

## عنوان مقاله:

Introducing factors affect innovation implementation and investigating their application in the form of a case study

## محل انتشار:

دومین کنفرانس بین المللی نوآوری در مدیریت کسب و کار و اقتصاد (سال: 1399)

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## خلاصه مقاله:

The main goal of this research is introducing factors(individual factors, social factors, innovation features, and organizational factors) that affect the implementation of innovation and investigate the success rate of implementing knowledge management as innovation in a research-based organization in Iran. The question is whether there is a relationship between the factors affecting the implementation of knowledge management as innovation and success of this organization in implementing knowledge management. The questionnaires were distributed among 150 people in the statistical population. The Shapiro-Wilk and Kolmogorov-Smirnov tests were used to estimate the normality. Then, the hypotheses were analysed by means of Pearson correlation coefficient and the significance hypotheses were analysed by regression test. The results showed that individual factors, innovation features, and social factors had a significant and positive relationship with success in implementing knowledge management as innovation. Despite the weak correlation between organizational factors with success in innovation implementation, it was concluded that considering all effective factors the innovation (knowledge management) implemented successfully in this organization.

## کلمات کلیدی:

innovation; implementation; knowledge management; organization; case study

## لینک ثابت مقاله در پایگاه سیویلیکا:

<https://civilica.com/doc/1121171>

