

Customer Knowledge Management and Its Role in Continuing Innovation and Superior Performance at the National Bank Branches of Guilan Province

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The purpose of this research is to investigate the relationship between customer knowledge management and its role in continuous innovation and superior performance. The research method is descriptive-correlational. According to the obtained data, the statistical population of this study is about 1500 employees of the National Bank Branches of Guilan, which according to the Morgan table, the sample size will be 305 people. 305 questionnaires were distributed. According to the received questionnaires, 305 responded to the questionnaire. The Kolmogorov-Smirnov test was used to examine the data's normality and the reliability direction of the Cronbach's alpha coefficient. The results of this test showed that between the quality of innovation and knowledge of the customer, the speed of innovation and knowledge of the customer, the performance of the bank and the knowledge of the customer, the quality of innovation and knowledge for the customer, the speed of innovation and knowledge for the customer, between the performance of the bank and There is a meaningful relationship between customer's knowledge and the quality of innovation and knowledge about the customer, between the speed of innovation and knowledge about the customer, and between the performance of the bank and the knowledge of the customer.

Keywords : Keywords: Knowledge Management, Innovation, Innovation Quality, Innovation Speed, Operational Performance, Superior Performance

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