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The Effect of Knowledge Management Capabilities and Information Technology on Innovative Performance with Mediating Role of Entrepreneurship, Learning and Competitive Advantage

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CHRONICLE Abstract

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The aim of this study was to determine the effect of knowledge management capabilities and information technology capabilities on innovative performance with the mediating role of organizational entrepreneurship, organizational learning and competitive advantage. The research method is descriptive-survey. The statistical population consists of all employees of Shimifar Iran Company, and 137 people were selected by simple random sampling method. For data collection, Lausanne Knowledge Management Standard Questionnaire (2010); Mendoza Information Technology (2002); Innovative performance of Hamble et al. (2000); Stewart et al. (2001); Huffman's (1999) competitive advantage and Krasner's (2005) organizational learning were used. Information technology capabilities affect organizational entrepreneurship, organizational learning affects competitive advantage, knowledge management capabilities affect innovative performance with the mediating role of organizational entrepreneurship, and organizational learning affects competitive advantage. Given the complex conditions of today's world, it is important to consider the impact of knowledge management capabilities and information technology capabilities to overcome the existing problems in order to improve the innovative performance of organizations.

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Introduction

Organizations are created in human societies with the goal of meeting specific needs; their effectiveness is the result of achieving specific goals or their existing philosophy; In fact, it has experienced a tremendous boom in human knowledge, and the astonishing spread of the resulting technologies can be seen (Gazukara and Simsek, 2015); In fact, a successful organization is an organization that guides the world's advanced and advanced knowledge towards the advancement and development of its human resources, which requires regular and continuous activities at all levels of the organization that organizations for survival and progress in today's changing world. They are in dire need of it (Sides, 2017). On the other hand, science and technology in the world are full of current competition; they have created new limitations, complexities and situations, and they can be considered the engine of economic and social development of the world. Proper use of rapid developments in science and technology, management of technological developments and innovation requires the availability of up-to-date and advanced knowledge, which may be one of the factors in the efforts and tendencies of organizations in recent years to discuss knowledge management. Meanwhile, in recent years, innovation has been considered as one of the achievements of knowledge management that creates competitive advantage for the organization (Dawson and Claudia, 2017); In fact, knowledge management, by having the necessary tools, provides a good opportunity to improve the performance of human resources as well as competitive advantages. Today, all small and large organizations need to implement knowledge management in order not to lag behind the competition. Rapid

flexibility and responsiveness to changing environmental conditions, better use of human resources and knowledge available to them, as well as better decision making, are the achievements of knowledge management for today's organizations (King, 2014). In fact, during their projects, organizations gain experience and knowledge that is very valuable and can help them in the future to develop projects and their success. This knowledge, which is called organizational knowledge, includes experiences from both different, successful and unsuccessful projects, encountering new professional problems and situations, or initiatives to accelerate a process. Organizational knowledge is a very valuable asset for an organization that needs management (Ghobadi and Matthiasen, 2016);

Under these circumstances, it seems that managers accept the existence of problems in some organizational projects and should equip their employees with knowledge of how to deal with these problems (Ritala, Olander, Michelova and Hosted, 2015). Also in today's global conditions. Relying only on traditional tools and without the use of new and competitive technologies and without the use of new management models, these types of technologies cannot achieve the necessary success in these markets. That is why today the management of technology has become one of the main and important issues of industrial, commercial and service institutions. Because technology has always played a significant role in creating wealth for countries and has greatly affected the standard of living of people, politicians at the highest levels of the country pay attention to its management as a strategic factor. At the industry level, trustees and planners of various industries pay

