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<th>Next step : using internet - intranet to enhance organizational learning for MSC</th>
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<tr>
<td><strong>Author(s)</strong></td>
<td>Reid, Edna</td>
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From Users perspective soft skill are needed!
Internet - Intranet: training tools

In preparing for MSC, employees must develop new sets of skills. In Western countries, two types of training: technical and soft skills

a) information navigation
b) analysis and conceptual design of global services
c) synthesis
d) evaluation and repackaging of services

Internet - Intranet: training

Employees should enroll in specialized workshops:

- Navigation & Evaluation of Internet Services (newspaper, manufacturing, international relations)
- Using Internet - Intranet services to Monitor Trends & Technology
- Conceptual Design of Interactive Web sites
Themes from *Digital Economy* (Tapscott)

- knowledge economy
- digital economy
- virtualization
- integration - networking
- disintermediation
- convergence
- gap between consumer & producer blurs
- globalisation
- immediacy

Use WSJ Interactive - as an example of themes

Features - newspaper sites

- **Own news stories**
- **Constant updating**
- **Special commu. news; speak out**
- **Supplemental materials - news**

**Information Provider**

- **fee-based**
- **partnering**
- **archive database: can search**

**New York Times on Web** **WSJ Interactive**
Wall Street Journal Interactive

Front page Marketplace Money & Investing Special Feature (new) Opinion (new)

Daily news content

Financial Data Service

Input

Dow Jones News service (partner - LA Times, AP, etc.)

Input

Company database

Input

Archive, statistical tools in Research service

Input

Special Software - Personal Journal (customized news)

Characteristics of WSJ Interactive

Automatic monitoring of news breaking stories that meet your profile

Creative pricing strategy (US$49.00 annual)

Customize news based on your needs (Personal Journal)

Supplement daily news with company & industry reports

Search archive & other news database

Innovation
Newspaper Sites on the Web

New York Times on the Web
www.nytimes.com

Wall Street Journal Interactive
www.wsj.com

Straits Times Interactive
www.asia1.com.sg

Singapore Press Holdings (SPH): AsiaOne

Outsourcing - create new services

Partnering with other news publishers

Creating integrated site for business info

Encouraging locals create content (Silicon Alley)

Positioning itself become AOL for Asia
Sample headlines appeared in local press

- "Ideal Government website" NST 21/4/97
- "Have 'interactive' Homepage, port urged" NST 4/4/97
- "Homepages must be interactive" The Star 24/3/07

Describe how government homepages should be interactive & provide on-line assistance & feedback services. In preparation for - ELECTRONIC GOVERNMENT.

Ex: Newspaper - Web Sites

II. Advanced stage

INTERACTIVE WEB SITE, LINKS TO MULTI-MEDIA, new content, classified ads, feedback

Links - old & current stories | Search engine | ARCHIVE - search

Look - resembles printed paper

I. Early stage
Display sample newsgroup message (soc.culture.malaysia) on MSC

How one can blend traditional & digital services & enhance customer service

Using Internet, employees can analyze how other organizations handle integration of traditional & digital services. Employees may identify opportunities for adapting approaches to in-house assignment.
**New York Times on the Web**

**Combination**

**Jump Pages**
- Links to other resources outside of their website
- Provides dynamic integration of resources

**Gateway Pages**
- Table of contents, site map (not just text)
- Makes it easier to navigate around the website

**Content Pages**
- Summary & full text stories, classifieds, & new sections not in printed paper
- Provides value-added content

**Benefits**

**Other ways of communicating with clients, customers, partners, etc.**

Communications tools such as newsgroups, email and listservs (electronic discussion) are available. From southeast Asia, limited number of newsgroups & listservs. Newsgroups - give you access to what "the man on the street" is saying.
World Wide Web (WWW) sites

**Jump pages**
provide hypertext links to related
pages not a part of the same
family pages

**Gateway pages**
describe content of subordiante
pages & serves as “table of
contents” function

**Content pages**
contain actual textual, numeric,
graphic, audio or visual data

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**Ex: Asian newspaper web sites**

- **Content pages** - Singapore Press Holdings (SPH) Asia One (Straits Times Interactive, etc.), South China Morning Post, The Star Online, Bangkok Post

- **Gateway pages** - The Star Online (Malaysia) site map, SCMP Index

- **Jump pages** - some Asian newspaper sites do not provide jumps to pages outside of their web site. Some of AsiaOne papers - provide jumps to corporate web sites.
Factors to Consider - Current Staff

Employees should be able to identify

- new ways of sharing & designing services (ex: value-added newspaper web sites)
- other ways of communicating with clients & partners (email, newsgroups)
- how organization can blend traditional & digital services
- creativity in enhancing customer & support services

New ways of sharing & designing services

Using Internet, employees can navigate, identify & analyze services provided by other companies including the competition. Where possible, adapt some relevant services to local environment.
Some MSC - Flagship Applications

- Smart Schools
- Smart Card
- Electronic government
- Borderless Market
- Worldwide Manufacturing Web
- Telemedicine

Projects - identified on Internet

- other telemmedicine projects
  - S'pore General Hospital  www.sgh.gov.sg
  - Japan’s Telemed  www.coara.or.jp

- smartschool (S’pore’s Student Teacher Workbench)
Governments are initiating national development projects

- **US** - NII
- **Singapore** - SingaporeONE
- **Malaysia** - Multimedia Super Corridor (MSC)

- a) very high-speed backbone digital network (local)
- b) network of multimedia services
- c) knowledge-based society

**GOVERNMENT INITIATED PROJECTS**

**TARGET AUDIENCE**

- Domestic
  - Relevancy
  - Value-Added
  - Timeliness
- International
  - Overseas partners
  - Overseas clients
- Global markets
  - Intl advertisers
    - Media, Publi. & Info. Serv.
    - Retail, Wholesale & Distr.
Next Step: Using Internet - Intranet to enhance organizational learning for MSC

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AGENDA

Outline how Internet - Intranet can be used as training tools to enhance soft information skills in current employees.

Describe some "soft information skills" such as information retrieval, evaluation, repackaging of services and how they relate to MSC.
CORPORATE SPONSORSHIP:
A HELPING HAND OR STRANGLEHOLD?

Charles Lankester
C.K. Lee
TOPIC: Corporate Sponsorship: A Helping Hand or Stranglehold?

* Current state and trends of corporate sponsorship

* Responding to consumer issues and demands vs meeting corporate interests.

BIODATAS:

Mr. Charles Lankester
Mr. Charles Lankester is the managing director of Shandwick (S) Pte Ltd.

Mr. C.K. Lee
Mr. C.K. Lee, a BA Hons in Political Science from Victoria University, is the Public Affairs and Advertising Manager of Esso Singapore Pte Ltd. He is also a Fellow and past President of the Institute of Public Relations of Singapore.