledge and necessary to achieve the routing process and effective leadership

The knowledge must be employed in solving the problems faced by the organization and that fit with her, in addition to the application of knowledge should aim to achieve the goals and objectives extensive check its growth and adjustment, although knowledge system efficient is not enough to ensure success in the enterprise, but as a positive step for learning and power it lies in its use.

These results are agree with the study of (Zack, et. al, 2009) in that (KM) affect performance through the improvement of standards of (KM) to understand their role in achieving organizational performance, and study (Holowetzki, 2002) in that there are six cultural factors affect initiatives in knowledge management success or a

failure which information systems, organization structure, reward systems and compensation, operations, personnel, leadership, that these factors are interrelated to each other despite the fact that each of them is independent agent itself, that these factors raise the case of managers to assess the ability of their organizations and their preparations to implement and sustain initiatives (KM).

Proposed steps to visualize the application of knowledge management colleges and institutes of the University of Zagazig

Requires the application of knowledge management to follow a series of steps that should be done, and is conceived proposal to knowledge management colleges and institutes of the University of Zagazig, through the results of the responses of the sample to the reality of applied practices for knowledge management colleges and institutes of the University of Zagazig as follows:

The first stage of pilot study:

And are at this stage to form a working group with the task of conducting a prospective study to discuss the validity and usefulness of the application of knowledge management in the educational institution) University, College, Institute (It is suggested that participating team a group of members who possess a variety of skills and integrated to accomplish the task successfully, with the need for attention to the selection of distinct personalities who are known for their enthusiasm and ability, and willingness to take the initiative to work on the project. defines the responsibility of the team thus:

- See the previous experiments for the application of knowledge management in institutions of higher education and prefer to see the best of those practices, and then examined and analyzed and to identify the most important steps and application requirements, and the problems faced by the application.

- Provide recommendations to the director of the university idea of the extent of the validity of the application and justification for their application and the benefits that will be realized as a result of the university to apply knowledge management.

The second stage - the organizational configuration:

It is intended initializes regulatory create a separate department linked to the highest administrative authority in the educational institution (university, institute, college (take responsibility for planning to adopt knowledge management and supervision of the implementation of practices and activities and tasks required to achieve the objectives of knowledge management, and is working on creating a comprehensive system for knowledge

management, as well as take responsibility for the development of indicators to measure progress in knowledge management, with constantly work to improve and develop the system to keep pace with the needs of the organization and the requirements of the educational institution for the management of knowledge.

It should need to pay attention to the selection of distinct personalities take responsibility for the leadership of project management knowledge, characterized that has convinced the faith and what can be achieved by this approach to the educational institution of the benefits and advantages as well as the availability of driving skill, enthusiasm and readiness.

The third stage - preparation of a strategic plan to adopt (KM)

Requires the application of knowledge management to prepare a strategic plan specific and clear for knowledge management, identify Maalve want educational institution achieved through the adoption of (KM) as an input for the development and improvement of institutional performance, be based on the process of environmental survey (SOWT), identify strengths and weaknesses in the internal environment of the educational institution and the opportunities and threats in the external environment, related to the application of (KM).

The fourth stage - the preparation of an action plan for implementation:

During this stage is an operational plan (Action Plan) through which to identify the tasks or activities required to achieve the objectives of (KM), and identify bodies or individuals responsible for carrying out those tasks, and the time period expected for completion, and the criteria or indicators to measure progress in achieving the objectives relating to the application practices and knowledge management activities, follow-up plan achievement.

The fifth stage - the processing and preparation of technical infrastructure infrastructure:

Requires the adoption of knowledge management to provide the structure of advanced technology, including the provision of:) systems, hardware, software, and databases and information systems (and it is worth mentioning that the requirements of the technical structure is determined based on the results of the environmental survey of the environment of technology in the educational institution) University, Institute , college (and technical infrastructure is a prerequisite for success in the application of (KM)

The sixth stage - cultural configuration:

It is intended cultural initializes: Work on the deployment of an organizational culture that supports and supports the practices and knowledge management applications, namely that culture based on participation and exchange of experiences and information, cooperation, and mutual trust, and other values that support interdependence and cooperation among members of the organization, and its parts, and believes in the importance of a common vision and shared commitment towards achieving the objectives of the educational institution, and can be deployed culture through a variety of methods: lectures, workshops tariff and education on the topic of knowledge management, creating a website on the Intranet exchange where members of the administrative and academic knowledge and information that are available have on the subject, and through which Ask and discuss questions and inquiries, directing individuals to choose the training programs and attend conferences and scientific meetings relevant and within the framework of the annual training plan for employees of the educational institution, prepare a set of leaflets and pamphlets to publicize the concept, practices and values that support for publishing and the advantages that check for individuals, educational institution when applying knowledge management, and distribution and disseminated to all members of the educational institution.

