

# RESEARCH ON MODERN METHODS OF ADOPTING AND IMPLEMENTING E-LEARNING WITHIN COMPANIES

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## ABSTRACT

Nowadays, any modern company or organization is focusing on the strategic management of human resources, many of them through dedicated applications, enabling the attraction and the retention of the best employees and a better management of human resources in general. Studies have been conducted showing that training represents a source of motivation for the human resources and a large number of the employees in general are feeling motivated by non-material benefits, one of the most important of those being the possibility of developing new skills, through training. The training methods are pursuing at the present moment two main trends: first, a part of the companies will get in touch with external companies, whose specialization is based on training and team building, and second, the other part of the companies will hire people that have the task of providing that specific training. Given the advantages known about the modern learning platforms, like diminishing the costs by eliminating transportation costs, the possibility to make modifications on the information provided, the collaboration between learners, the fact that it can be done anywhere at any time, this article aims to find out what is the degree of e-learning platforms implementation within companies in Romania. At the same time, this paper will present the employers' perception on e-learning, identifying and measuring it by means of a questionnaire, analyzing the human commitment degree due to the training, showing the benefits of developing new skills and how this is influencing their evolution.

## KEYWORDS

e-Learning Implementation, e-Learning Platforms, Mobile e-Learning, e-Learning in Companies

## 1. INTRODUCTION

Studies are revealing information stating that training represents a source of motivation for the human resources and a large number of the employees worldwide are feeling motivated by non-material benefits. One of those is the opportunity for developing new competences, through training. E-learning requires an online environment, so the employees can go through the courses at their own convenience, independently of other learners or trainers and come together locally in the app with colleagues for collaborating on project based learning or sharing lessons learned with other learners through Social Media.

Modern e-learning platforms are giving to the companies advantages like decreasing the costs by eliminating transportation, the possibility of operating anytime modifications on the information provided, the collaboration between learners, availability anywhere at any time. Therefore, this work aims to analyze the degree of e-learning platforms implementation within companies SMEs in Romania, Bucharest. The research will present the employers' perception on e-learning, identifying and measuring it by means of a questionnaire. This questionnaire will give insight about people retention degree due to the training, revealing benefits of developing new skills and how this is influencing employee's evolution. Also, according to the conceptual model of the questionnaire conducted, the satisfaction degree of the company through the mean of targeting the management teams that monitored the groups assigned to take the e-learning courses will be given.

About previous work, this paper notes that Welsh (2003) analyzed the possible disadvantages of e-learning in companies and its direction by reviewing the literature and presented data obtained from interviews with specialists. In 2017, Levy, Yair, and Michelle M. Ramim conducted a research from the premise that there is a discontinuity between the abilities that people claim to have and their real ones. The purpose of this study was to develop a hierarchical e-learning skills index (ELSI) to measure this gap. Condruz-Bacescu (2015) research the e-learning process in companies by presenting the advantages and disadvantages of using it in comparison with the traditional learning process. The remarks outline that e-learning is the future learning. According to Fontaine (2017), adapted e-learning environments (EEE) can optimize health outcomes by adapting real-time training to learners' goals, knowledge and preferences. Thus, the author proposes to evaluate their effectiveness in improving knowledge and skills.

## 2. METHODOLOGY

### 2.1 Analyze of Existent e-Learning Platforms

The most used option for e-learning is the Learning Management System (LMS), that functions as an online classroom where participants can upload readings, videos or audio, or they can hold discussions, organize and participate at different learning activities. All the LMSs analyzed have typical features, including analytics, applications, assignment submission, file upload/download, grading, instant messages, forum, calendar, widgets that allow connections to Social Media.

This part of the work has made an analysis about certain features of the most popular mobile e-learning applications, aiming to find out what are the top ten best rated application, for whom are they designed, and its review rate in Google Play, as shown in the Table 1.

Table 1. E-learning popular mobile applications

Nr	E-learning Application	Addressed to	Google Play Review rate
1	<a href="https://www.duolingo.com/">https://www.duolingo.com/</a>	Students	4.7
2	<a href="https://www.linkedin.com/premium/plan/learning/guest">https://www.linkedin.com/premium/plan/learning/guest</a>	Students	4.6
3	<a href="https://www.khanacademy.org/">https://www.khanacademy.org/</a>	Students	4.6
4	<a href="https://www.edx.org/">https://www.edx.org/</a>	Students	4.5
5	<a href="https://www.udemy.com/">https://www.udemy.com/</a>	Students	4.5
6	www.rosettastone.eu	Students	4.5
7	<a href="https://www.edmodo.com/">https://www.edmodo.com/</a>	Students, teachers, parents	4.1
8	<a href="http://www.elearning.ro/">http://www.elearning.ro/</a>	Students, teachers, parents and school or institution	4
9	<a href="https://www.docebo.com/">https://www.docebo.com/</a>	Companies	3.9
10	<a href="https://moodle.org/">https://moodle.org/</a>	Teachers	3.8

From the Table 1, we can appreciate that the most popular e-learning applications on the mobile app market, Google Play, are designed for students and less for companies, which can lead us to the conclusion that it would be desirable to have a greater diversity of e-learning applications for companies. Mobile applications are known for the benefits of mobility, lower costs, adaptability, interoperability, location and social awareness, social awareness, connection with all the modern devices, and more.

E-Learning implies the online environment, so the employees can go through the courses at their own convenience, independently of other stakeholders and come together locally in the same app with colleagues for project based learning and collaboration or with other learners through Social Media.

## 2.2 Research Context and Questionnaire Conceptual Model

The purpose of the conceptual model is to determine the degree of use of e-learning platforms within companies, the company's degree of satisfaction with the use of these platforms and whether it perceives an improvement in employee qualification that may impact the development of the organization itself and in the same time of the employee.