attention to technology management from this point of view, which can increase the efficiency and effectiveness of the relevant industry. However, at the level of economic enterprises, technology is the foundation of business and the main factor in the production of goods and services. Therefore, top managers of economic enterprises have made every effort to properly guide this fundamental factor. On the other hand, innovative performance is a set of interconnected measures of measures, policies and procedures and actions that focus on achieving goals through focus Organizational dimensions are emphasized. In other words, it is a process based on a series of geniuses, individual thinking activities and activities that should be designed to ensure continuous improvement of individual and group performance in order to achieve strategic goals and organizational effectiveness (Chen et al., 2015). On the other hand, the field of competition forces organizations to face the need to improve organizational performance, and continuous improvement of organizational performance creates a huge added strength for the organization that can support the growth and development program and create organizational excellence opportunities. As long as organizations strive for survival and feel the need to participate nationally and globally, they must put the principle of continuous performance improvement at the forefront of their work. This principle cannot be achieved unless the ground for achieving it is made possible by innovative performance (Hui et al., 2017). Organizational dimensions are emphasized. In other words, it is a process based on a series of activities and is built in such a way that it should be designed to ensure continuous improvement of the performance of

individuals and groups in order to achieve strategic goals and organizational effectiveness (Parvizrad, 2009). Also, according to the reports and documents provided by the Education and Research Department of Shimifar Iran Company at the end of 2016, the total productivity of human resources in this company is 26%, which is low productivity of human resources of this company according to reports. This is rooted in weaknesses in knowledge approaches such as knowledge management, knowledge and low expertise of managers regarding the use of employee knowledge capacities, weakness in using effective human resource strategies and information technology, low motivation of employees to learn and work in teams, low participation culture and It has a spirit of cooperation and innovation. Given the above and the role and effects that technology and knowledge management capabilities can have, increasing attention has been paid to the various dimensions of the organization, processes, and systems and especially what the organization achieves "innovative performance". With these interpretations and considering that so far not much attention has been paid to the impact of knowledge management capabilities and information technology capabilities in organizations, so this research seeks to use knowledge management capabilities and information technology capabilities. Increase innovative performance, albeit taking into account the mediating role of organizational entrepreneurship, organizational learning, and competitive advantage; Therefore, given the high sensitivity of innovative research, it seeks to answer the question of what role management knowledge and information technology capabilities play in innovation performance by mediating

intermediate variables such as organizational entrepreneurship, organizational learning and competitive advantage. ?

Theoretical background

Knowledge management is a set of procedures, infrastructures, and technical and management tools designed to create, share, and use information and knowledge within and outside organizations (Fendekli et al., 2015). During the evolution of knowledge management, various definitions have been proposed, but in general it can be said that knowledge management is an attempt to discover the hidden assets in people's minds and turn this hidden treasure into organizational assets so that a wide range of people are involved in company decisions. They are involved in being able to use it. Knowledge management, then, is a process that helps organizations find important information, select, organize, and disseminate, and specialize in activities such as problem-solving, dynamic learning, and decision-making. In general, it can be acknowledged that knowledge management allows us to use new knowledge in the form of creation, credibility and application, and thus improve the range of organizational features by enabling the company to perform more intelligently. And Colleagues, 2014). In other words, knowledge management is an approach that establishes procedures for identifying, evaluating, organizing, storing, and applying knowledge to meet the needs and goals of the organization (Tsaiacorn et al., 2013).

Information technology is the methods and techniques that are used to use tools, equipment, techniques and knowledge and special skills of human resources to

do things. Thus, the process of converting information and raw materials into manufactured goods is called information technology (Sardari, 2016). Today, changes in new knowledge and technologies are taking place at a very high rate, and its development has changed all organizational boundaries and their activities. Today, organizations are looking to create and implement practical solutions for the effective use of resources and magnification in this field, because proper planning can provide the ground for the growth and development of the organization (Pourrashidi et al., 2017); On the other hand, having accurate and timely information for the body of the organization can be effective so that the daily activities of experts and staff can be covered by having general and partial information from the work angles of the organization. Therefore, if we consider production, storage, retrieval and use of information as a matter of course and obvious to achieve organizational goals, another issue that attracts the attention of analysts is the method and speed of access to information and its transfer to consumer centers. Information technology management pays attention to the internal and current environment in decisions (Khoji et al., 2018: 55). The capabilities of technology have revolutionized human economic and social life and have been welcomed by enterprises and industries in various countries. The use of communication and information technology in the form of e-commerce, e-health, e-government, e-learning and the like, in addition to improving the performance of enterprises, has led to the acquisition of new methods of supplying goods and services. The economic effects of the use of communication and information technology can be examined at both

micro and macroeconomic levels. Communication and information technology is a new opportunity to improve macroeconomic performance, business development and international investment, and a new source for economic growth (Sardari, 2015).

