

Analyzing Corporate Employee Preferences for E-Learning Platforms: A Survey-Based Approach to Knowledge Updation

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Abstract : This study investigates the preferences of corporate employees for knowledge updates on the e-learning platform. The researchers explore the factors influencing their platform choices through a survey administered to employees across diverse industries and job roles. The survey examines preferences for specific platforms (e.g., Coursera, Udemy, LinkedIn Learning). It assesses the importance of content relevance, platform usability, mobile accessibility, and integration with workplace learning management systems. Preliminary findings indicate a preference for platforms that offer curated, job-relevant content, personalized learning paths, and seamless integration with employer-provided learning resources. This research provides valuable insights for organizations seeking to optimize their investment in e-learning and enhance employee knowledge development.

Keywords : corporate training, e-learning platforms, employee preferences, knowledge updation, professional development

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