

## عنوان مقاله:

The Effect of Tacit Knowledge of Employees on Improvement of Communication with Bank Customers (Case Study:  
(Tejarat Bank, Golestan province)

## محل انتشار:

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## نویسندگان:

Mohammadsaleh Torkestani - *Assistance Prof., Faculty of Management, Allameh Tabataba'i University, Tehran, Iran*

Saideh Bazamini - *MSc. Business Management, Payame Noor University, Karaj, Iran*

Akbar Mohammad Lou - *MSc. Information Technology Management, Mehralborz University, Tehran, Iran*

## خلاصه مقاله:

Knowledge is seen as a key competitive factor in the global economy but for being successful in today's dynamic market, client should also be considered. Taking advantage of this type of knowledge leads to innovative solutions in solving complex problems. This study aimed to investigate the effect of tacit knowledge of employees on the success of customer relationship management in banking industry (Case Study: Tejarat Bank, Golestan province) to enhance system performance by sharing knowledge of employees. This is a descriptive-analytic study that, due to practical purpose, has been done in the cross-sectional survey. Therefore, a sample of 186 employees of Tejarat Bank in Golestan province were selected; The method of collecting information was through questionnaires and data were analyzed by SPSS software, using simple linear regression and Pearson correlation coefficient. The research findings indicate that the tacit knowledge of employees has a positive effect on customer relationship management and also it can be said that this knowledge has a positive impact on the success factors of customer relationship system ((attraction, maintenance, loyalty, satisfaction

## کلمات کلیدی:

tacit knowledge of employees, knowledge management, customer relationship management, upgrading customer relationship system

## لینک ثابت مقاله در پایگاه سیویلیکا:

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