

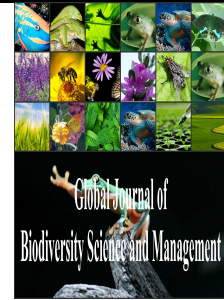


AENSI Journals

Global Journal
Of
Biodiversity Science and Management

ISSN : 2074-0875

Journal home page: <http://www.aensiweb.com/GJBSM/>



Measuring the relationship amount between organizational culture and knowledge management Establishment (KM)

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ARTICLE INFO

Article history:

Received 28 September 2015

Accepted 15 December 2015

Available online 24 December 2015

Keywords: knowledge management, culture, knowledge management, competitive areas

ABSTRACT

In recent years, knowledge management has become the discussion subject for scientific and practical circles. Scientific and practical societies, both believe that organizations can keep their long-term advantages in competitive areas by knowledge power. Today, the competitive landscapes of the organizations indicate that the effects of such views is commercial in the areas of organization. In one sense, knowledge management by enabling companies to perform more intangibly can improve the areas of organizational performance properties that its implementation is impossible by neglecting the organizational culture. Organizational culture can be used as a powerful lever to strengthen organizational behavior.

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To Cite This Article: Amir Hossein Amir Khani, Elnaz Salamati, Mehdi Amirkhani, Shahrokh Bagheri., Measuring the relationship amount between organizational culture and knowledge management Establishment (KM). *Glob. J. Biodivers. Sci. Manag.*, 5(3): 10-14, 2015

INTRODUCTION

Implementation importance of systems such as knowledge in large organizations and its effects on organization performance efficiency as well as its effect on reducing costs of organization is undeniable. On the other hand the success of organizations in the implementation of any strategy, including knowledge management largely depends on the support of the organizational culture from that strategy. Organizations try to become a knowledge-based organization and will be successful if there are the required cultural characteristics for the implementation of knowledge management in organization. The knowledge can be created and shared effectively in organizations if the organization supports it. Therefore, with regard to the importance of the implementation entity of systems such as university and its combination with organizational culture in organization's cultural infrastructure has made researcher to have study related to the efficiency way of these factors with each other. The present study entitled the relationship measurement between organizational culture and of knowledge management establishment (KM) was examined in PNU Tehran of Varamin unit which is in the form of a main hypothesis and 6 secondary hypothesis. The research method was field research and the questionnaire was used to collect data. The statistical society in this study is consisted of PNU staff. The results shows that there is a significant relationship between organizational culture and knowledge management.

Research problem statement:

Promoting a culture of openness, sharing, cooperation, learning in the organization, plays a significant role in facilitating the management of knowledge within the organization. (Monavarian, Asgari, Ashna, 1386: 12). Academic institutions as centers of production and subsistence knowledge are required to implement knowledge management more than any other organization (Hazeri, SrabZadeh, 1385). Having knowledge up to survive organizations, has become an undeniable necessity. Organizations management have to decide wiser about important issues and improve the performances based on their knowledge. Only by examining the change and creating a good and flexible organizational culture that we can gradually change the pattern of interaction between people in the organization and take advantage of knowledge as a competitive advantage (Karami, 1384: 3). In the present and future status, the organizations are the knowledge management processes as the correct use of all reliable information about the organizations and their environment and the current situation allows the ability to improve the management processes, accumulated knowledge and the ability to use it enables organizations to achieve enormous intellectual capital and facilitate the strategic decisions for management and

allows organization to leader so that the knowledge management processes stabilized, these processes, depending on the amount of innovation that they achieve and their ability to create and the use of full and update use of information are considered (Augilla, 2014).

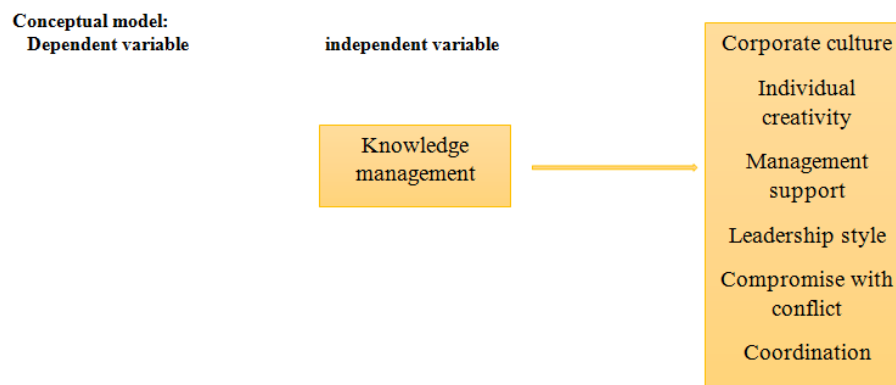
Research purposes:

The main purpose:

The purpose of this study is to examine the relationship amount between organizational culture and knowledge management in PNU university of Varamin.