**Sample:** The questionnaire was distributed to a sample of companies (N = 26) in Bucharest in April 2018. This is a pilot study because the provided data was given by a small number of SMEs.

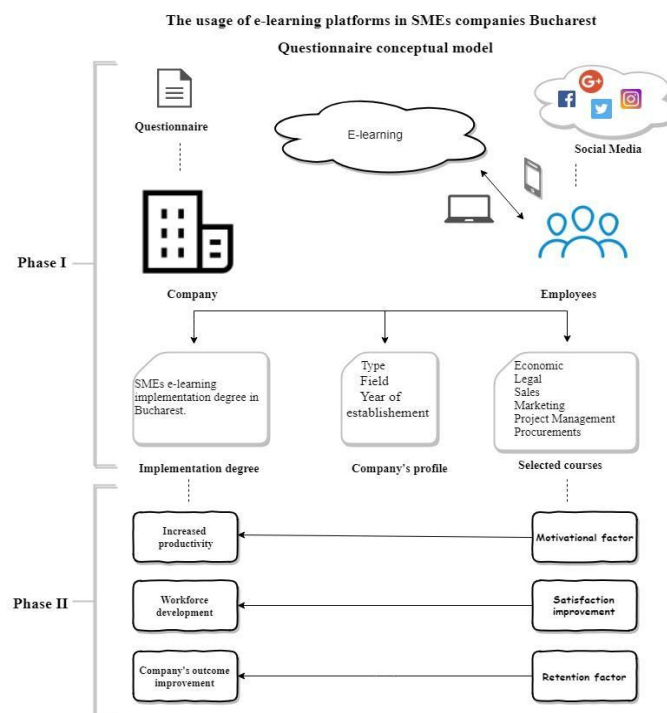


Figure 1. Conceptual Model

## 3. RESULTS

With the main purpose of finding the degree of e-learning platforms in Bucharest, based on the steps represented in Table 2, the questionnaire was distributed to a number of 26 (N=26) SMEs from Bucharest in April 2018. The study conducted led to the proposal of a conceptual model presented in this paper which aims to determine an appropriate questionnaire that will conduct to findings presented in figure 1, figure 2 and figure 3.

In figure 1 is represented the usage degree of e-learning platforms in SMEs from Bucharest which reaches 7,1 %, the satisfaction degree by using e-learning platforms is 100% as shown in figure 3 and figure 4 states the improvement degree of 40% by using e-learning platforms in SMEs, Bucharest.

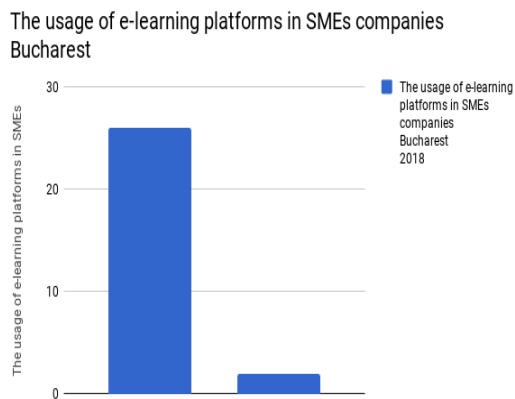


Figure 2. The usage degree of e-learning platforms in SMEs, Bucharest

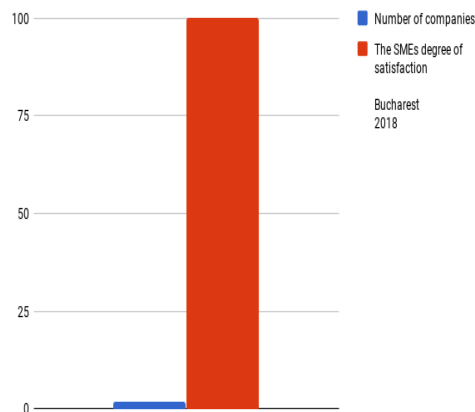


Figure 3. The satisfaction degree by using e-learning platforms in SMEs, Bucharest

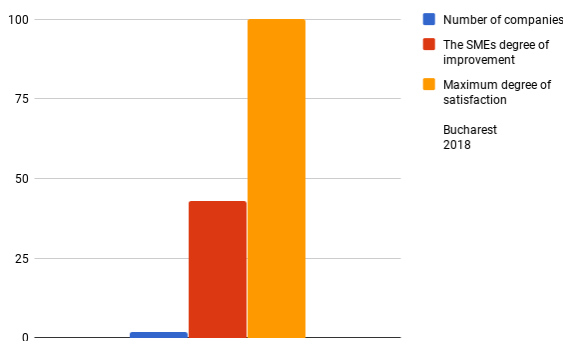


Figure 4. The improvement degree by using e-learning platforms in SMEs

#### 4. CONCLUSION

Because today’s learning market is following a new trend, the e-learning courses, this work has made an analyze of the most popular mobile applications on the Google Play market. The most important advantages known about the modern learning platforms, like reduction of the costs by eliminating transportation costs, the collaboration between students, the anywhere at any time convenience of navigating the materials provided, this article aims to give some information about the degree of e-learning platforms implementation within SMEs companies in Romania. By the means of a pilot questionnaire, the research conducted to the design of a conceptual model for a more complex questionnaire developed to gather more data from companies SMEs around all Romania.

The initial data conducted to the general idea that the implementation of e-learning in Bucharest based SMEs is just at its beginning, but the few companies that have implemented this kind of training the employees, are measuring a high level of satisfaction. The present work is revealing also the necessity of a more diversified choice of mobile e-learning application for the companies.

Also, the second phase of this work will extend its focus groups from Bucharest SMEs to Romania based companies, with focus on his perception if e-learning and if it constitutes a motivational and a retention factor.

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