

The Effect of Comprehensive Knowledge Management Components (TKM) on the Commitment Rate in Managers Performance (Case Study: Iranian Wood and Paper Industries Managers (Chouka) in Guilan Province)

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The purpose of this study was to investigate the effect of the application of TKM on the level of commitment on the performance of managers in the wood and paper industry of Iran (Chouka) in Guilan province, so that with respect to the components of knowledge management (knowledge creation, knowledge recording, refinement Knowledge, knowledge dissemination, knowledge application, knowledge retrieval) and commitment in the performance of managers. 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 in this research includes all experts and managers of Chowka Talesh Company in Guilan province. The size of the statistical population is 1800 people. Therefore, using this non-probabilistic sampling method, the population was sampled.. Using the Cochran formula, the required sample size was estimated at 317 questionnaires. A total of 350 questionnaires were distributed, and 325 questionnaires were returned. The analyzes were performed based on the data obtained these 395 questionnaires.. The method for calculating the sample size is visible using the Cochran formula. A designed questionnaire was distributed to all statistical community after its validity was confirmed through content validity and reliability through Cronbach's alpha. And to calculate the Cronbach's alpha coefficient, version 23 of SPSS software has been

used. The findings of the research indicate that there is a significant relationship between the components of knowledge management and commitment in the performance of managers in the wood and paper industry of Iran (Chouka) in Guilan province

Keywords : Comprehensive knowledge management, marketing management, management function, business management

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