Innovative Performance: Innovative Performance is a set of interconnected actions of creativity, individual genius, and actions that emphasize achieving goals by focusing on individuals and employees (Wang et al., 2016). All management approaches in implementation have goals that are usually the main goal to achieve the desired results based on the previous plans of planners in the organization. Factors such as rapid change, budget deficit, downsizing and restructuring, and social pressures to make organizations more responsive to their performance have led to a greater emphasis on organizational performance (Proizrad, 2009). In other words, innovative performance can be seen as the measurable results of an organization's decisions and actions that reflect the success rate and achievement achieved. On the other hand, no organization can be so effective unless it has a plan for what it wants to do (Wang et al., 2016). Achieving innovative performance and achieving efficient and effective results without having a program that is developed and implemented in a coherent and integrated system (system) is either not possible or will be very difficult. A system that, after being able to plan performance and develop programs (with the help of programming systems), enforces them through executive systems and then, by evaluating them (with the help of evaluation systems), ultimately leads to performance improvement.

Organizational Entrepreneurship: A process in which innovative products or processes emerge through the induction and creation of an entrepreneurial culture in a pre-established organization. The point to be made here is that while independent entrepreneurs set up an organization to take advantage of a new idea, intra-organizational entrepreneurs create a new space in the organization in which they work to strengthen, grow and develop those ideas. Provide. In practice, this means a willingness to take risks and change in the organization (Sepehrnia, 2014). Organizational entrepreneurship is the cultivation of entrepreneurial behavior in an organization that has already been established. In this type of entrepreneurship, a company or organization provides an environment in which members can participate in entrepreneurial affairs, during which innovative products, services, or processes emerge through the creation of an entrepreneurial culture. An organizational entrepreneur is an individual who acts as an entrepreneur in a large organization and introduces and produces new products, services, and processes, and thus leads to the growth and profitability of the organization (Srizadi Teacher, 2011).

Competitive Advantage: Competitive advantage is the ability of a company to perform better than the industry in which it operates. In other words, competitive advantage includes a set of factors or capabilities that always enable the company to perform better than competitors (Saifullahpour, 2016). Internationalization and environmental change are the two main characteristics of a competitive environment in the current era. Changes in market products and mechanisms are often the result of organizations taking advantage of opportunities that other organizations do not pursue and sometimes are not even

aware of. In this context, the acquisition of competitive advantages plays a leading role (Baker and Sinkla, 2015). Gaining competitive advantage directly affects the organization and the environment. In this regard, the organization achieves these advantages when it is able to identify the needs and involve them in the design of new products and services defined by appropriate technology. Therefore, a new organization, product or service, or a new process in product production or service delivery, can be considered as a competitive advantage in which a combination of new and valuable factors are used to produce products and services (Schichel, 2014).

Organizational learning; It is a set of approaches that are adopted to improve the level of learning and improve learning in employees (Valaei et al., 2017). Organizational learning is based on changes in the knowledge base of the organization, organizational learning is the creation of group reference systems and the growth of the organization's ability to take action and solve problems. The fundamental difference between knowledge management and organizational learning is that knowledge management is an active and guiding process. Organizational learning is the name given to changes in knowledge base organization, while knowledge management requires deliberate and measured intervention. Knowledge management involves a series of coherent interventions that make good use of opportunities and form the basis of knowledge. Managers are primarily interested in controllable learning processes. The fundamental difference between knowledge management and organizational learning is that knowledge management is an active and guiding process. Organizational learning is a name that is

organized to change the knowledge base, while knowledge management requires intentional and measured intervention (Saifullahpour, 2016).

