E-learning as Support for Capacitation of Entrepreneurs on Amazon

Flavio de São Pedro Filho[1], Noemy Witt Ferreira[2], Irene Yoki Taguchi Sakuno[3], Sandra da Cruz Garcia do Espírito Santo Aguiar[4], P. C. Tripathy[5], Saikat Gochhait[6], Iluska Lobo Braga[7]

[1, 3, 4, 6, 7]Coordinator at the GEITEC – Research Group on Management of Innovation and Technology / Federal University of Rondônia (Brazil)

[2] Business Management. Master by the FEAD / Program Post-Graduation in Administration (Brazil)

[5] Department of Business Administration, Sambalpur University (India)

flavio1954@gmail.com, noemywitt@gmail.com, ireneskn@hotmail.com, sandrinhamagal@hotmail.com, pc_tripathy@hotmail.com, sgochhait@gmail.com, iluskalobo@gmail.com

Abstract

With the advent of the Internet, the spread of the media grows every day, so people see the possibility of new horizons in the field of knowledge. It's possible to create a virtual learning environment that helps collaboration with the most different branches of business to seek knowledge in their workplace. The distance education (e-Learning) has been touted as an alternative to address the challenges of training and qualifications of many interested parties. Brazil is experiencing an economy moment in which one of the Brazilian public policy actions is to expand training programs, with the goal of improving the quality of life in the country. In this perspective, chooses for a case study on teaching and learning using e-Learning tool in the Cacoal City in the State of Rondônia, Brazil. This task displays a virtual teaching and learning environment with consistent criteria where the possibility of qualifying labor in their own establishment is present. The research quest is to consolidate this task through the existing concepts in System Theory and Contingency Theory. The obtained results indicates that because it is a region with difficult to access locations, it is interesting that they can have access to knowledge without being absent from work.

1. Introduction

This research addresses the teaching-learning process as a strategic business simulation, with a focus on distance education (e-Learning). Being this an operational mode in the relationship of the communication with the knowledge, in an advanced boundary-break format. Science and technology are the pillars of this relationship, because they allow the development of significant inputs to the cultural and professional formation of productive agents, in their evolutionary transformation in the face of this metamorphosis experienced by mutations arising out of information.

The resources offered by computer technology through the Internet are providing the implementation of new forms of teaching and learning, but the users still need to be aware of the usefulness of the virtual environment and this is independent of their background, age or social class. In the Amazon region there are ' aggravators ' for access to face-to-face teaching due to the difficult access to the vicinities, the unreliable finances of the districts that do not offer transportation to the people interested, limitation of time to travel around in a liquid region as essentially is the Amazon Basin, as well as the unavailability of time to seat on school benches. Many are those traveling more than eight hours in a precarious waterway to stay four hours at school. Therefore, the success in traditional teaching requires profound change in the current transportation infrastructure.

One of the challenges of e-Learning is to keep the user motivated with the utilization of technology as an innovative tool to provide quality learning while overcoming the limitations that the face-to-face education imposes in the routine of those desirous of knowledge. Than emerges the proposal of setting up a consulting structure to Distance Learning available to the business community established in the municipality of Cacoal, Rondônia State. What is sought to answer in this study is: how to access the knowledge to micro and small entrepreneurs in the State of Rondônia through distance learning tools?

2. Theoretical and conceptual framework

In anticipation of the conceptual practices offered since Senge [8], these technologies facilitate the availability of access to knowledge in order to allow the organizational learning at a distance. The aim of this study is to simulate the confluence and the contributions of technology in modern management,

in accordance with the concepts discussed by authors who contribute to the innovation of organizational learning environment. The quest for knowledge is the shortest way to prepare you to participate in the activities of the modern world and still offer an opportunity to explore a powerful research tool, communication and work, because currently it is difficult to point out a profession that does not make use technology. Accordingly it is essential the knowledge of resources that technology offers, whereas this still can open new doors.

For the preparation of this task it was considered the Contingency Theory because it is an approach involving technology to face the increasingly competitive environment. In several sociologists view the Contingency theory is a whole greater than the sum of its parts and came to try to answer the complexity of living organisms, however fostered contributions to highlight relations between the organization and its environment integrating the parts in an organized way associating to this exchange process to achieve the goals. To several authors Taylor upheld the study of movements in order to analyze the standardization of workers movements, however in this entirely technological society, where the organization should work like a machine, nonetheless we need to get rid of old paradigms and seek new ways to change the structure of the organization aimed at interaction and balance for preservation and competitiveness of the business.

3. Organizational learning

Freire [5] describes the worth of educational learning for the organization used for shaping people's lives by giving them the opportunity to learn. For this reason it is essential to provide opportunities for people to learn in the workplace as it is in this environment that they spend most of their lives. In turn, Castells [1] stresses that with globalization and the constant changes arising from technology and a society that seeks interaction, information is increasingly necessary and in real time, therefore knowledge is the key.

