

## رؤية شخصية للمجتمع المعرفي في ظل اقتصاد المعرفة

مستخلص

المقدمة

(Knowledge management)  
(Information Technology)

أولا : مفهوم البيانات، المعلومات ، المعرفة

\* \_\_\_\_\_ :Data

. ( Laudon& Laudon,2000 ,9)

\* : Information

.(Obrien,1991,16)

\* : Knowledge

(Turban) (1 2001 )

)  
) ( Laudon&Laudon) (Turban,1996,231)  
)

(Badaraco) (Laudon&Laudon,Ibid,372)

. (Badaraco,1991,187)

(Stewart) ( 22 )  
(Intellectual capital)

. (Steward,1997,261)

## ثانيا : مفهوم المجتمع المعلوماتي والمعرفي Information society

knowledge society

)  
(1 1999 )  
)

(11 2000 )

(2 )

( 2000:1 )

## ثالثا : مصادر المعرفة في مجتمع المعرفة

(Badaraco )

: ( Badaraco,ibid,189)

: .1

(CMA)

( Intellectual capital)

( )

. (CMA,1999,13)

: .2

## رابعاً : المراحل التطورية للتحويل الى مجتمع المعرفة

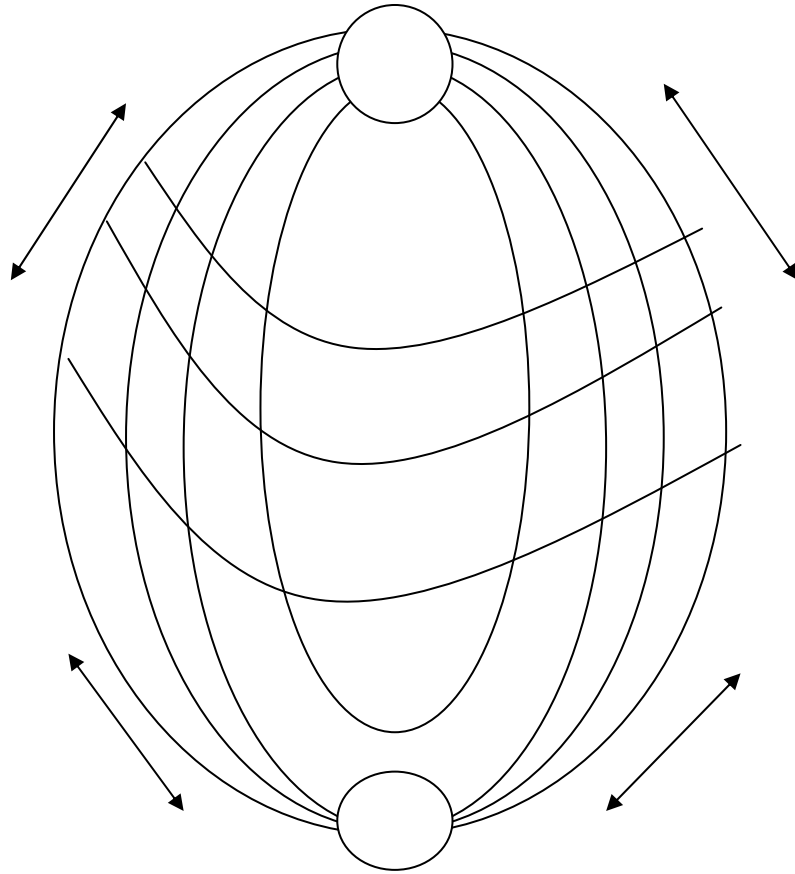
, knowledge worker  
( 1994 15 ) :

.1

.2

(Denny&ford)  
:( 1 )

(1)