The Seventh stage - training and skills development:

Requires the application of knowledge management and a plan to train all employees of the educational institution, develop their skills, enabling them to effective use of knowledge management system (KMS), includes the ability to use the network of internal and external information with respect to the creation and transfer of knowledge and the dissemination and exchange, with the need to focus on the skill of Search databases (and global research for faculty members, to take advantage of electronic information sources and what is available out of valuable information and help in their development of a modern self-consistently.

The Eighth stage - the follow-up and continuous assessment:

Calendar is a step that should be undertaken to identify the extent of achievement attained in knowledge management institution, and aspects that need to be developed and modified in the future, and requires Calendar compared to what has been accomplished the goals that have been set in the strategic plan, which includes indicators to measure, but must be followed by all the process of evaluating a plan for future development.

Conclusion:

The conclusions of responses of the sample search for phrases axis and (TPRA) of (KM) colleges and institutes of the (ZU) through the process of (KD) are:

- The organization depends on the beneficiaries as a source of knowledge required for their activities.

- Institution takes care of attracting experts in the field of (KM) -related activities.

- The organization depends on workers as a source of knowledge required for its activities

- The organization work on the classification of knowledge available to it.

- The organization has the ability to identify employees who possess knowledge related to the field of activities.

- To what extent the organization has the ability to identify individuals outside the organization who possess knowledge related areas of activities

- To Somewhat Foundation focuses on the diagnosis of the types of knowledge required for each level of different levels.

The conclusions of responses of the sample search for phrases axis and (TPRA) of (KM) colleges and institutes of the (ZU) through the process of (KP) are:

- The organization set themselves targets to help in spreading knowledge in the organization.

- The organization determines the appropriate means to achieve the objectives of the dissemination of knowledge in the organization.

- The organization is working on the development of current knowledge.

- The organization adopts a clear policy aimed at developing the capacity of workers.

- The organization encourages volunteerism in knowledge sharing by the beneficiaries.

- The organization take care with experience and knowledge people has to be included as a distinct cognitive stock for their work.

- To some extent the organization continuous process of finding and creating a logical arrangements to benefit from the knowledge.

- To what extent the Foundation seeks to acquire knowledge from multiple sources.

The conclusions of responses of the sample search for phrases axis and (TPRA) of (KM) colleges and institutes of the (ZU) through the process of (KR) are:

- The organization is working to update the knowledge related to its activities; the organization has methods actors to revise the available knowledge.

- Somewhat concerned with the organization to develop innovative new ideas.

- Somewhat Foundation supports cognitive operations expertise to achieve harmonization of opportunities and challenges.

- Helps organize knowledge in the development of newly generated knowledge.

- Somewhat Foundation is working on the revision of knowledge in order to achieve efficient use.

- Updating the stored knowledge happened in a few.

- Somewhat Foundation is working on a review of available knowledge periodically.

- Rewards the the organization working on new innovative ideas.

The conclusions of responses of the sample search for phrases axis and (TPRA) of (KM) colleges and institutes of the (ZU) through the process of (KPSAD) are:

- Organization uses electronic newsletters of related knowledge dissemination to their activities.

- There is a library in the institution include publications related to their work.

- Enterprise used bulletins started to disseminate knowledge related to their activities among workers.

- Existing knowledge available in the organization for all employees to take advantage of them.

- The Foundation encourages its employees to participate in activities that promote knowledge related to their activities (such as conferences, workshops, study days).

- Workers in the organization share their knowledge related to their activities whenever necessary.

- To what extent institutions issued bulletins about the scientific work through which to spreading knowledge.

- Somewhat benefit the organization of activities to be successful experiences enhance the performance of new activities.

- To what extent is available in the institution and means connected to ensure the achievement of professional contacts which publishes knowledge related activities between the cadres of all levels in the organization.

- The workers do not share knowledge through the method of (teams).

Conclusions of responses of the sample search for phrases axis and (TPRA) of (KM) colleges and institutes of the (ZU) through the process of (KGAA) are:

- The organization depend on knowledge generate on the internal expertise as a result of experience.

- Available to workers who are willing to search for related knowledge to their activities from multiple sources.

- Enterprise deliberately to create their own knowledge through the creation of a culture of open (ever-changing).

- Somewhat given the institution to its employees the opportunity to complete their studies in order to expand their knowledge.