Secondary objectives:

To explain the relationship between reward, management support, individual creativity, leadership style, compromise with conflict, coordination and coherence and knowledge management at the University of Varamin.



Theoretical Foundations of knowledge management and organizational culture:

Organizational Culture:

Culture is all the intellectual and material impacts of community (Yazdi, 1387). Theorists of management science believe that creating stimulating culture of creativity and innovation depends on the following factors: 1) bearing the risk 2) self-control 3) to minimize minor things 4) accepting ambiguity 5) acceptance and tolerance of tastedifferences 6) Tolerance of unscientific proposals 7) emphasizing on results rather than methods 8) comprehensive relationship. Organizational culture is a good definition of the need for social gatherings, so states the necessities, norms and way of communicating the organization members and their willingness to accept conflict and difference as well as learning the new science (Ghorbani and Razavi, 2011)

Knowledge management (KM):

A lot of theorists of development management have the responsibility to manage the knowledge (KM). In mid-1980, the importance of knowledge as a competitive asset was seen among the organizations. (Yargirosh, 1382).

Knowledge management:

Knowledge management is a process through which the organizations make profit from their intellectual and knowledge-based assets (Aganlid, 2009: 3). Finally knowledge management can take back its position by providing alternating and various solutions in contrast with the basic concepts TQM, the Business Process Reengineering. (Yargirosh, 1383). The competitive knowledge-based results enable companies and organizations to use development-based innovation that its purpose is the development of science, exploration, exploitation of the practical results (Dennett pabov, 2015)

Research methodology:

The present study objective is scientific-practical; in terms of temperature control, it is surveyed and from the aspect of data collection, it is a type of cross-correlation research. The statistical society of the present research is staff of PNU Tehran Varamin unit (153 = N) through which 73 people were selected among them as sample. By using Cochran's general formula, in which the relation or lack of relation is considered 0.5 and for sampling the random sample method is used with the classification. The research data were obtained by using a standard questionnaire tool. The questionnaire consisted of 24 questions on organizational culture and 21 questions on knowledge management and Kymrt rangewas used in the questionnaire to measure the relationship amount between organizational culture and knowledge management. In this study, to evaluate the information

Pearson correlation coefficient was used and Cronbach's Alpha coefficient obtained from the following table. To determine the reliability of the questionnaire Cronbach's alpha method is used. At this level by considering 18 samples taken in the pre-test, Cronbach's alpha index was calculated. Since Cronbach's alpha is greater than 7%, so reliability has been confirmed.

Table 1: Cronbach's alpha of questionnaire

section	Course number	Variables number	Cronbach's alpha value
Organizational culture	18	24	0/892
Knowledge management	18	21	0/883
total	18	45	0/937

Research findings:

According to Table 2. The research results will be as follows:

The main hypothesis of the study:

With regard to the obtained correlation coefficient which is equal to 0.84, this represents a powerful significant correlation between the two variables. So the research hypothesis based on the existence of a significant relationship between organizational culture and knowledge management is accepted.

Secondary hypothesis:

The first secondary hypothesis:

With regard to the obtained correlation coefficient which is equal to 0.74, this represents a powerful significant correlation between the two variables. So the research hypothesis based on the existence of a significant relationship between organizational culture and individual creativity is accepted.

The second secondary hypothesis:

With regard to the obtained correlation coefficient which is equal to 0.66, this represents a powerful significant correlation between the two variables. So the research hypothesis based on the existence of a significant relationship between management support and individual creativity is accepted.

The third secondary hypothesis:

With regard to the obtained correlation coefficient which is equal to 0.71, this represents a powerful significant correlation between the two variables. So the research hypothesis based on the existence of a significant relationship between compromise with conflict phenomenon and knowledge management is accepted.

The fourth secondary hypothesis:

With regard to the obtained correlation coefficient which is equal to 0.68, this represents a powerful significant correlation between the two variables. So the research hypothesis based on the existence of a significant relationship between compromise with coordination and coherence and knowledge management is accepted.

