

The effect of job satisfaction and perception of organizational culture on the willingness to share the continuous knowledge of employees of the power distribution company of Guilan province regarding the role of emotional commitment and trust based on knowledge

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Knowledge management and followed by the intension to share knowledge is an environment which people exchange their knowledge with each other and finally apply it. The purpose of present study is key response to a question whether job satisfaction, perceived organisational culture through the mediating role of affective commitment and identification trust can affect employee's intension to continuous share knowledge of distribution power company in Guilan province. The research is applied in terms of objective, its methodology is descriptive. Method of data collection was field. Statistical population composed of 434 employees of distribution power company in Guilan province, which based on the formula of limited Cochran, 220 people were ed by convenience sampling. The data were collected by questionnaire and had content validity and in terms of reliability was confirmed by Cronbach's alpha formula for variables of perceived organisational culture, job satisfaction, affective commitment, identification trust, intension to continuous share knowledge with amount of 0.801, 0.885, 0.845, 0.823, 0.815, respectively. Data were analyzed using SPSS 20 and Lisrel 8.50 software through structural equation modeling. According to the results, the impact of perceived organisational culture on affective commitment and identification trust, intension to continuous share knowledge, job satisfaction has impact on identification trust, intension to continuous

share knowledge. Affective commitment has impact on intension to continuous share knowledge. Identification trust has impact on intension to continuous share knowledge.

Keywords : Perceived organisational culture, Affective commitment, Job satisfaction, intension to continuous share knowledge, identification trust

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