

# **The Effect of Business Intelligence on Competitive Advantage Based on the Mediating Role of Knowledge Sharing and Organizational Innovation (Case Study: Agricultural Bank Branches in Guilan Province)**

Morteza Farzam\*,

**Issue:** Today, with the growing field of competition in the banking system of Iran, banks are struggling in different ways to maintain and increase their market share. In this regard, banks, due to their competitive advantages, can greatly guarantee their success in competing with other competitors. Hence, identifying the factors that make it competitive is very important. **Purpose:** The purpose of this study was to investigate the effect of business intelligence on gaining competitive advantage in terms of the role of mediating knowledge sharing and organizational innovation. The results of this study can provide guidance to managers of banks and other financial organizations on the factors that create competitive advantage. **Methodology:** In terms of purpose, research is an applied research type. According to the method of data collection, this research is one of descriptive and causal research. The statistical population of this research is all branches of Agricultural Bank in Guilan province. According to the statistics published on the website <http://www.bki.ir/BankUnits/Branches>, in the branches of the Agricultural Bank, the province of Gilan has 64 branches. In order to carry out the related analyzes, a census method was distributed to each branch of the questionnaire between the director and the deputy of the branch. Finally, 125 valid questionnaires were collected and analyzed. The research questionnaire consists of 47 closed questions that measure the variables of the research. Questions were quantified through the Likert range of 5 options. **Findings:** Validity was evaluated in three ways: content validity, convergent validity using Fornell and Larcker method using AVE criteria and divergent validity

using Fornell and Larker method. Reliability was measured by three factors: coefficients of factor load, Cronbach's alpha and combined reliability. In order to analyze the data in the descriptive statistics section of SPSS19 software, for statistical inferential statistics, structural equations modeling based on partial least squares approach was used with Smart PLS3 software. Results: Out of the seven hypotheses, four hypotheses were approved. So the results show that business intelligence has a positive impact on knowledge sharing. The effectiveness of the organization's innovation on competitive advantage is also confirmed. Knowledge sharing and organizational innovation also have a mediating role in the impact of business intelligence on competitive advantage.

**Keywords : Business Intelligence, Organizational Innovation, Knowledge Sharing, Competitive Advantage, Agricultural Bank**

[Islamic Azad University, Rasht Branch - Thesis Database](#)  
[دانشگاه آزاد اسلامی، واحد رشت - سامانه بانک اطلاعات پایان نامه ها](#)