The fifth secondary hypothesis:

With regard to the obtained correlation coefficient which is equal to 0.73, this represents a powerful significant correlation between the two variables. So the research hypothesis based on the existence of a significant relationship between compromise with staff reward and knowledge management is accepted.

The sixth secondary hypothesis:

With regard to the obtained correlation coefficient which is equal to 0.74, this represents a powerful significant correlation between the two variables. So the research hypothesis based on the existence of a significant relationship between compromise with leadership style and knowledge management is accepted.

Table 2: hypotheses test of research

hypothesis	Hypothesis	Dependent variable	Independent variable	Correlation coefficient	Significance level
Main	First	Knowledge management	Organizational culture	0.84	0.000
Secondary	First	Knowledge management	Individual creativity	0.74	0.000
	Second	Knowledge management	Management support	0.66	0.000
	Third	Knowledge management	Compromise with conflict phenomena	0.71	0.000
	Forth	Knowledge management	Coordination and coherence	0.68	0.000

	Fifth	Knowledge management	Staff reward	0.73	0.000
	Sixth	Knowledge management	Leadership style		

Table 3: estimating the regression model coefficients

Model	Model coefficient	Coefficient value	Static t	Probability value
1	Constant value	8/088	6/358	0/000
	Individual creativity	0/619	9/394	0/000
2	Constant value	0/756	4/514	0/000
	Individual creativity	0/390	5/088	0/000
	Staff reward	0/369	4/592	0/000
3	Constant value	0/405	3/619	0/001
	Individual creativity	0/320	4/345	0/000
	Staff reward	0/269	3/207	0/002
	Coordination and coherence	0/193	2/918	0/005

Final form of regression model

Knowledge management = 0/605 + 0/33 ×creativity + 0/269× reward + 0/193 ×coordination

Conclusion:

We are living in the knowledge age. The phrase "knowledge is power" has substituted its place to the era of axial knowledge "Sharing knowledge is power". Every organization, whether large or small and thriving to the extent that to achieve its missions. When an organization is trying to achieve its goals delays instability and threats in the environment, and achievement the goals or even destroys its process. Because knowledge is power, knowledge capitals of each organization determines the success of its implementation. The task of knowledge management, is to manage the knowledge capitals of any organization. Knowledge management is not essentially a novel concept or idea. Knowledge is not something that is suddenly created. Human in the course of his evolutionary history and the social evolutionary originated from that has always been a producer of knowledge, and has used it to make change in the community. So according to the following ideas the research findings are proved. Knowledge management attempts to reveal hidden assets in the minds of members and converting these assets into corporate assets so that all staffs have access to it (Prousak, 1998). Knowledge management is exploring, organizing and summarizing operation of the information assets. In a way that improves staff knowledge (Davenport, 1998). Knowledge management is the process of creating, capturing, reapplying knowledge, individual and organizational knowledge. (Kointas, 2000). In general, definitions of organizational culture takes place between the two extremes (procedure), and (way of thinking about things) (Feiz, 2015) culture is a mysterious, complex and coherent character and istied together at three levels: 1 a set of values beliefs and norms and expectations 2- basic assumptions 3- a set of clear behavioral and occupational procedures and behavior and perceptions and symbols and artifacts that exist in each organization which in addition to identify the organization and its differentiation from other organizations effects on all levels performance. (Khakpoor, 1389) Organizational Culture is based on 4 types: task culture, success culture, culture based on power, culture based on the support (Feizi, 1993).

Suggestions regarding the research findings:

With regard to the influencing factor of the individual creativity, it is recommended to try to encourage employees to make monthly bonuses to employees and to trust them. Due to the influence of leadership style factor appropriate administrative procedures and the preparation and presentation of monthly meetings and an openness in troubled times due to the effectiveness of coordination and coherence and making systems such as general solution and Organization Chart review. With regard to the impact of support factor recommending managers to cooperate more in the unit's affair weekly or monthly meetings. Due to the impact of employees' reward and eliminating the non-work relationships and punishing and encouraging staff can properly create the appropriate cultural context to make and develop the academic knowledge management in the different parts of organization.

Suggestions for future research:

Examining other factors and models of organizational culture, taking into account other factors affecting knowledge management. Using qualitative methods to measure organizational culture and knowledge management. And limitations of this study due to limitations of the statistical society and the distribution of the research in the term of situational domain, access is not possible in all cases. Gathering information is only through questionnaires while if the interview and qualitative methods was used, the reliable results will be obtained:

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