Now Rosenberg [7] emphasizes that with globalization technology is suffering great changes by promoting a revolution in people's reality, where the computer happened to have a key role in the teaching-learning process, the same author records the importance of combining TV with face-to-face lessons, and now with the development of technology the internet and teleconferences are exerting a key role and as these technologies advances it changes the concept of presence where time and space are increasingly flexible corroborating with several authors. For Tori [9] the e-learning allows eradicate distances, especially if we consider the potential of the internet. For this, the use of technology whose action or reaction is exercised mutually or reciprocally between two or more people due to the interactivity by reducing distances and empowering learning corroborating with concepts described by Mattar [6].

According to Chiavenato [4] in organizations the information must reach the different organizational levels regardless of enterprise size, for when the information is disseminated through electronic media it makes possible a good performance because of the agility of technology in managing and directing information. Senge [8] records that the curious and motivated users that facilitate significantly the teaching-learning process. Through literature, it was observed that these promoters and stimulators of quality teaching, the enterprise consultants as an interlocutor and partner of the journey to success of the Organization that learns, the profile of these virtual users are people mature and interested in knowledge, the latter being a tool that will provide opportunities and new skills in your job performance, as well as providing an instantly feedback, with less cost and flexibility of schedules.

4. Staging methodology

To study the aspects of organizational learning in e-Learning mode, were applied the technical procedures of a bibliographical research, documentation and data collection which, according to Cervo [3] becomes the direct interrogation of people whose behavior is wished to know. The process by which the method has been developed happened through the application of questionnaires. It was accomplished starting form questions via questionnaire to employees of Micro and Small Businesses in the Cacoal City in writing, with the objective of knowing the answers that were necessary to achieve this study.

The critical analysis consists in exposing the authors' point of view regarding the results previously collected. The same analysis was analyzed and criticized in order to express clearly the information acquired during the application of the questionnaire which took place in the period between July and August of 2012, as well as suggestions regarding the theme addressed. To accomplish this work, it was required several visits that allowed a deepening in the organizational environment proposed in this task, where the aspects of distance learning education are increasingly relevant to the interests of society as a whole.

5. Application of e-learning for the teaching-learning relationship through consulting Cacoal city, in Rondônia state, Brasil

According to *Castells* [1] concepts the dynamics of the market follows a parallel to the pace of web communication, so that the engaged with the e-Learning will have to adapt to the updating indicatives. The delay of this solution implies loss of capillarity and dysfunction in competitive strategy; therefore, e-Learning tools are a link between the information and the improvements that enable micro and small business owners to obtain success in their business. Thus for them to remain on competitiveness the need to install an e-Larning consulting is inevitable due to be a region with numerous ' problematical ' to seek knowledge. An analysis with employees about how companies use technology as a useful tool in organizational learning using e-learning points out that the respondents consider technology as main path of business success. They argue that there are indications that the technology can provide flexibility, reliability and agility to the negotiation process, therefore, do not differ from the concepts of *Chiavenato* [4]. This can be examined in Table 3.

When asked about the role of the consultant in the process of e-learning the majority considers that it is fundamental for the development of knowledge of their collaborators allowing the durability in the market. They claim that the enterprise is like any other species; it must seek ways to survive in the face of adversity and the e-learning came to provide knowledge leading to enterprise success and as a result the longevity as concepts in Freire [5].

Table 3: Overview of employees technology as a e-learning tool

TECHNOLOGY CAN BE USED AS A TOOL USEFUL IN LEARNING TOOL			
Enterprise	Yes	No	Maybe	None of the alternatives
A	12	3		
B	13	1		
C	14			
D	14			

WHAT YOU BELIEVE BE THE RESPONSIBILITY THE CONSULTANT IN e- LEARNING?			
Enterprise	BECOMES EDUCATION COMPLEX MORE	IS A MEDIATOR INSTRUMENT FOR DIALOGUE	INTERACTION BETWEEN THE INVOLVED	I HAVE NOT THOUGHT ABOUT THIS SUBJECT
A		14		
B		13	1	
C		2	13	
D		2	12	

| HOW THE MANAGER WILL SEARCH COMPETITIVENESS THROUGH e-LEARNING?			
Enterprise	Quality / Reliability / Flexibility	Through the quality of services offered	I have not thought about this subject	I considered not these elements
A	4	11		
B	2	12		
C	1	13		
D		14		

Source: Search developed in July / Aaugust 2012.

The analysis of the results allows us to affirm that the environmental pressure for swift changes determines the attitude of the participants, therefore it is possible that the way in which individuals are introduced might influence their decisions and can result in insecurity, causing them to fear to face the new, impacting decisions positive or negatively, corroborating with concepts in *Cavalheiros* [2].

The research also demonstrates the impact of technology through the e-learning on the productivity of the enterprise. As shown in Graph 2 the actors of the companies "B" and "C" involved in the process believe that technology impacts positively on the enterprise; the employees of the companies "A" and "D" believe that the impact is not significant for business, they believe this to be a common factor not bringing benefits, contrary to the concepts in *Chiavenato* [4].

