

The effect of knowledge collecting on organizational creativity regarding the moderating role of using ICT and top management support in municipalities of Guilan province

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In current business world, societies and organizations are inevitably turning into creative institutions. Industrial countries have emphasized on creativity training, and they have paid attention to ion of creative, innovative and prospective employees. In this regard, knowledge management provides useful tool for these aim. The purpose of this research is to focus on how organizational creativity can provide a framework that combines (internal) individual-level learning, knowledge sharing (through the infrastructure of information and communication technology (ICT)), and underlying factors (perceived top management support). Therefore, this research was conducted in the municipalities of Guilan province with the aim of investigating the effect of knowledge collecting on organizational creativity considering the moderating role of using ICT and top management support. The statistical population of this study was 40 people. The data were collected using a questionnaire and analyzed by SPSS 22 and Amos Graphic software. The findings showed that knowledge collecting, using ICT and top management support had a positive effect on organizational creativity and the ICT use and top management support also play a moderating role between knowledge gathering and organizational.

Keywords : organizational Creativity, Knowledge Collecting, Using of ICT, Top Management Support.

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