

# Innovation of E-Learning Platform: IBE Eduflix

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## ABSTRACT

The shift to digital learning has presented significant challenges for educational platforms, including low user engagement, digital accessibility, and ensuring relevant content. IBE Eduflix is an innovative e-learning platform designed to revolutionize the learning experience for students, professionals, and lifelong learners. IBE Eduflix stands at the forefront of modern learning solutions by offering flexible, engaging, and personalized educational pathways. However, this study address these issues, offering a comprehensive e-learning platform designed to enhance the learning experience for students, professionals, and lifelong learners. By providing flexible, engaging, and personalized pathways, IBE Eduflix aims to overcome the limitations of traditional and online learning formats. This pilot study, conducted with 60 users, highlights high user satisfaction, particularly with Edu4U's curated content, which includes online courses from prestigious institutions, professional associations, and experts. The platform's extensive library of eBooks, educational videos sources such as TED Talks and YouTube, and open-access research articles ensures diverse learning materials are readily available. Interactive features, such as quizzes, study tools, and motivational content, foster active engagement and enhance knowledge retention. The findings suggest that IBE Eduflix is a valuable tool for enhancing accessibility, academic rigor, and professional development. Educational institutions can use it to supplement traditional teaching, businesses benefit from its support for employee upskilling, and individual learners gain essential resources for thriving in a dynamic job market, bridging the gap between formal education and real-world skills. The implications of these findings are meaningful to learning institutions, students, lecturers, and training provided to apply the IBE Eduflix in future use.

**Keywords:** IBE Eduflix, E-learning, Professional Development, Interactive Learning, Lifelong Learning

## INTRODUCTION

Digitalization has replaced tremendously the new landscape of teaching and learning. Advanced technology introduced various platforms and content for students and organizational learning, benefiting students and professionals engaged in organizational learning. This evolution marks a significant departure from traditional education models and has led to innovative and flexible approaches to teaching and learning. The changes are not an enforcement but a new user experience, including students and professionals. Willingness to change and being voluntarily exposed to new learning phases provide more benefits and joy in teaching and learning.

The rise of digital tools and technologies has resulted in a plethora of online platforms like MOOCs (Massive Open Online Courses), virtual learning environments (VLEs), and learning management systems (LMS). These platforms offer interactive multimedia content, personalized learning paths, and real-time feedback, enhancing the learning experience [1]. Moreover, Coursera, edX, and LinkedIn Learning allow learners to pursue courses from prestigious institutions and gain certifications that carry industry recognition.

Additionally, digitalization and personalized learning have become the cornerstones of modern education [2]. Advanced technologies like AI and machine learning can now analyze student data to tailor educational experiences based on individual needs, preferences, and progress. For example, adaptive learning systems

adjust the difficulty level of lessons and quizzes in real-time based on the learner's performance [3]. This level of customization fosters a self-paced learning environment, making education more accessible and practical. Moreover, the new elements of gamification in learning make teaching and learning more exciting for the user to learn via an e-learning platform [4].

Educational institutions and companies increasingly incorporate game-based elements to motivate learners and encourage active participation. Quizzes, achievement badges, and point systems transform mundane tasks into engaging activities that boost knowledge retention and improve cognitive engagement.

### **Challenges in Innovation E-Learning Platforms**

To achieve greatness, educational institutions must navigate unexpected challenges effectively. One of the critical challenges they face is the low user engagement on digital learning platforms [5]. When the number of active users is insufficient, it threatens the platform's sustainability and long-term viability. Low engagement can be due to several factors, such as inadequate awareness, poor user experience, or a lack of relevant and engaging content [6]. If students or professionals do not find value in the platform, their participation dwindles, leading to declining subscriptions, funding, and institutional support.

Consequently, maintaining and upgrading the platform becomes financially unfeasible, creating a vicious cycle of diminishing returns [7]. This challenge also presents an opportunity for institutions to innovate by focusing on user-centric design, developing personalized and interactive content, and investing in effective marketing and outreach strategies to attract and retain users. By addressing these engagement issues, educational institutions can ensure their platforms remain efficient, effective, and sustainable, ultimately contributing to learners' and institutions' success [8].

In addition to low user engagement, e-learning platforms face several other challenges that impact their effectiveness and sustainability [9]. One of the significant challenges is digital accessibility and inclusivity. While e-learning promises to democratize education, a lack of access to reliable internet, devices, or digital literacy can exclude learners, particularly in rural areas or developing regions [10]. Furthermore, content quality and relevance often need to be more precise. E-learning platforms must consistently update and curate their content to align with evolving industry standards and learner needs, which can be resource-intensive [11]. Another pressing issue is student motivation and self-discipline. In a virtual learning environment, students often need the physical presence of teachers or peers to maintain focus and manage their time effectively [12].

