

عنوان مقاله:

A survey of competitive strategy, knowledge management and adoption of e-commerce on performance (case study: Kermanshah Bank Mellat)

محل انتشار:

کنفرانس بین المللی مدیریت چالشها و راهکارها (سال: 1392)

تعداد صفحات اصل مقاله: 8

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خلاصه مقاله:

One of the most significant evolutions in today's world is global Internet network which has strongly influenced human life. In addition, the knowledge present in organizations is one of the most important assets of them which can pave the way for achieving a higher competitive advantage in nowadays increasingly competitive situation. Therefore, knowledge management can be a very important cause of firms' success in competitive situations and information age. The present paper mainly attempts to study the effects of competitive strategy, knowledge management and adoption of e-commerce on performance (case study: Kermanshah Bank Mellat) within three first months of 2013. The data gathering method in the theoretical section is a library-based one and in the hypothesis testing is questionnaire. The questionnaire was distributed among 250 members of the statistical community. The study statistical method used is regression method by applying hybrid data. The study hypotheses were tested using correlation and multiple regression. The study results indicated that there is a direct and significant relationship between competitive strategies, knowledge management and e-commerce adoption in Kermanshah Bank Mellat

کلمات کلیدی:

Competitive Strategy; Knowledge Management; E-commerce; Performance; Kermanshah Bank Mellat

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