

Investigating the effect of knowledge-based organizations on employee productivity (Case study of Homa Airlines in Fars)

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Abstract

The research is applied in terms of purpose and descriptive and survey in terms of nature and method. In this study, we examine the effect of 6 independent variables on a dependent variable Knowledge production, knowledge acquisition, knowledge organization, knowledge storage, knowledge dissemination or distribution, knowledge application, independent variables and productivity are our dependent variables In this research, the descriptive analysis of these variables with respect to mean, median, standard deviation, skewness and elongation values has been studied and The hypothesis of normality of the studied variables and Pearson and Spearman correlation coefficient is the research hypothesis. The statistical population in this study is 350 employees of Homa Airlines are in Fars, which includes worker, employee.

Keywords

knowledge production, knowledge organization, knowledge storage, knowledge application, organizational productivity

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Introduction

We now live in an age that can truly be called the age of knowledge (Tariq Khalil, 2002). These days, knowledge is most valuable in organizations. (Brito et al., 2010).

The success of companies in the 21st century Due to the markets that are becoming more competitive every day It depends on the use of knowledge that companies need in their key processes. (Ann, De Lella et al., 2001). Among them are organizations that have a high degree of creativity and work performance Manage their knowledge effectively (Corado and Ramos, 2010) Knowledge management is a systematic approach to creating, receiving, organizing, acquiring and using knowledge and learning in the organization that in educational organizations Helps to improve decision-making, increase flexibility, reduce workload, increase productivity, create new business opportunities, reduce costs and improve employee motivation. Knowledge management is one of the tools to deal with current issues of the organization and an important issue, Because it is related to the most important valuable capital of the organization, namely intellectual capital. (Movahedzadeh, 1387). The advantage of this research is more obvious in Homa Aviation Complex in Fars because Doing this research caused the staff to strive and submitted requests to the esteemed general manager of the company and paid more attention to the training and safety of employees.

background research:

Gold et al. (2001) in a study examined the effect of knowledge process on organizational performance. They tried to empirically validate knowledge management ability to improve organizational performance. The results show that the collection and sharing of new knowledge can provide a competitive advantage for the organization And ultimately lead to better performance of the organization. Rozdar (2003) Has examined the impact of knowledge management on managers' performance. The researcher concluded that there is a relationship between knowledge management and increased innovation in the workplace and productivity and performance as well as knowledge management and each of the performance indicators. Martenson (1379) in an article entitled "Study of knowledge management points as management tools" Considered it necessary to pay attention to knowledge management by managers and considered knowledge management as a precondition for greater productivity and flexibility. Jalilzadeh, 1394 in an article entitled Knowledge Management and Productivity He concluded that what organizations can maintain in the competitive and business arena is Having a sustainable and unimaginable competitive advantage Which results from unique innovation and creativity Only then can organizations Have something to say in the competition scene. And this can only be done through knowledge management. It is mentioned in Golestan Law Enforcement Quarterly, 2013

Regardless of the principle of knowledge management and organization cognition It can not be used in the organization. So knowledge management is an endless thing Which always helps the organization in changes and it needs constant support and attention. Also the changing environment of organizations in the current era It takes management to In order to use more and better in order to use a tool called knowledge to confront and deal with the factors of uncertainty and maintain the situation and expand it. Behnaz Arab, 2015 in an article entitled "Knowledge Management (Concepts, principles, goals and models) " It has been a field of acquaintance with Knowledge management concepts, dimensions, goals,

