

The impact of knowledge management on the performance of Rasht Private Banks with an emphasis on human resource strategy

Mohsen Taati Moghadam*, Soleyman Mirzaei Rajeouni,

Continuous improvement of organizational performance creat great force synergy that can support the growth and development programs and make opportunities for organizations. Governments and organizations are trying to advance this goal. Continuous improvement of performance will not be possible without study the progress and achievement of purposes and no identification the challenges facing the organization and gain feedback and also notice of the implementation of development policies and determine issues that need serious improvement. All of the aforementioned would not be achieved without a measurement and evaluation. The aim of this study was to determine the direct and indirect relationship between knowledge management, human resource strategies and performance. The current study is a correlational of the branches of the descriptive studies. It is an applied study regarding purpose and a survey study in terms of the importance degree and data control. The population of this study consisted of all branches of private banks of the province of Gilan. The sample size was estimated at 79 branches using the finite population formula. In this study was used simple random sampling. The reliability of the questionnaire was determined by Cronbach's alpha coefficient. Coefficients obtained indicate the internal consistency reliability of research items. In order to assess the validity was used the content validity and confirmatory factor analysis methods via PLS software. Validity analysis revealed high reliability coefficients for each the variables indexes. Based on the theoretical foundations, three hypotheses were designed which were confirmed all of them. The results of the study provice executive strategies for optimal use of the factors influencing the

performance increase.

Keywords : Knowledge Management, Human Resource Strategies, Performance, Private banks in Rasht

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