Experimental background

Hui et al. (2017) found that there is a significant relationship between information technology capabilities and innovative performance. Wang et al. (2016) stated that information technology capabilities have a significant effect on innovative performance with the mediating role of market orientation. According to Zhang and Sarker (2016), information technology capabilities have a significant impact on the export performance of small and medium industries. Fendekli et al. (2015) concluded in their study that the strategic principles of human resources have a significant impact on organizational innovation and knowledge management capacity. Chen et al. (2015) also found that information technology capabilities have a positive and significant effect on innovative performance with the mediating role of organizational entrepreneurship and the intensity of competitiveness. Jacks et al. (2011) have stated that information technology capabilities have a positive and significant effect on organizational performance.

Sardari (2016) concluded that information technology has a significant effect on improving performance and productivity. His findings also showed that reengineering also had a significant effect on performance improvement and productivity. According to Abdollahi (2014), knowledge management has a significant effect on organizational learning and organizational creativity. Research findings also clearly show that organizational learning is the link between knowledge management and organizational creativity and thus

promotes the level of creativity. In his research, Hekmat (2013) concluded that there is a positive and significant relationship between knowledge management and organizational performance. Hassan Beigi (2011) has stated that there is a positive and significant effect between independent variables (7 key factors of knowledge management success) and dependent variables (organizational creativity and learning) individually and without interaction and communication, but when interaction and communication Key factors in the success of knowledge management with each other and the effect of both independent variables on dependent variables. Only two factors of strategy and knowledge-based policies and human resource management increase both organizational creativity and learning in the organization. Qalaei et al. (2010) have found that there is a significant relationship between the capabilities of information technology and the performance of employees of government organizations in Urmia.

Asadi and Mahmoudzadeh (2009) have stated that information technology has a learning, and competitive advantage? Therefore, based on what has been said, the following hypotheses are suggested:

Hypotheses:

- Knowledge management capabilities have a significant impact on organizational entrepreneurship.
- Information technology capabilities have a significant impact on organizational entrepreneurship.
- Knowledge management capabilities have a significant impact on organizational learning.
- Information technology capabilities have a significant impact on organizational learning.
- Knowledge management capabilities have a significant impact on competitive advantage.

significant positive and direct effect on improving efficiency and effectiveness.

Development of models and hypotheses

From the above background, it seems that knowledge management capabilities and information technology capabilities can be effective in innovative performance, therefore, considering that Iran Chemical Far Company annually causes a lot of material and non-material losses from the ineffectiveness of knowledge management skills and technical capabilities. Innovative performance with the intermediate role of organizational entrepreneurship, organizational learning and competitive advantage at different levels has been endured, so in this article, after reviewing the literature and research background, we seek to examine the impact of knowledge management and information technology capabilities. What about innovative performance with the intermediate role of organizational entrepreneurship, organizational

- Information technology capabilities have a significant impact on competitive advantage.
- Organizational entrepreneurship has a significant impact on innovative performance.
- Organizational learning has a significant impact on innovative performance.
- Competitive advantage has a significant effect on innovative performance.
- Knowledge management capabilities have a significant effect on innovative performance with the intermediate role of organizational learning.
- Knowledge management capabilities have a significant effect on innovative

performance with the mediating role of organizational entrepreneurship.