Additionally, ensuring data privacy and cybersecurity is crucial as e-learning platforms collect and store vast amounts of personal information. Breaches or lapses in security protocols can undermine trust and lead to severe consequences for learners and institutions [13]. Lastly, technological adaptability is a challenge, as platforms must keep up with rapid technological advancements and integrate features like AI-based personalization, augmented reality (AR), or real-time analytics [14]. Addressing these challenges requires a strategic approach prioritizing inclusivity, content innovation, learner support, and robust security measures [15]. Therefore, this study aims to pilot the IBE EduFlix as one of the online platforms that fundamentally is the gateway for students and professionals to access the one-stop center for e-learning platforms.

### **Ibe Eduflix**

IBE Eduflix is an innovative learning experience platform and extensive digital library designed to revolutionize the way of learning. As a gateway to infinite learning, IBE Eduflix offers seamless access to diverse courses, resources, and interactive materials meticulously curated to cater to various learning styles and preferences. The primary objective of IBE Eduflix is to transform the traditional approach to learning by providing an innovative Learning Experience Platform (LXP) and extensive digital library. Through this platform, we aim to revolutionize how individuals acquire knowledge and skills that provide users with seamless access to diverse courses, resources, and interactive materials, eliminating barriers to learning and promoting inclusivity. In addition, these meticulously curated content cater to various learning styles and preferences, ensuring that every user can find materials that suit their needs and preferences.

Additionally, it empowers users to acquire and enhance skills necessary to thrive in today's digital knowledge-

based economy, whether through up-skilling, re-skilling, or multi-skilling, as depicted in Figure 1. Moreover, innovative learning methods, such as 90% activity-based experiential learning, make the learning process engaging, interactive, and effective. The IBE Eduflux platform houses 4 sub-platforms: Ethos for U, Stem Career for U, English for U, and Edu for U. "Ethos for U," ETHOS Learning Platform covers all 17 Sustainable Development Goals. The learning platform offers valuable resources designed to help individuals and companies understand the details of Environmental, Social, and corporate Governance (ESG) engagingly. Next, this platform equips today's children with the academic and 21st-century skills they need to succeed in the jobs of tomorrow through the "Steam Career for U" platform, offering engaging content for students from pre-school to high school.

A comprehensive Educational Journey: IBE Eduflux ensures it caters to a wide range of learners, from youths, professionals, educators, and parents, offering a comprehensive, engaging, and personalized educational journey for all. By achieving these objectives, IBE Eduflux aims to become the go-to platform for lifelong learning, empowering individuals of all ages and backgrounds to pursue their educational goals and unlock their full potential.

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<p><b>Professional Development</b></p> <p>Communication Skills and Teamwork, Problem Solving and Critical Thinking Skills, Public Speaking, Time Management and Productivity, Supervision &amp; Leadership, Professional Telephone Skills and Much More.</p>	<p><b>Computing &amp; ICT</b></p> <p>Learn Microsoft Word, Powerpoint and Excel, Photoshop, Youtube, Web Design, Web Development, Mobile Apps Development, Networking, Cloud Computing, Coding And Programming Languages And Much More.</p>	<p><b>Business &amp; Entrepreneurship</b></p> <p>Entrepreneurship, Business Start-Ups, Marketing, Expansion of Business, Economics, Business Law, Business Accounting and much more.</p>	<p><b>Management &amp; Leadership</b></p> <p>Change Management, Decision-Making, Managing People, Project Management, Operations Management, Leadership, Strategy, Leadership &amp; Influence, Leadership Skills and much more.</p>
<p><b>Learn Languages</b></p> <p>Learn The Languages Of The World Fast And Easy. As A Multilingual Person You Open Up Opportunities In All Areas Of Your Life Be It Social, Business Or In Your Career.</p>	<p><b>Industry 4.0 Courses</b></p> <p>Industry 4.0 Courses lie in the forefront of digital transformation and artificial intelligence. Courses like AI, Big Data, IoT and more.</p>	<p><b>STEM Courses</b></p> <p>We need STEM expert to enhance medicine, reduce environmental impact, and more efficient ways to manufacture, and develop high-quality facilities.</p>	<p><b>Study &amp; Work tools</b></p> <p>Easy Access To Study And Work Tools Like Calculator, Translator, Currency Converter And Much More.</p>

Figure 1: IBE Eduflux

### Courses offered in IBE Eduflux

The platform comprises four distinct, interactive sub-platforms: "Edu for u," For acquiring and enhancing skills to stay relevant in today's digital knowledge-based economy; "English for u," an innovative and fast way to master the English language through 90% activity-based experiential learning; "Ethos edu for u," dedicated to sustainability, corporate responsibility, and ethical practices to shape a better future; and "Steamcareer for u," which provides resources for academic and 21st-century skills to prepare today's children for tomorrow's jobs. IBE Eduflux ensures a comprehensive, engaging, and personalized educational journey. IBE Eduflux provides many resources related to service operation management and organizational communication. From e-books and e-journals to videos and interactive materials, students can access comprehensive content covering various aspects of these subjects.

