The Relationship Between Knowledge Management and Innovation in Guilan Provincial Private Insurance Companies and Their Prioritization with the AHP Approach

seyede mona zeyed danesh*,seyed yahya seyed danesh,

Today, innovation is one of the most important factors in economic growth. Innovation needs social space as an entrepreneurial supporter. Often, social innovations and business innovations are generating each other. Innovation occurs when the idea is developed as a product, process or service. Various definitions of innovation have been presented. Knowledge management focuses on linking information with information, information with activities and information with a person to realize knowledge sharing (such as implicit knowledge and explicit knowledge). And it's completely different information management. The traditional functions of the library are the collection, processing, dissemination, storage, exploitation of evidence in order to provide services to the community. In the era of knowledge economics, the library as a treasure of human knowledge will contribute to the development of knowledge and the important link in the chain of knowledge progress. Knowledge management is an approach to regular detection, understanding and use of knowledge to achieve organizational goals, and it creates value by reducing the time and cost of testing, errors and repetition. The present study examines the relationship between knowledge management and innovation of private insurance companies in Guilan province and seeks to answer the question: Is there a relationship between knowledge management and innovation? This research has a basic hypothesis that is: There is a meaningful relationship between knowledge management and innovation process. Five sub-hypotheses that include: • There is a relationship between the perception and innovation of private insurance companies. • There is a relationship between the refinement of knowledge and the innovation of

private insurance companies. • There is a relationship between the organization of knowledge and innovation of private insurance companies. • There is a relationship between the usage of knowledge and the innovation of private insurance companies. • There is a relationship between the spread of knowledge and the innovation of private insurance companies. The research method used in this study is descriptive survey and correlation type. The statistical population of this research is the private insurance companies of Guilan province with a total of 566 and sample size based on the Morgan and Krejcy tables of 230 people. Sampling method was conducted in two random clustered and stratified random sampling. Data gathering tool was a questionnaire on standardization of Lawson & Randsip Innovation and used content validity to determine the validity of the questionnaire. The reliability of the questionnaire was calculated by Cronbach's alpha, which was obtained for knowledge management questionnaire 85% and innovation 72%. Data were analyzed using descriptive and inferential statistical methods using SPSS software. Data were analyzed by t-test, Spearman correlation and stepwise regression. The findings of the research showed that there is a significant correlation between knowledge process and employee innovation. (The main hypothesis and sub-hypotheses were confirmed).