The theoretical-conceptual context requires an analysis in this investigation of the e-learning as a management tool that can be used alternatively combined to new technologies to support the business. This fact sought confrontation so as to reveal the process with the companies surveyed. The results are presented in the Graph 3.

Graph 2: Technology by e- learning tool positively impacts the Enterprise
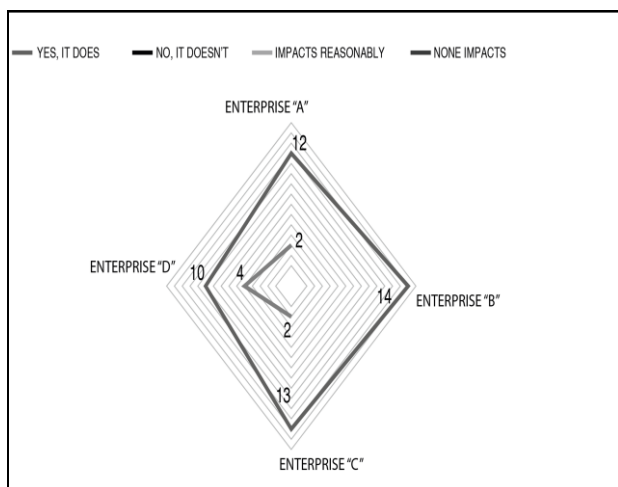
Source: Study performed in July/ August, 2012

Graph 3: Process of e-learning tool as an alternative
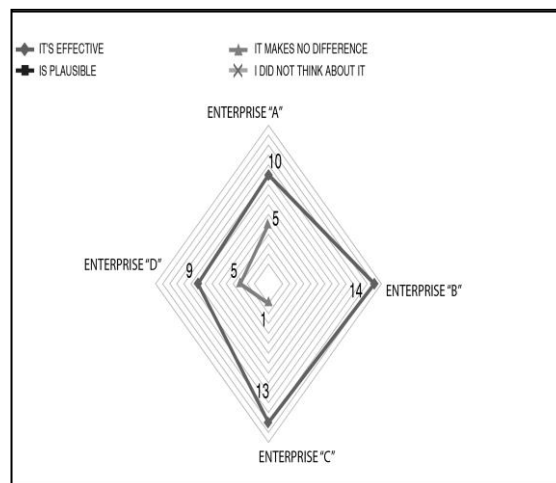
Source: Study performed in July/ August, 2012

According to Graph 3, the employees of the companies "B" and "C" proved to be convinced that e-learning is an alternative to be adopted to improve knowledge through technology. For them through these procedures they can access e-learning in search of qualification in order to be successful in the labor market positioning in line with the theoretical focus addressed in this research. On the other side, some employees of companies "A" and "D" believe that the technology does not matter, contrary to the theoretical-conceptual scribble raised in this task. There is no doubt that the increasingly competitive environment will lead them to revise their concepts, converging in the concepts in *Chiavenato* [4] that estimates that e-learning is part of the education of the next millennium.

6. Final considerations

This method allows an effective combination of study and work by ensuring that the collaborator can qualify on their desktop. The actors became active in the construction of their subject knowledge allowing them to decide where and when to qualify. As for these method barriers does not exist. It is important to understand that this presents the advantages of combining study and work, lower cost, flexibility of opening hours for the person involved, as well as how and when to seek knowledge providing autonomy and most of the time reflecting the realization of a dream.

References

[1] Castells, M. (2005). **A sociedade em rede.** São Paulo: Paz e Terra.
[2] Cavalheiro, Constantino Rodrigues (2007). **Fatores críticos para implementação do *e-learning* nas empresas. Dissertação** (Masters thesis), Universidade de São Paulo. São Paulo:USP.
[3] Cervo, Amando Luiz; BERVIAN, Pedro Alcino (2002). **Metodologia científica** São Paulo: Makron Books.
[4] Chiavenato, Idalberto (2004).**Introdução à teoria Geral da Administração**: Uma visão abrangente da moderna administração das organizações. Rio de Janeiro: Campus.
[5] Freire, P**.** (2007).**Educação como prática da liberdade.** Rio de janeiro: Paz e Terra.
[6] Mattar, Fauze N. (1996). **Pesquisa de Marketing**. São Paulo, Atlas.
[7] Rosenberg. M. J. (2002). **e-Learning: Estratégia para a Transmissão do Conhecimento na Era Digital.** São Paulo. Makron Books.
[8] Senge, P. A. (2000). A quinta disciplina: caderno de campo: **estratégias e ferramentas para construir uma organização que aprende.** Rio de janeiro: Qualitymark.
[9] Tori, R. (2010). **Educação sem distância: as tecnologias interativas na redução de distâncias em ensino e aprendizagem**. São Paulo: Editora Senac **.**