With IBE Eduflux, students can learn at their own pace and convenience. They can access course materials anytime, anywhere, allowing them to fit their studies around other commitments, such as work or family responsibilities. Additionally, the platform offers diverse learning materials catering to different learning styles

and preferences. Whether students prefer reading textbooks, watching videos, or engaging in interactive activities, IBE Eduflix provides options to suit their needs, leading to a deeper understanding of course concepts. The information in IBE Eduflix is regularly updated with the latest research, case studies, and industry insights in service operation management and organizational communication. Students have access to current and relevant information, enriching their learning experience.

Furthermore, in the "Edu for U" sub-platform, students can acquire and enhance skills essential for success in today's digital knowledge-based economy. They can learn new skills, up-skill, re-skill, or multi-skill, thus future-proofing their careers and staying competitive in the job market. The "English for U" sub-platform offers an innovative and fast-paced learning approach for non-native English speakers or students looking to improve their English skills. With 90% activity-based experiential learning, students can master English practically and engagingly.

The last course, the "Ethos Edu for U" sub-platform, is particularly relevant for the Government and Corporate Sectors and Students aspiring to pursue Studies in Sustainability, Corporate Responsibility, and Ethical Practices. Understanding these principles is essential for future leaders in service operation management and organizational communication, as it shapes their decision-making and management approaches. In summary, IBE Eduflix provides Master's students with a valuable resource for their studies in service operation management and organizational communication. By offering comprehensive learning materials, flexibility, up-to-date information, skill enhancement opportunities, language proficiency support, and ethical awareness, the platform empowers students to excel academically and professionally.



Figure 2 Course offered in IBE Eduflix

### IBE EduFLIX

A survey was conducted on 60 users of IBE Eduflix. The survey aimed to understand users' perceptions of using IBE Eduflix and focus on its impact on their learning satisfaction and professional development. Users rated their agreement on a scale from 1 (strongly disagree) to 5 (strongly agree) across ten statements. As shown in Table 1, the mean satisfaction scores and standard deviations are provided for each statement, offering insights into user satisfaction and the perceived value of the platform. Users rated their overall satisfaction with the learning experience on IBE Eduflix with a mean score of 4.3 (SD = 0.92), indicating that most users were delighted with the platform. The consistency of responses suggests that most users found the platform user-friendly, engaging, and aligned with their learning objectives. The flexibility of accessing content at any time and the diversity of materials contributed significantly to this positive perception. Satisfaction with the materials and resources available on IBE Eduflix had rated at 4.25 (SD = 0.97). While this is a strong score, the slightly higher standard deviation indicates some variability in user experiences. Users appreciated the content's breadth, including videos, e-books, quizzes, and interactive materials. However, there may be room to enhance the variety and relevance of resources for specialized fields or advanced topics.

One of the platform's key strengths lies in its interactive features, which received the highest satisfaction score of 4.6 (SD = 0.52). The value reflects users' significant value on tools such as quizzes, simulations, and interactive case studies. Engaging actively with content fosters more profound learning and knowledge retention. These tools are precious for professionals seeking to up-skill or re-skill, as they offer practical, real-world applications of theoretical knowledge. Users rated the platform's ability to meet their learning expectations with a mean score of 4.4 (SD = 0.68), suggesting that most users felt their expectations were either met or exceeded. Comprehensive course materials, flexible learning schedules, and up-to-date content likely contributed to this result. However, some users may need help aligning the platform's offerings with their personal learning goals.

A key indicator of user satisfaction is the likelihood of recommending the platform to others. IBE Eduflix scored 4.5 (SD = 0.51) on this metric, showing strong user advocacy. Users found the platform valuable enough to recommend it to peers, colleagues, and friends, reinforcing its credibility and appeal as a learning resource. This level of recommendation suggests that users see tangible benefits from their engagement with the platform, further solidifying its reputation in the digital learning space. IBE Eduflix's contribution to professional skill development received a score of 4.45 (SD = 0.51), highlighting its effectiveness in enhancing users' competencies and expertise. The result is particularly significant for working professionals who rely on e-learning platforms to stay updated with industry trends, acquire new skills, or improve their job performance. The platform's focus on experiential learning, real-world case studies, and industry-relevant content positions it as a valuable tool for continuous professional development.

