

# **investigate the effect of knowledge assets on the competitive advantage of firms**

Mojtaba Mohamadi Markiyeh\*,

**Abstract** Banks are one of the most important financial institutions in each country, which collects assets a variety of sources and provides them with parts that need liquidity. The expansion of private banks and the merging of public banks into the private sector has increased competition in the banking industry. Therefore, the application and design of appropriate strategies and solutions in this industry can guarantee the survival and profitability of banks. In this regard, the main objective of the research is to investigate the effect of knowledge assets on the competitive advantage of firms. The research method is correlation and the statistical society in this research is all the supervision of public and private banks in Guilan province, of which their number are 34. Given that the statistical society in this research is very limited, it is used for the same reason. After data collection by standard questionnaires, structural equation modeling technique with partial least squares approach was used to evaluate the relationships between variables. In general, all data analysis was performed by SPSS and PLS software. the positive impact of organizational agility on process performance and gaining competitive advantage was also confirmed. The positive effect of the process-level performance on gaining competitive advantage was also confirmed. On the other hand, the positive impact of internal knowledge management, foreign knowledge management and knowledge sharing on gaining competitive advantage was confirmed through the mediating role of organizational agility. In addition, the positive impact of internal knowledge management, external knowledge management, and knowledge sharing on process-level performance through the mediating role of organizational agility has also been confirmed.

**Keywords :** **Keywords:** Organizational knowledge assets, Organizational agility, Process level performance, Competitive advantage

