

# Promoting an E-Learning Culture: Exploratory Study of Different Organizational Approaches

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## ABSTRACT

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Investing in human capital represents a substantial lever for meeting the challenges organizations face, particularly the exacerbation of competition, competitiveness, and performance. (Baujard, 2006). In this landscape, the knowledge and skills of employees represent a fundamental axis for maintaining competitive advantage and pursuing growth. Consequently, the implementation of training programs would enable organizations to develop the potential of their human capital and engage in a dynamic of innovation. (El Yaacoubi and Bennani, 2022) However, in an increasingly connected world, it's time for private and public organizations to embrace digital transformation. (Bellalij, 2021). This is the case for public and private organizations, where the advent of information and communication technologies has completely overturned their managerial context and human capital management practices (Niniss, 2022). Training is one of the practices that should be part of this movement and adopt a strategy of continuous innovation.

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