

عنوان مقاله:

A Fuzzy TOPSIS Approach for Prioritizing the Preeminent Manufacturing Brands of Isfahan Province Based on the Critical Success Factors of Knowledge Management

محل انتشار:

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خلاصه مقاله:

A main factor of competitive advantage of present organizations is knowledge. Knowledge management (KM) is a conscious attempt as a new approach to create, disseminate, and apply knowledge in a way that valuable results were achieved for the organizations. The critical success factors (CSFs) of knowledge management have a considerable effect on the competitive position of the organizations. The aim of this article is to prioritize preeminent manufacturing brands of Isfahan Province based on the critical success factors of knowledge management. 12 critical success factors of knowledge management and their sub-factors were determined with reviewing the literature review. The questionnaire was designed based on these factors. 80 questionnaires were completed by senior managers, middle-level managers, executive managers, and employed supervisors. Data were analyzed with the use of fuzzy TOSIS technique and were prioritized based on the critical factors of organizations. According to the obtained results, Iran smelting company was placed in the first place with the similarity index of 0.5561 and Pars electric company was placed in the second place with the similarity index of 0.5366. Other companies were placed in the next places. Sepahan Cement Company was placed on the last place.

کلمات کلیدی:

Knowledge Management, Critical Success Factors Fuzzy TOPSIS, Preeminent manufacturing brands of Isfahan province

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