
The Effect of Strategic Knowledge Management on organizational culture, Innovation and Improving Firms Performance (A Case Study: Knowledge-based companies located in PARDIS Research & Technology Park.)

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Since the knowledge is known to be the most strategic organizational resource, organizations may be faced the question of how to manage the organizational knowledge in an effective and efficient way in order to benefit its advantages with the aim of improving organization's strategic goals. In this research we are to study the effect of strategic knowledge management on organizational innovation and role of both on the performance of knowledge-based companies located in PARDIS Research & Technology Park. the perspective research goal, the study is practical, causal form the perspective of studying methods and explanatory the perspective of research methodology. Also the research is based on statistical methods the point of evaluation and analysis. The statistical population includes 100 knowledge based companies located in PARDIS Research & Technology Park which have been chosen in accordance with random sampling method and by applying Cochran's sample size formula. Questionnaires including 20 questions have been distributed among the sample population. By using SPSS, Cronbach's alpha has been calculated and at the end the Structural Equations Method and Visual PLS Software have been used in order to do the Statistical Hypothesis Testing. In order to analyze divergent validity of the model, the method of Cross Loading has been applied. Among five hypothesis, four have been confirmed and one rejected. In other words, existence of the relation between Personalisation strategy and firm performance is rejected; and relation

among innovation and codification strategy, Personalisation strategy and innovation and codification strategy and firm performance is confirmed and the effect of innovation on company's performance is evaluated as positive.

Keywords : Keywords: Knowledge Management, Strategic Knowledge Management, Innovation, Knowledge-Based Companies' Performance

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