
The role of application of knowledge management components through the quality of IT organization in improving marketing performance. (Samen Institute in Gilan Province)

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Abstract Research The purpose of this study was to investigate the role of application of knowledge management components by the IT organization's quality in improving the marketing performance of Samen Credit Institution Branches in Guilan province. According to the knowledge management components (knowledge creation, knowledge recording, knowledge refinement, knowledge dissemination, Knowledge application, knowledge retrieval) and the quality of information technology and marketing performance of Samen Credit Institute. The current research is applied in the field of applied information and in terms of collecting information in the field of information, the research method in this study is based on the form of hypothesis of descriptive and analytical type of causal. The statistical population of this research is all experts of financial and credit institutes of Samen in Guilan province; according to the reports, the size of the statistical population in 21 branches in Guilan province is estimated at 168 people. How to calculate the sample size using the Cochran formula. Therefore, using available sampling method, research units have been reduced. The required sample size is estimated at 117, including a designed questionnaire after its validity through content validity and reliability through Cronbach's alpha Was approved in the entire statistical society. And to calculate the Cronbach's alpha coefficient, version 23 of SPSS software has been used. The findings of the research also indicate that there is a significant relationship between the components of knowledge management and the quality of information technology and marketing performance of Samen Credit Institute. Key words: Knowledge management, IT quality, marketing performance, IT

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