

The Effect of Service Leadership on Knowledge Sharing, Considering the Intermediary Role of Service Providers of Melli Bank of Guilan Provinces

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Knowledge and proper management as a strategic key has an effective role in reducing organizational costs. Although the value of knowledge is constantly increasing, most organizations face many problems because they ignore the effects of knowledge management. So, the main objective of this research, is investigate the effect of service leadership on knowledge sharing in relation to the mediating role of employee incentive service in the Melli Bank of Guilan province. The research method is correlation and the statistical population of the study is employees of the National Bank Branches in Guilan province. The sampling method in this research is simple randomized simple. The sample number includes 389 employees. After collecting data by standard questionnaires, structural equation modeling technique with partial least squares approach was used to assess the relationships between variables. In general, all data analysis was done using SPSS and PLS software. The result of the research hypotheses suggests confirmation of the mediating role of service motivation in the relationship between service leadership and knowledge sharing. The positive impact of service leadership has been confirmed by employee incentives. The positive impact of service motivation on knowledge sharing was also confirmed. In addition, the role of perceived social responsibility moderation was confirmed in the relationship between service leadership and staffing motivation.

Keywords : Key words: knowledge sharing, service motivation, service leadership, perceived social responsibility.

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