

The investigation of Innovation mediator Role in Relation between knowledge management Strategies with Organizational performance (case Study: The Branches of Meli Bank in guilan Province)

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Abstract Currently, the study of factors affecting organizational performance is considered as one of the major management plans in the macro sector. The organization with superior performance is an organization that, over a long period of time, is capable of adapting with changes and rapid response to These changes, creating a coherent and targeted management structure, continuous improvement of key capabilities and appropriate behavior with employees as the main asset, will yield better outcomes comparable organizations. The overall aim of this research is to examine the role of mediation in innovation in the relationship between knowledge management strategies and organizational performance. The variables of this research include organizational performance as a variable, organizational innovation as a mediator variable, and knowledge management strategies as an independent variable. The research method is descriptive and its purpose is applied. The method of data collection is field and its tool is a questionnaire. The statistical population of the research is the branches of the National Bank of Guilan province, with reference to the branch of banking affairs with 122 branches. The researcher chose all the branches as a statistical sample and distributed the questionnaire to the heads and deputies of each branch. Finally, the questionnaires were gathered and the data were analyzed using SPSS 22 and smart pls 2. Data analysis revealed that the relationship between the coding strategy and the personal The organizational innovation and performance are respectively 191/0, 49/0, 103/0, and 170/0 respectively. Innovation will mediate the effect of personalization and coding strategy on organizational

performance by 0.23 and 0.49, as well as innovation on organizational performance of 0.47.

Keywords : Keywords: coding, personalization, organizational innovation, and organizational performance.

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