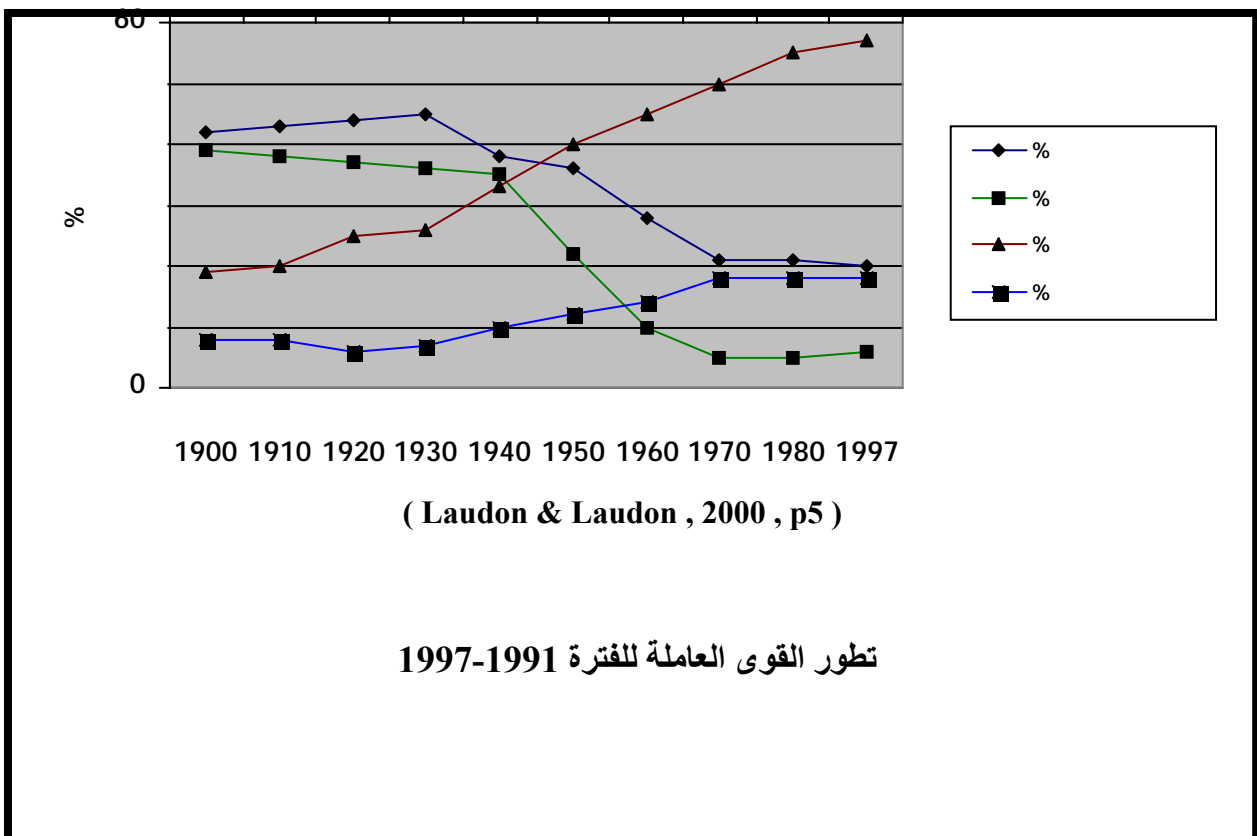
الابداع والتطوير

(3 )

(2)

(Loudon&Loudon,Ibid,25) % 60 %55

(2)



2003

)

. ( www.hittp.org.sa)

### خامسا: الأبعاد الأساسية لاجتماع المعرفة

( 117,1987):

. 1

. 2

. 3

( information float )

:

(Nolan &crososn ,1995,25)

. 1

. (reengineering)

. 2

. 3

. 4

...

(calteath,1999,5 )

### سادسا: الملامح الأساسية لاقتصاد المعرفة

. (1 2001 )

.% 3 .% 5  
(5 )  
( Galbreath ,ibid,5)  
%60 (Tapscott,1997,23 ) Knowledge Economic  
% 80

Baker .(29,1992 )  
) 1983  
% 12 1982 % 75  
%40  
(26 )



)  
.

### سابعا: خصائص اقتصاد المعرفة

(Mega group)

: Calbreath,ibid,14-22)

Globalization :	. 1
Mass customization :	. 2
Staff / skill shortage	. 3
customer service	. 4
Self/ service	. 5
Electronic commerce	. 6

:

. 1

. 2

Mass production

Mass customization

. 3

Virtual collaboration

4. \_\_\_\_\_ :

5. \_\_\_\_\_ :

6. \_\_\_\_\_ :

### ثامنا : المورد المعرفي والمفاهيم الاقتصادية :

...

1973 -1948

% 70

(5

)

( 1995 17 ) .

%5

%1

	( 25 1994 )	
	(1000) 2000	
		( 18 1994 )
(		)
	( 20 )	
:	( 311 )	
		. 1
		. 2
(		) . 3
		. 4
		. 5

### تاسعا : منظمات الاعمال واقتصاد المعرفة

% 50 1990  
2000 -1500

CD-ROMS  
(50)

( Evans&others,1997,71 )

Evans& others

CD-ROM  
(1000)

. (Evans&others,Ibid,72)

. (Davis& Davison,1992,3)

### عاشرا: منظمات الاعمال وسبل مواجهة تحديات اقتصاد المعرفة

( ) :50

-  
-  
-

" knowledge creating companies"

( canon& Honda)

(Nonate 1997,97)

(300)

. (Dracker/1995/58)

:

.  
. .  
. .

:

. 1

. 2

. 3

**Stewart**

. (Stewart,ibid,54)

. (Davis&Davison,Ibid,8)

**Flat**

**(Knowledge management)**

( CKO) Chief Knowledge officer

( Earl,1999,25)

( 2001 2 )

( 12 )

**الحادي عشر: العالم العربي واقتصاد المعرفة، رؤيا مستقبلية**

( 27 )

( 2 )

.1

.2

.3

.4

. 5

.6

.7

.8

( 431 . )

.9

**المصادر**

\*\*

:

- .1 ( )
  - .2 <http://vob.org/Arabic/lessone/lesson29.htm/>.2001
  - .3 .1999 3 4 .( )
  - .4 <http://www.moe.edc.org/a/tec/masadersite/htmi/ta5.htm/>2004 ( ) /
  - .5 <http://www.iraqcmm.org/cmm/n51/t23.htm>.2004 ( ) / /
  - .6 / .1994
  - .7 2003 10 [www.hitp.org.sa](http://www.hitp.org.sa) ( ) / /
  - .8 .1987 ( ( ) / /
  - .9 <http://www.arabicin.net/arabic/5nadweh/pivot-4/economics-knowledg1.htm>,2004 ( ) /
- . 1992

(	)	.10
	.1995	
.1994	(	)
(	)	.12

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