

8-5-2011

# System Dynamics Model of Knowledge Acquisition via E-Learning of SNS Oriented Knowledge Community in Enterprise

Bing Wu

*School of Economics and Management Tongji University*

Follow this and additional works at: [http://aisel.aisnet.org/amcis2011\\_submissions](http://aisel.aisnet.org/amcis2011_submissions)

---

## Recommended Citation

Wu, Bing, "System Dynamics Model of Knowledge Acquisition via E-Learning of SNS Oriented Knowledge Community in Enterprise" (2011). *AMCIS 2011 Proceedings - All Submissions*. 44.  
[http://aisel.aisnet.org/amcis2011\\_submissions/44](http://aisel.aisnet.org/amcis2011_submissions/44)

This material is brought to you by AIS Electronic Library (AISeL). It has been accepted for inclusion in AMCIS 2011 Proceedings - All Submissions by an authorized administrator of AIS Electronic Library (AISeL). For more information, please contact [elibrary@aisnet.org](mailto:elibrary@aisnet.org).

# **System Dynamics Model of Knowledge Acquisition via E-Learning of SNS Oriented Knowledge Community in Enterprise**

**Bing Wu**

School of Economics and Management

Tongji University

Shanghai, China

## **ABSTRACT**

To explore the dynamics mechanism for knowledge acquisition via E-Learning of SNS (Social Network Service) knowledge community in enterprise, so that strategy for knowledge community management can be proposed accordingly. Firstly, elements of knowledge acquisition via E-Learning in knowledge community are analyzed. Secondly, causal loop diagrams are made to make system analysis. Thirdly system dynamics model is established to describe development and changes of knowledge acquisition by system dynamics modeling tools. Then sensitivity analysis is made to explore the influences of parameters including, network size, E-Learning experience, knowledge demand and knowledge acquisition cost. By using system dynamics and sensitivity analysis, we can exploit the dynamic mechanism of knowledge acquisition via E-Learning of SNS oriented knowledge community in enterprise.

## **KEYWORDS**

SNS, Knowledge Community, E-Learning, System Dynamics, Knowledge Acquisition