challenges, models and programs Provide the organization with the aim of application and promotion And concluded that Management is not something intangible and subjective like knowledge And what is managed Knowledge resources, related technologies, processes, techniques and most importantly the human element Which is the source of all knowledge. An organization that has not motivated its employees to share knowledge, It will lose a very significant amount of knowledge Certainly, in the next few years, the category of knowledge will become an integral part of all organizations. And series will succeed in this Which have provided the necessary infrastructure for its implementation And have designed the appropriate framework. Sanura Allahi et al., 2014 in an article entitled " Investigating the Impact of Knowledge Management Process Capabilities on Innovation Performance With the mediating effect of the innovation process in organizations with advanced technology " The effect of knowledge management on increasing innovation and consequently increasing productivity in the oil industry was studied and researched And concluded that now in the oil industry need Existence of a valid and complete reference To use the experiences of experienced and specialized people and prevent duplication (knowledge management)It feels especially "perfectly similar". As a result, by reforming the human resources structure of oil industry affiliates As well as attracting staff with postgraduate and doctoral degrees As well as providing specialized and sub-specialized training to employees It is possible to move towards an organization with more productivity and technology .Ajdari, 1394 in an article entitled "Knowledge Management in Government Organizations" first tried to address the importance of institutionalizing knowledge management in government organizations And then state the benefits of knowledge-based organizations. The findings of this study show that Government agencies are places that The place of interaction of the people of the organization as the human resources of the organization and the clients of the organization as the client The discussion of knowledge management is necessary for both sides of this interaction And if either of these two groups does not contribute to knowledge management Certainly, that organization will not achieve its grand goals. In fact, efficient knowledge management reduces errors and rework Increases the speed of problem solving and decision making and it reduces costs and increases productivity. Knowledge management as a scientific discipline has not yet reached its true place (Especially in the public sector) For this reason, there are still issues and ambiguities in this regard Of course, the experiences of developed and industrialized countries show Knowledge management will be an integral part of organizations in the near future And organizations that do not have the infrastructure to implement knowledge management They will face challenges In an article entitled Publishing a Key Activity in Knowledge Management By Saeed Asefzadeh and Zakieh Piri, 2004, Proper planning for disseminating knowledge in the organization is one of the key points in organizational productivity Amir Hossein Amirkhani 2005 during an article entitled. Application of knowledge management in improving the performance of the organization In a similar conclusion, he writes: Organizations today They have found that nothing can put them in a better competitive world than knowledge Also Mohammad Hassanzadeh 1388 as a result of his research As a study of the knowledge management infrastructure factor in the government of the Islamic Republic of Iran The role of rich organizational culture as one of the infrastructural factors of knowledge management has been pointed out And have

acknowledged that organizational productivity and competitive advantage are at stake And have acknowledged that organizational productivity and gaining a competitive advantage Depending on having developed human resources is knowledgeable . Ahmad Hashemi, 2014, in a research study Investigated the relationship between knowledge management and productivity with the mediating role of organizational culture in the Islamic Azad University, Lamerd Branch And concluded That the establishment of knowledge management Is a significant predictor of productivity of Lamerd Islamic Azad University. As well as knowledge management and its deployment can The context of the survival and growth of the organization In order to provide productivity. Iranzadeh and Pakdel Bonab, 2014 In a study, they examined the role of knowledge management implementation in increasing the productivity of human resources In Islamic Azad University, Tabriz Branch, The results of data analysis show that Each of the seven factors of knowledge management implementation(Knowledge identification, knowledge acquisition, knowledge development, knowledge sharing, knowledge retention, knowledge utilization, and finally knowledge management evaluation) It is effective on increasing staff productivity in Islamic Azad University, Tabriz Branch. And in order of priority the knowledge retention factor It has the highest value (0.33) Knowledge use (0.31), Knowledge management evaluation (0.27), Knowledge acquisition (0/17), knowledge identification (0/10), knowledge sharing (0/08) and finally the development of knowledge (0.06), in the whole level of significance of the model, Approved with value $F = 25/13$ and with Watson camera (2/06) and significant level (Sig = 0.000)

The main purpose of the research:

Investigating the Effect of Knowledge-Oriented Organizations on Employee Productivity (Case Study of Homa Airlines in Fars)

The main research hypothesis:

Knowledge-oriented organizations have a significant relationship with organizational productivity.

Research sub-hypotheses:

- 1- Knowledge production has a significant relationship with organizational productivity.
- 2- Acquiring knowledge has a significant relationship with organizational productivity.
- 3- Knowledge organization has a significant relationship with organizational productivity.
- 4- Knowledge storage has a significant relationship with organizational productivity.
- 5- Its publication has a significant relationship with the productivity of the organization.
- 6- The application of knowledge has a significant relationship with the productivity of the organization.

Research Methods:

The research is applied in terms of purpose and descriptive and survey in terms of nature and method

Sample statistical population and sampling method:

The statistical population in this study is 350 employees of Homa Airlines in Fars Which include the worker, the employee and the boss. Using the Demorgan table, 120 people were randomly selected as the sample Of these, 94 were men and 26 were women.

Data Collection tools:

The data collection tool in the present study is a questionnaire. Questionnaire is one of the most popular tools for data collection The most common means of collecting information in

the field of humanities is the questionnaire. (Hoshyar, 2007) In this research In order to determine the effectiveness of knowledge management on organizational productivity, the researcher,(Case study of Homa Airlines)

Has prepared, distributed and collected questionnaires in this company. It is worth mentioning that in this research, two questionnaires of knowledge management and organizational productivity have been used.

