The Impact of Customer Knowledge and Knowledge Sharing on Service Quality in Banks Bbranches of BANDAR ANZALI

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Abstract In most, internal and external organizations leaders of organizational sought to promote learning and knowledge of their organization. Learning of one organization and its people depends on many factors such as structure, environment, culture in that organization. Although in the past the emphasis was impact of organizational structure on organizational learning, limited research has been performed in the area of influence of organizational structure on organizational learning. The aim of present study is the impact of organizational structure on organizational learning shipping companies located in the city of Bandar Anzali. The importance and necessity of this research is because of many cases, organizational learning and knowledge is not desirable in some shipping companies One of the reason is Inattention managers To improve staff skills through training lack of expertise and education and poor infra structure in relation to the type of job. in this study Independent variables is organizational structure and the dependent variable,is organizational learning. In the present study society statistics are, 40 Shipping in Bandar Anzali. That in this study sample statistics has been equal with society statistics and 200 questionnaires distributed and were separated 173 valid and without difficulty questionnaires.because the unit of analysis is the organization therefore questionnaire that filled out in each company has been averaged and used for the analysis. Finally were analyzed information of 40 companies. To analyze the data used, the regression method and software SPSS18. Research findings show that in the present study as well as a similar study performed in 2011 by Leon and Garcia in Spain, Organizational structure is affected,on organizational learning.

Keywords : Key words: organizational structure, organizational learning, shipping

companies

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