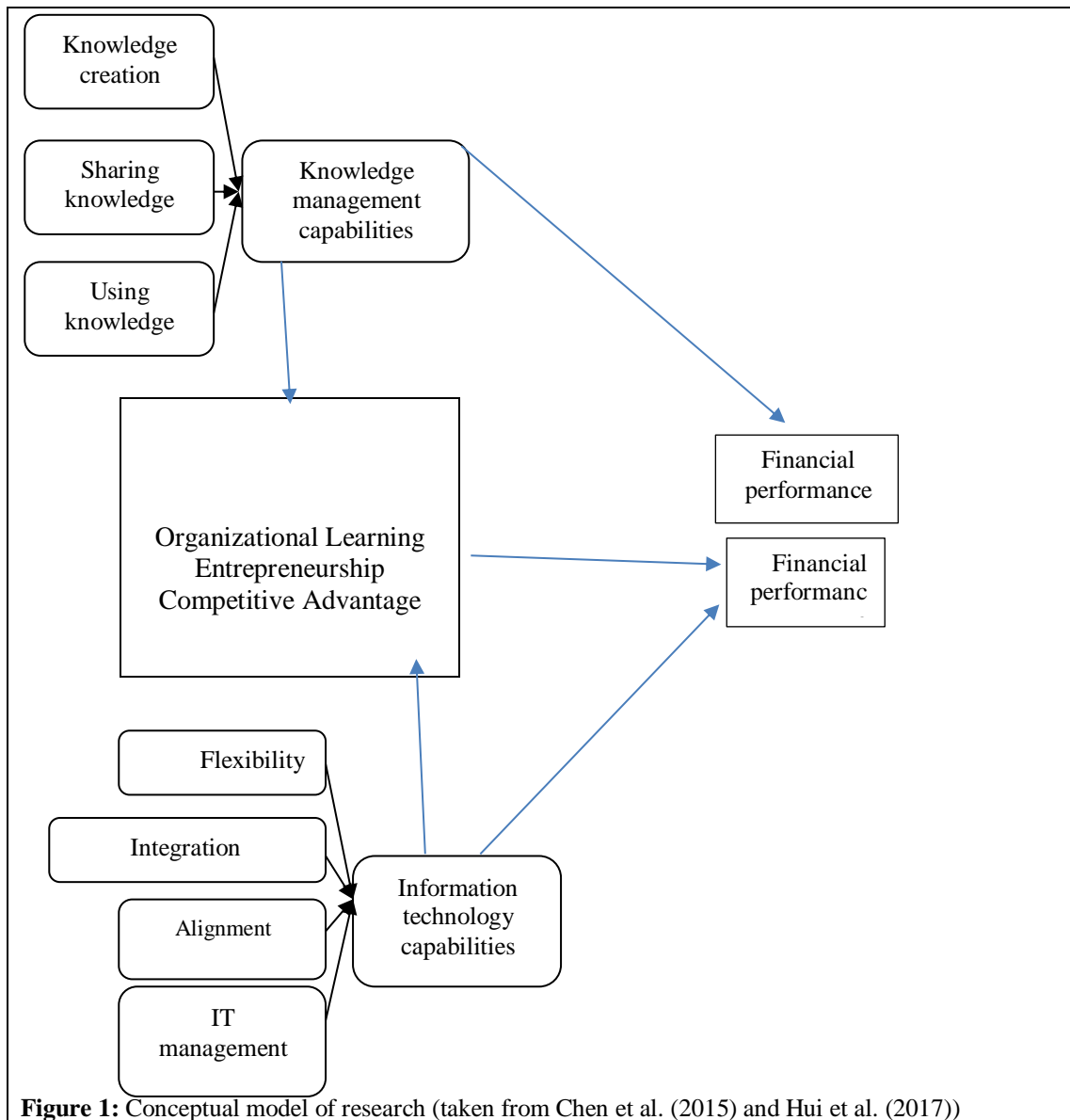
- Knowledge management capabilities have a significant effect on innovative performance with the mediating role of competitive advantage.
- Information technology capabilities have a significant effect on innovative performance with the intermediate role of organizational learning.
- Information technology capabilities have a significant impact on innovative performance with the intermediate role of organizational entrepreneurship.
- Information technology capabilities have a significant effect on innovative performance with the mediating role of competitive advantage.

