

# **INTEGRATING eLEARNING AND KNOWLEDGE MANAGEMENT BY APPLYING THE NEW INFORMATION ECONOMICS (NIE) MODEL**

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## **Abstract**

The interactions of eLearning and Knowledge Management (KM) continue to increase and it is clear that KM and eLearning are converging. Basically, the foundation of eLearning is access to content and knowledge sources. KM provides the tools and facilities to manage content and know-how. Therefore, an effective KM can create the foundation for content in support of eLearning applications. However, KM and eLearning are still seen as separate in most organizations. Hence, the primary objective of this paper is to propose a framework to help organizations to manage the integration of eLearning and KM. In this study, a research model, called eLearning-KM-NIE, has been developed that will be used for fulfilling the purpose of the research. This paper will be a valuable contribution in the future development of the integration of the eLearning and KM model. Moreover, this study should assist to enhance individual and organizational performance through integrated knowledge management and structured organizational learning.

**Keywords:** eLearning, knowledge management, New Information Economics (NIE)