

The Impact Of It Approaches Through Users On Competitive Advantage With The Moderator Role Of Resource Commitment And Organizational Climate In Medical Sciences And Health Services Of Guilan University

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Abstract The purpose of this research is to investigate the impact of IT approaches through knowledge management capacity on competitive advantage in terms of the role of human resource and human resource commitment moderation. The research method is type-descriptive-correlational. The statistical population of the research is Guilan University of Medical Sciences and Health Services. Sampling is available through non-specific sampling. The level of individual analysis is based on the Cochran formula. The statistical population of the sample is 170 people. The data collection tool is a 5-item questionnaire. Validity and reliability of the questionnaire were confirmed. To analyze the data and test the hypotheses, statistical analysis of structural equation modeling using SPSS and PPL software has been used. The results of the research hypothesis test show that knowledge management capacity affects competitive advantage. IT infrastructure has an impact on knowledge management capacity. IT human resources have an impact on knowledge management capacity. Information technology interfaces have an impact on knowledge management capacity. A human resource-based commitment moderates the relationship between IT infrastructure and knowledge management capacity. A human resource-based commitment modifies the relationship between IT human resources and knowledge management capacity. A human resource-based commitment modifies the relationship between technology-related information resources and management capacity. Organizational climate Moderator the relationship between knowledge management capacity and competitive advantage.

Keywords : Keywords: IT Approaches, Knowledge Management, Competitive Advantage, Human Resource-Based Engagement, Organizational climate.

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