عنوان مقاله:

Modeling Effective Factors in Relationship between Knowledge Management and Innovation in Mashhad Metropolitan Municipality

محل انتشار:

هشتمین کنفرانس ملی و دومین کنفرانس بین المللی مدیریت دانش (سال: 1394)

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خلاصه مقاله:

Today, the organizations widely implement the knowledge management asthe most effective method for creating a competitive advantage with the goal ofsystematic management of knowledge and intellectual resources. Knowledge as amain source for innovation and organizational efficiency is of great importance.The present research aims at modeling the factors influencing the relationshipbetween knowledge management and innovation in the Municipality of MashhadMetropolitan. The present investigation is applied in terms of objective and interms of data collection method is descriptive-survey. The statistical populationconsists of all employees in the central municipality of Mashhad, MashhadMunicipality ICT, who are a total of 1028 employee. To determine the samplesize, Morgan table is used and the sample size is calculated as 278 that finally 269questionnaires were returned and analyzed. To analyze the research data, themodeling in Partial Least Squares method (PLS) is used. The results show thedirect impact of knowledge management on innovation in the delivery ofservices (services delivery method) to citizens in the municipality of Mashhad, butthe knowledge management has no impact on the services provided (nature ofservices provided).

کلمات کلیدی:

Modeling, Knowledge Management, Innovation, Mashhad Municipality

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