Reliability and validity of research:

In this research to obtain the validity of the questionnaire first, the questionnaire was approved by five academic experts and then the experts of the organization confirmed it. Cronbach's alpha coefficient was used to evaluate the reliability of the questionnaire. The results are summarized in the following table:

Table 1-

Cronbach's alpha coefficients	variable
•/۸۰	The production of knowledge
•/۷۶	earn knowledge
•/۷۹	Organizing knowledge
•/۸۶	Save knowledge
•/۷۱	Dissemination of knowledge
•/۷۷	Application of knowledge
•/۸۰	knowledge management
•/۷۹	productivity of organization

Cronbach's alpha coefficient for the studied factors

As can be seen, the value of Cronbach's alpha coefficient for the dimensions of the knowledge management questionnaire is more than 70%. Also, for the knowledge management questionnaire, the value of Cronbach's alpha coefficient is equal to 0.80 Also, this value is 0.79 for the productivity questionnaire of organizations, Therefore, the study factors have acceptable reliability.

Data analysis tools:

In this research to analyze data from descriptive statistical techniques (Mean, median, standard deviation, amount of skewness and amount of elongation) And data normality test and inferential statistics (Pearson correlation coefficient) After collecting information using SPSS software Data were extracted, classified, described and analyzed and Finally, the final report of the research was prepared based on the findings and results.

Table 2- Descriptive information of existing variables

Elongation	چولگی	Standard deviation	Middle	Average	Variable
-۰ / ۳۶	-۰ / ۲۰	۰/۹۵	۳/۰۰	۲/۷۶	The production of knowledge
-۰ / ۲۰	-۰ / ۶۶	۰/۱۱	۳/۳۳	۳/۱۰	earn knowledge
-۰ / ۴	۰/۰۵	۰/۹۹	۳/۰۰	۲/۸۷	Organizing knowledge
-۰ / ۰۶	-۰ / ۲۱	۱/۰۲	۳/۲۵	۳/۲۷	Save knowledge
-۰ / ۷۳	۰/۰۰۴	۰/۹۳	۳/۳۳	۳/۲۲	Dissemination of knowledge
۰/۷۵	۰/۴۶	۰/۷۹	۳/۰۰	۲/۹۷	Application of knowledge
۰/۰۵	۰/۳۱	۰/۷۴	۳/۰۳	۳/۰۶	knowledge management
۰/۶۵	۰/۲۰	۰/۹۸	۳/۳۱	۳/۳۳	However ,the productivity of the

Check the normality of variables:

In order to analyze the data and select the relevant type of tests, we must first Let's examine the normality of the variables. A test used to check the normality of variables, Is the Kolmogorov-Smirnov (KS) test. This test is used when we want to see if the data of the variable in question is normal or not.

Test the normality of the data of the available variables:

If the significance level of this test is more than 0.05 the null hypothesis that the data is normal is accepted. Therefore, the following statistical hypothesis is examined:

Assumption Zero: The data distribution follows the normal distribution.

Opposite hypothesis: Data distribution does not follow the normal distribution.

Table 3-

Condition	Sig	Kolmogorov-Smirnov	Variables
It is normal	۰/۶۵۶	۱/۷۷۴	The production of knowledge

It is normal	is	0.118	1/039	earn knowledge
It is normal	is	0.105	1/213	Organizing knowledge
It is normal	is	0.060	1/323	Save knowledge
It is normal	is	0.086	1/374	Dissemination of knowledge
It is normal	is	0.081	2/009	Application of knowledge
It is normal	is	0.717	0.997	knowledge management
It is normal	is	0.090	0.799	The productivity of the

According to the table above, the values of the Kolmogorov-Smirnov test and the value of sig for the existing variables are the hypotheses studied. As it has been observed, for the studied variables, their sig value is more than 0.05 and the null hypothesis is not rejected, so the data of the studied variables are normal. To examine the significant relationship between independent variables (knowledge production, knowledge acquisition, knowledge organization, knowledge storage, knowledge dissemination and knowledge application) And the dependent variable (organizational productivity) in the case study of Homa Airlines in Fars uses the Pearson correlation coefficient.

The test hypotheses are as follows:

$$\left. \begin{array}{l} H_0 : \rho \cong 0 \\ H_1 : \rho \approx 0 \end{array} \right\}$$

hypothesis zero means no relationship between the two variables X and Y and hypothesis one means the existence of a significant relationship between the two variables The test rule for hypothesis zero versus hypothesis one is as follows: If the level of significance of the test is less than 0.05, we reject hypothesis zero and accept hypothesis one.

