Presentation MCDM hybrid model to prioritize knowledge management strategies (Case Study: Improvement and Renovation Organization of Rasht)

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Abstract in recent decades, Many managers have been understood essential knowledge role in gaining competitive advantage and pursue strategic objectives and therefore, knowledge management has become a competitive necessity in organizations. However, If appropriate infrastructure necessary has been not met to implement such a process for the needs , Nothing but failure and waste of resources will be sought. Hence, the present study are discussed a hybrid model MCDM organization to prioritize improvement and renovation of Rasht knowledge management strategies. The population of this research are the organization's knowledge management improvement and renovation in Rasht that through Judgment sampling available in most groups the first group of 15 participants who are senior managers and experts for localization model and Subject to limitations to identify experts and expertise, in the second group were chosen as 6 experts . The research method is analytical descriptive survey and the research view is applied. on the other hand, this research has field study. This study examined the scientific literature, criteria recognized and validity were confirmed by university professors. The results show that "organizational structure" the most influential and "explicit knowledge access" richest factors. Organizational structure as well as the most important factor in choosing knowledge management strategy for the improvement and renovation of Rasht factors (organizational culture, general business strategy, HRM strategy, level of maturity, the maturity level of IT access and explicit knowledge), respectively, located next priority . The results also demonstrated that higher leading strategy and aggressive is the best possible choice based on factors

studied. Finally, based on the results presented proposals.