By studying the history of research conducted with the focus of the present study, the variables studied in this research are knowledge management

capabilities and its dimensions (knowledge creation, knowledge sharing and knowledge use) and information technology capabilities and its dimensions (information retrieval, information technology flexibility). The alignment of information technology and information technology management (as independent variables and innovative performance as dependent variables and organizational learning, organizational entrepreneurship and competitive advantage as intermediate variables and the conceptual model of research is shown below). Which shows an overview of the relationships between research variables. The research variables and conceptual models have been extracted from the research of Chen et al. (2015) and Hui et al. (2017). Finally, the conceptual research model is shown in Figure 1:

Table 1: Results of instrument psychometric properties for research variables

CR	AVE	Alpha	Num ber of items	Source	Variable / Dimension	
۰,۶۴۴	۰,۷۱۳	۰,۸۱۲	۸	Lawson (2010)	Knowledge sharing	Knowledge Management
۰,۶۸۷	۰,۹۱۳	۰,۸۴۵	۷		knowledge creation	
۰,۸۸۲	۰,۷۴۵	۰,۸۳۴	۶		Using knowledge	
۰,۷۶۴	۰,۷۱۳	۰,۸۰۹	۲۴	Mendoza (2002)	Information technology capabilities	
۰,۸۷۷	۰,۸۷۳	۰,۸۱۶	۲۱	Krasner (2005)	Organizational learning	
۰,۹۰۲	۰,۷۰۹	۰,۸۸۴	۲۰	Stewart et al. (2001)	Organizational Entrepreneurship	
۰,۷۶۷	۰,۷۹۳	۰,۸۰۱	۹	Hoffman (1999)	Competitive advantage	
۰,۸۲۲	۰,۷۸۷	۰,۷۹۸	۷	Humble et al. (2000)	Innovative performance	



Finally, descriptive and inferential statistics including the process of analysis of covariance structures (structural equation modeling) were used in the data analysis and interpretation stage.

Research findings Sample Description: In the table below, the sample is summarized from a demographic perspective.

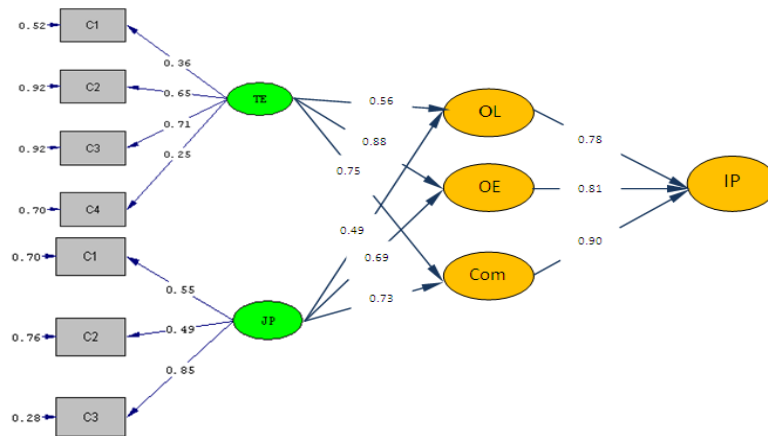
Table 2: Sample demographic information and research variables

درصد	فراوانی	Floor	Variable
۱۳	۱۸	Female	Gender
۸۷	۱۱۹	Man	
۳۲,۱	۴۴	Associate Degree	Level of Edu
۵۴	۷۴	Bachelor	
۱۳,۹	۱۹	Master's degree and higher	

The findings of the descriptive statistics section (participants' characteristics), which can be seen in the table above, showed that the highest percentage of people studied were men (87%) and had a bachelor's degree (54%).

