

عنوان مقاله:

The Impact of Knowledge Management Strategy on Service Innovation Performance in Private and Public Hospitals

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خلاصه مقاله:

The main objective of this research is to investigate the comparative effect of knowledge management strategy on the service innovation performance in public and private hospitals through the mediating role of knowledge management practices. Drawing in knowledge management theory, all the organizations require a suitable knowledge management strategy to perform successfully. Therefore, this research focuses on this under-researched subject. This research benefits from quantitative and hypothetical-deductive approach. The sample of the research includes ۸۵۲ therapy sections of both public and private hospitals in Tabriz. The data was collected via research questionnaire. The data has been analyzed using structural equation modeling (SEM) methodology. The results indicate a significant positive relationship between the knowledge management strategy and the knowledge management practices. Moreover, the mediating role of knowledge management practices was confirmed in the relationship between knowledge management strategy and service innovation performance in public and private hospitals.

کلمات کلیدی:

Knowledge management strategy, Knowledge management practices, Service innovation performance, Hospitals, Iran.

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