

Abstrak

Manajemen Pengetahuan (KM) merupakan bidang yang banyak menarik perhatian baik di kalangan akademisi dan praktisi. Kesadaran untuk menerapkan knowledge management ke dalam strategi bisnis diperlukan karena terbukti perusahaan yang menjadikan sumber daya pengetahuan sebagai aset utamanya senantiasa mampu mendorong perusahaan lebih inovatif terhadap para pesaingnya, di industry pendidikan manajemen pengetahuan merupakan aset yang sangat penting karena pengetahuan dapat ditangkap, dikodifikasikan atau disimpan. Penelitian ini bertujuan untuk mempelajari, menganalisa, dan mengetahui secara rinci tentang pengaruh *knowledge creation*, *Knowledge storage*, *knowledge sharing* dan *knowledge application* terhadap strategi pemberdayaan dosen di Universitas Mercu Buana. Pengujian hipotesis dalam penelitian ini menggunakan software SPSS 23. Hasil penelitian menunjukkan bahwa, *knowledge creation* dan *knowledge application* mempengaruhi strategi pemberdayaan dosen, sedangkan *Knowledge storage*, *knowledge sharing* tidak berpengaruh terhadap strategi pemberdayaan dosen. Melihat dari hasil penelitian ini, maka perlu kajian lebih mendalam kedepan untuk faktor-faktor lain di luar *knowledge creation*, *Knowledge storage*, *knowledge sharing* dan *knowledge application* yang mempengaruhi strategi pemberdayaan dosen, misalnya diadakannya pelatihan, mengembangkan pengetahuan melalui interaksi dengan dosen lain di lingkungan kampus dan di mana pengetahuan berada diciptakan terpelihara dan berkelanjutan.

Kata kunci : *knowledge creation*, *Knowledge storage*, *knowledge sharing* *knowledge application* dan pemberdayaan

Abstract

Knowledge Management (KM) is a field that attracts the attention of many academicians and practitioners. Awareness of implementing knowledge management into business strategy is needed because it is proven that the company that makes the resource of knowledge as its primary asset is always able to drive the company more innovative towards its competitors, in the knowledge management education industry is a very important asset because knowledge can be captured, minimized or stored. This research aims to study, analyze, and know in detail the influence of knowledge creation, Knowledge storage, knowledge sharing and knowledge application towards the lecturer empowerment strategy at the University of Mercu Buana. The hypothesis test in this study uses SPSS 23 software. The findings show that knowledge creation and knowledge application influence lecturer empowerment strategy, while Knowledge storage, knowledge sharing does not influence the lecturer empowerment strategy. Looking at these results, it is necessary to take a more in-depth study on other factors beyond knowledge creation, Knowledge storage, knowledge sharing and knowledge application that encompass lecturer empowerment strategies, such as training, developing knowledge through interaction with other lecturers in the environment campus and where knowledge is created is sustainable and sustainable.

Keywords: knowledge creation, knowledge retention, knowledge sharing application and empowerment knowledge

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