Table 4- Pearson correlation test between independent variables and organizational productivity

Significance level	The correlation coefficient	Variables
0.001	0.264	The production of knowledge
0.000	0.371	earn knowledge
0.000	0.211	Organizing knowledge
0.000	0.274	Save knowledge
0.000	0.293	Dissemination of

		knowledge
۰/۳۲۴	۰/۰۸۸	Application of knowledge

Conclusion:

There is a significant relationship between knowledge production and productivity of organizations in the case study of Homa Airlines in Fars

According to the calculated significance level (0.001) is less than 0.05. According to the Pearson correlation test rule, there is a significant relationship between knowledge production and productivity of organizations in a case study of Homa Airlines in Fars. And because the value of correlation coefficient (0.264) is positive As a result, there is a direct relationship between knowledge production and organizational productivity in a case study of Homa Airlines in Fars. The results obtained are consistent with the research of Jalilzadeh, 2015 and Hashemi, 2014, Arab, 2015.

There is a significant relationship between knowledge acquisition and organizational productivity in a case study of Homa Airlines in Fars.

According to the calculated significance level (0.000) is less than 0.05 According to the Pearson correlation test rule, there is a significant relationship between knowledge acquisition and productivity of organizations in a case study of Homa Airlines in Fars. And because the value of correlation coefficient (0.371) is positive. As a result There is a direct relationship, between acquiring knowledge and productivity of the organization in a case study of Homa Airlines in Fars. The results obtained are consistent with the researches: Ajdari, 2015 and Sanurollahi et al., 2014 and Iranzadeh and Pakdel Bonab, 2014.

There is a significant relationship between knowledge organization and organizational productivity in a case study of Homa Airlines in Fars

According to the calculated significance level (0.000) is less than 0.05 According to Pearson correlation test rule, there is a significant relationship between knowledge organization and productivity of organizations in a case study of Homa Airlines in Fars. And because the value of correlation coefficient (0.291) is positive As a result, there is a direct relationship between knowledge organization and organizational productivity in the case study of Homa Airlines in Fars The results are consistent with the researches: Hashemi, 1393 and Iranzadeh and Pakdel Bonab, 1393 and Arab, 1394.

There is a significant relationship between knowledge storage and organizational productivity in a case study of Homa Airlines in Fars.

According to the calculated significance level (0.000) is less than 0.05 According to the Pearson correlation test rule, there is a significant relationship between knowledge storage and productivity of organizations in a case study of Homa Airlines in Fars and because the value of correlation coefficient (0.274) is positive, As a result, there is a direct relationship between knowledge storage and organizational productivity in the case study of Homa Airlines in Fars. The results are consistent with research: Gold et al., 2001 and Sanurollahi, 93 and Iranzadeh and Pakdel Bonab, 1393.

There is a significant relationship between knowledge dissemination and organizational productivity in a case study of Homa Airlines in Fars.

According to the calculated significance level (0.000) is less than 0.05 According to the Pearson correlation test rule, there is a significant relationship between Organizing the knowledge and productivity of organizations in the case study of Homa Airlines in Fars and because the value of the correlation coefficient (0.293) is positive As a result, there is a direct relationship between knowledge organization and organizational productivity in a case study of Homa Airlines in Fars, . The results obtained are consistent with the researches: Amirkhani, 2005 and Asefzadeh and Piravi, 2004 and Gold et al., 2001 and Allameh et al., 2011.

There is a significant relationship between the application of knowledge and productivity of the organization in the case study of Homa Airlines in Fars.

According to the calculated significance level (0.001) is less than 0.05 According to the Pearson correlation test rule, there is a significant relationship between The application of knowledge and productivity of organizations in the case study of Homa Airlines in Fars, and because the value of the correlation coefficient (0.088) is positive, there is a direct relationship between the application of knowledge and productivity of the organization in the case study of Homa Airlines in Fars. The results are consistent with the researches: Hashemi, 1393 and Iranzadeh and Pakdel Bonab, 1393 and Heidari, 1394.

Offers:

Given that the test results showed that between all 6 variables include:

Knowledge production, knowledge acquisition, knowledge organization, knowledge storage, Knowledge dissemination and knowledge application has a significant relationship with our dependent variable, productivity, Homa Airlines, a company with a vision It must pay close attention to these issues in order to be more successful against competing companies.

The organization can continue to produce knowledge a plan of the skills and expertise required by individuals according to Their qualifications and work experience Along with their location in different parts.

The organization can acquire new knowledge through various methods such as participation from other organizations. Organizations can with organize knowledge and create new skills Also, using people's existing experiences made the processes more effective.

The organization can create a culture as well as create job security for employees longer steps to transfer and share knowledge between them In order to increase productivity.

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