

Investigating the effect of knowledge management abilities on innovation performance regarding to dynamic environmental moderation and learning ability (Case study: banking industry and insurance of Guilan province)

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Abstract According to the advanced countries' economy approaching the further development of services, in Iran, the number of service providers has increased more than in the past several years. Therefore, service companies such as banks and insurance as service companies have grown in recent years in Iran. Thus, organizational performance is one of the important concerns of stockholders and managers of organizations, managers use new methods to better manage the organization and provide innovative performance. In this regard, the main purpose of the research is to examine the effect of knowledge management capabilities on innovation performance with respect to the role of environmental dynamic modulation and learning capability. The research method is correlation and the statistical population of the research is all insurance companies and private and public banks supervisions. Given that in this research companies and organizations are the statistical population, then the level of analysis is organizational. The sampling method in this research is census-type. In each company and supervision, on average, between four and six questionnaires were distributed and the average of respondents' answers was considered as the base of analysis. It should be noted that the questionnaires have been distributed among senior executives of companies and private and public banks. The sample number includes 66 companies (32 insurance companies and 34 private and public bank supervisions). After collecting the data by

standard questionnaires, structural equation modeling techniques with partial least squares approach were used to assess the relationships between variables. In general, all data analysis was performed using SPSS and PLS software. The result of the research hypotheses indicated that knowledge management capabilities have an effect on innovation performance. The modulation role of learning capabilities in the relationship between knowledge management capabilities and innovation performance was confirmed. The environmental dynamics modulation role in the relationship between knowledge management capabilities and innovation performance was also confirmed. In addition, the environmental dynamic interaction the modulation role and learning ability in the relationship between knowledge management capabilities and innovation performance was also proved.

Keywords : Keywords: Innovation performance, learning capabilities, environmental dynamics, knowledge management capabilities.

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