- Somewhat Foundation encourages employees to search for knowledge related to their activities in the scientific literature

- To what extent workers in the enterprise shows a positive reaction to convert the knowledge inherent in their minds to learn and straight forward enhance the performance of the activities of the institution.

- Somewhat Foundation seeks to establish cooperation protocols with cognitive other local organizations for the exchange of knowledge.

The conclusions of responses of the sample search for phrases axis and (TPRA) of (KM) colleges and institutes of the (ZU) through the process of (KOSAR) are:

- Organize knowledge is one of the basics that help to stimulate and enrich ideas.

- The organization work on indexing (Tab) knowledge associated with their activities.

- The organization that trains individuals to store and retrieve knowledge.

- Somewhat publishes the organization of knowledge through seminars, meetings and lectures between experts and members of the organization.

- Somewhat helps organize the knowledge of individuals working to overcome the problems they face at work

- To what extent the organization using electronic methods to save the knowledge.

- Somewhat save the organization of knowledge in an easily accessible.

- To what extent are using the organization database to gain access to the necessary quickly knowledge.

The conclusions of responses of the sample search for phrases axis and (TPRA) of (KM) colleges and institutes of the (ZU) through the process of (KA) are:

- The organization use of available knowledge enhances performance.

- Apply knowledge contributes to the organization and at all levels to achieve the strength of the institution.

- Somewhat Foundation provides requirements apply knowledge of material and human resources.

- Somewhat Foundation is working to transform knowledge into action plans.

- Somewhat contributes to the application of knowledge in the organization and at all levels in creating diversity in knowledge.

- To what extent is a based specialist in the application of knowledge to build a database availability of opportunities for them to benefit from the knowledge.

- Somewhat the organizations grant employees an opportunity to apply their knowledge even with results below the level in order to encourage them.

▪ To what extent workers face difficulty in the application of knowledge because of the fear of the occurrence of errors in the work

▪ Somewhat Foundation is working to recruit knowledge by turning them into new services.

The conclusions of responses of the sample search for phrases axis and (TPRA) of (KM) colleges and

institutes of the (ZU) through the process of (KFAC) are:

- User satisfaction is one of the indicators used to measure the success of an organization.

- Measure the level of achievement of each goal being in the light of the knowledge goals set.

- The organization that monitors all the processes associated with implementing the new ideas of knowledge.

- The use of work teams is the method of indicators used to measure the success of an organization.

- Organization Management evaluates the performance of its employees, taking into account their interest in the acquisition of new knowledge-related activities.

- Organization processes the deviations in actual performance from the planned performance resulting from the application of action plans.

- To what extent the institution to respond to the proposals of new ideas presented by different leadership.

Recommendations:

- Implementation of the proposed Imagine under discussion for (KM) colleges and institutes of the (ZU) .

- Senior management to adopt a policy for the institutions of (KM), and works to encourage and applied through various programs

- Supreme departments should adopt a policy of institutions of (KM), and works to encourage and applied through various programs.

- Should be allocated a separate unit specializes in developing (KM) activities and is working on a follow-up application of (KM) processes in those institutions.

- Need to focus on the infrastructure for information and communication technology and the allocation of financial and technical resources necessary to establish a communication network active in the organization, whether internal or external, and design rules knowledge, information, and activating the role of information systems calculated that play a prominent role in the initiative to implement programs and systems of (KM).

- Activating the use of available computers in the organization than just tools for printing text and various transactions to connect these devices in the internal networks help to share knowledge and information and shared among employees at high speed and ease in addition to facilitating access to the rules of the appropriate information in a timely and appropriate size.

- Increased interest in tacit knowledge among the organization and individuals through the activation processes of knowledge production and counted and the codification of ideas, experiences and skills available to individuals and saved in the knowledge bases and documented in a manner easy imputence and to take advantage of them and the development of what is known as memory-regulatory organization and developed to bridge the knowledge gap between departments and divisions within the organization and its external environment .

- The need to shift from the causes and patterns of traditional administrative and which are not consistent and knowledge management applications monopoly power and Specialty Center and the adoption of modern methods of management promotes teamwork, cooperation and exchange of experiences as a difference self-managed and share in decision-making and goal-setting and draw plans and strategies.

- The need to get rid of routine procedures and stereotypes in the implementation of the business and work on the simplification of procedures and work to exploit the technological possibilities available in the organization such as implementation of transactions and procedures electronically via e-mail and get rid of the paperwork and costly that constitute the process of preservation and perpetuation of a burden on the the organization.

- Seeking work environment dominated by trust and mutual respect and ethical behavior and interactive relations between actors in different levels of management organizations.

Acknowledgment:

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