Users indicated that their engagement with IBE Eduflix positively impacted their job performance, with a mean score of 4.3 (SD = 0.66). The result suggests that the knowledge and skills acquired through the platform translated into improved efficiency, effectiveness, and innovation in their professional tasks. The relatively wide standard deviation suggests that the impact on job performance may vary depending on the user's role or industry, but overall, the platform enhances work-related competencies. IBE Eduflix was rated highly for helping users stay current with industry trends, scoring 4.4 (SD = 0.6). The result is precious in fast-evolving fields where professionals must keep pace with new developments. The platform's regularly updated content, including industry reports, case studies, and expert insights, ensures that users are well-informed about the latest trends and innovations.

Confidence in applying the knowledge and skills gained from IBE Eduflix to professional tasks was rated at 4.6 (SD = 0.6), reflecting the platform's practical and actionable content. Users feel empowered to apply what they have learned directly in their jobs, whether mastering a new tool, implementing best practices, or making informed decisions. Finally, the overall value of IBE Eduflix to users' professional growth and development was rated at 4.5 (SD = 0.61), indicating that users see significant long-term benefits in using the platform. Whether for career advancement, skill acquisition, or personal growth, combining high-quality content, interactive tools, and flexible learning options makes IBE Eduflix a valuable resource for lifelong learning and professional development.

Most users agreed that IBE Eduflix is practical and interactive material in the e-learning platforms, and this statement was the highest mean. In addition, the users of IBE Eduflix agreed that this platform built their confidence in applying knowledge and skills gained from the course to perform their professional tasks, grow professionally, and develop professionally. They agreed because the IBE Eduflix course helped them stay updated with industry trends and developments. In addition, the users agreed to recommend the IBE Eduflix to others for their learning needs as the learning experience of this e-learning platform met the learning expectations. Overall, the findings found that most users were satisfied with the learning experience on IBE Eduflix.

Table 1: Descriptive Analysis

Statement	Mean	Standard Deviation
1. Overall satisfaction with the learning experience on IBE Eduflix.	4.3	0.92
2. Satisfaction with the materials and resources available on IBE Eduflix.	4.25	0.97

3. Effectiveness of the interactive materials and learning tools provided on IBE Eduflix.	4.6	0.52
4. The extent to which the experience on IBE Eduflix met learning expectations.	4.4	0.68
5. Likelihood of recommending IBE Eduflix to others for their learning needs.	4.5	0.51
6. The extent to which IBE Eduflix has contributed to professional skill development.	4.45	0.51
7. Enhancement of job performance or effectiveness through engagement with IBE Eduflix.	4.3	0.66
8. Degree to which IBE Eduflix helped stay updated with industry trends and developments.	4.4	0.6
9. Confidence in applying knowledge and skills gained from IBE Eduflix to professional tasks.	4.6	0.6
10. Overall value of IBE Eduflix to professional growth and development.	4.5	0.61

## CONCLUSION

In conclusion, IBE Eduflix is an innovative e-learning platform that fulfills individual and organizational learning needs. The idea of a one-stop center to learn various courses is to gain a practical learning experience. The features and the courses offered by IBE Eduflix adequately provide a new gateway to get updated information and access to the various platforms. From IBE Eduflix, this study implies an enhanced learning experience for students. Students benefit from a wide array of high-quality resources that support different learning styles, leading to improved understanding and retention of subject matter. Next, students will have the flexibility and convenience to access learning materials anytime and from any location, supporting a more flexible learning schedule and accommodating diverse lifestyles and commitments. Moreover, students can develop their skills through exposure to interactive and engaging content that helps develop critical thinking, problem-solving, and digital literacy skills.

The finding of this study also applies to education institutes, particularly regarding resource efficiency. Faculty can leverage a vast repository of digital resources to complement traditional teaching methods, saving time and effort in content creation. Furthermore, the educational institute could offer professional development by accessing the latest research, trends, and best practices through e-journals and professional courses, enhancing faculty expertise and teaching quality. Finally, the finding creates innovative teaching methods and adopts innovative teaching strategies, fostering a more dynamic and interactive classroom environment. The finding also contributed to the national target of widespread access to high-quality educational resources to support national educational goals and literacy rates. A well-educated and skilled workforce drives economic development, innovation, and competitiveness on a global scale. Finally, improved access to education promotes social equity, providing opportunities for lifelong learning and personal growth for all citizens.

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