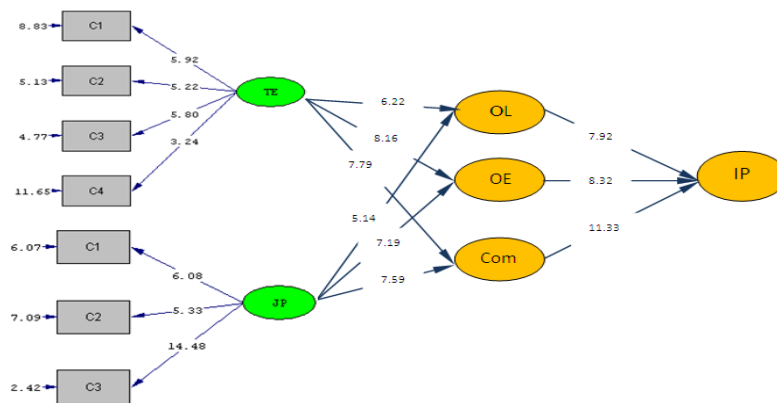
Model Test and Research Hypotheses: At this stage, the cause-and-effect relationship between knowledge management capabilities and information technology and innovative performance capabilities with the

mediating role of organizational entrepreneurship, organizational learning and competitive advantage has been measured in the structural model section. As can be seen in the following figures, the effect of knowledge management and information technology capabilities on innovative performance with a significant role of organizational entrepreneurship, organizational learning and competitive advantage is significant.



(Chi-Square= 70.722, df=24, P-Value=0.000, RMSEA=0.044)
Goodness of Fit Index (GFI)=0.931 , Adjusted Goodness of Fit Index (AGFI)=0.909
CFI=0.965, NFI=0.943,IFI=0.955, PMR=0.038

Figure 2: Structural path coefficients of the research model



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Figure 3: Significant numbers of structural research Models

Figures 2 and 3 show the effect coefficient of the research model and the relationship between the variables. The PLS output confirms the research

hypotheses shown in Table 2 below. Since all values of t are above 1.96, all hypotheses are confirmed.

Table 3: Test Hypothesis Test Results

test result	Significance level	Significant number (t-value)	Path coefficient (β)	Path		
				to variable		From variable
Accept the hypothesis	.,...	۷,۱۹	.,۶۹	Organizational entrepreneurship	-	Knowledge management capabilities
Accept the hypothesis	.,...	۸,۱۶	.,۸۸	Organizational entrepreneurship	-	Information technology capabilities
Accept the hypothesis	.,...	۵,۱۴	.,۴۹	Organizational learning	-	Knowledge management capabilities
Accept the hypothesis	.,...	۶,۲۲	.,۵۶	Organizational learning	-	Information technology capabilities
Accept the hypothesis	.,...	۷,۵۹	.,۷۳	Competitive advantage	-	Knowledge management capabilities
Accept the hypothesis	.,...	۷,۷۹	.,۷۵	Competitive advantage	-	Information technology capabilities
Accept the hypothesis	.,...	۸,۳۲	.,۸۱	Innovative performance	-	Organizational entrepreneurship
Accept the hypothesis	.,...	۷,۹۲	.,۷۸	Innovative performance	-	Organizational learning
Accept the hypothesis	.,...	۱۱,۳۳	.,۹۰	Innovative performance	-	Competitive advantage
Accept the hypothesis	.,...	۷,۲۵	.,۷۱	Innovative performance	Organizational entrepreneurship	Information technology capabilities
Accept the hypothesis	.,...	۶,۷۵	.,۶۶	Innovative performance	Competitive advantage	Knowledge management capabilities
Accept the hypothesis						
Accept the hypothesis	.,...	۶,۸۰	.,۶۸	Innovative performance	Competitive advantage	Information technology capabilities
Accept the hypothesis	.,...	۴,۱۱	.,۳۸	Innovative performance	Organizational learning	Knowledge management capabilities
Accept the hypothesis	.,...	۴,۵۵	.,۴۴	Innovative performance	Organizational learning	Information technology capabilities
Accept the hypothesis	.,...	۷,۲۵	.,۷۱	Innovative performance	Organizational entrepreneurship	Information technology capabilities

Conclusion

In general, today's world is full of complexities that have made organizations face many problems in terms of growth and excellence, and challenge managers at all levels as planners, organizers, and leaders in various fields. . Has faced many. In this context, examining the impact of knowledge management capabilities and information technology capabilities to overcome existing problems on improving innovative performance with the mediating role of organizational entrepreneurship, organizational learning and competitive advantage can be helpful. Investigating the role of knowledge management capabilities and information technology capabilities on innovative performance with the mediating role of organizational entrepreneurship, organizational learning and competitive advantage to be able to meet the future needs of Iran Chemical Company. In the following, according to the research results, the hypotheses of the research are explained and interpreted.

