

## BARRIERS OF ON-THE-JOB LEARNING

LILLA HORTOVANYI & ADRIENN FERINCZ

Head of Strategic Management Department, Corvinus University of Budapest, Budapest, Hungary

### ABSTRACT

There is an ever increasing pressure on organizations to meet the requirements of a learning organization; hence the competence to acquire knowledge and learn has become an important source of competitive advantage. The focal point of present paper lies in the intersection of social context of knowledge sharing and the technological support of ICT tools. Authors found that ICT tools can enhance and inhibit organizational learning ability at the same time. For the successful introduction of a new tool not only its compliance with the existing systems must be ensured, but also the match with both the organizational members' cognitive ability to learn how to fully utilize the tool as well as their motivation to do so.

**KEYWORDS:** On-the-Job Learning, Knowledge Sharing, Information and Communication Technologies, Motivation, Cognitive Capabilities