The findings showed that knowledge management capabilities had a significant effect on organizational entrepreneurship, organizational learning and competitive advantage. Also, information technology capabilities have a significant impact on organizational entrepreneurship, organizational learning and competitive advantage. On the other hand, the results showed that knowledge management capabilities have a significant effect on innovative performance with the intermediate role of organizational learning. Knowledge management capabilities have a significant effect on innovative performance with the mediating role of organizational

entrepreneurship, organizational learning and competitive advantage. Finally, the results showed that information technology capabilities have a significant effect on innovative performance with the mediating role of organizational entrepreneurship, organizational learning and competitive advantage.

Because the acquisition of knowledge is related to the behaviors related to the entry of new knowledge into the human or social system, which has a wide scope and is closely related to the behavior that is called innovation. Therefore, by acquiring new knowledge in organizations, managers and decision makers can increase the effectiveness and success of projects by acquiring knowledge and then innovation in project development. Also, since the discussion of knowledge retention to all activities that lead to the survival and maintenance of project knowledge after their completion; He points out that positive experiences can be used by maintaining the knowledge created in successful organizations, and in fact, in the implementation of new projects, past records and knowledge created in this field can be used, and the error coefficient and the use of experiences can be used. Unsuccessful past projects reach zero. Also, in order to maintain the knowledge of project development, various behaviors can be used, such as: activities related to validating knowledge, updating it, etc., in order to develop projects and their success. On the one hand, knowledge transfer in the organization's projects in any field provides the necessary basis for improving and increasing the effectiveness of projects and their success. On the other hand, knowledge transfer includes a variety of behaviors

such as communication, translation, interpretation, refinement and knowledge presentation. Each of these areas has a practical application in the development of projects and can be used to significantly increase the effectiveness of projects and their success and increase the potential for project development. Undoubtedly, using the existing knowledge of successful projects to make decisions, actions and achieve goals can transform any performance of any project, which also applies to project development if knowledge Projects to be used for decisions and to achieve organizational goals will double the effectiveness of the project. Finally, given the dynamics and complexity of projects in various scientific, cultural, communicative, economic, and social dimensions in the current era, post-information organizations have become student-centered, and knowledge is a competitive advantage for they are considered. It is obvious that the new complex organizations, given the mentioned characteristics, are in dire need of knowledge management in the development of projects, and finally, according to the research findings, the following suggestions are presented:

Due to the fact that knowledge management capabilities have a significant effect on organizational entrepreneurship, the managers of this organization are suggested to approach the knowledge management approach and its dimensions including creating new knowledge by creating information channels in cyberspace, employee knowledge sharing through teamwork and application. To be achieved through the participation of employees and managers.

Due to the fact that information technology capabilities have a

significant impact on organizational entrepreneurship, the managers of this organization are suggested to improve the company's technological infrastructure and the use of new information technologies.

Due to the fact that knowledge management capabilities have a significant impact on organizational learning, the managers of this organization are suggested to improve their knowledge and organizational learning skills at the organizational level by paying more attention to human resource training. In this regard, according to the evolution of knowledge management in this organization and the experiences gained from the application of knowledge management by various organizations and also considering the new generation of knowledge management, it is possible to receive managers (statistical population studied) by establishing the desired organizational culture. Strengthen efforts among employees, because as a general guideline without considering different variables in the position of knowledge management such as organizational culture, organizational climate, etc., only by sharing knowledge among employees provide the ground for knowledge flourishing in the organization. Make.

Due to the fact that information technology capabilities have a significant impact on organizational learning, in this regard, managers are suggested to improve knowledge management and organizational learning by paying more attention to information and communication technology training.

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