

The Effect of Knowledge-oriented Leadership on Open Innovation with the Role of Mediation Knowledge Management Capacity (Case Study: Food Industry Companies of Rasht Industrial Town)

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Regarding the competitive environment between food industry companies, innovation is a factor that distinguishes the products offered in the market and diversifies them in order to sell more. Considering the importance of this issue in this research, knowledge-based leadership on open innovation with the role of mediation of knowledge management capabilities in food industry companies of Rasht industrial town has been investigated. This research is based on the descriptive nature of survey type and in terms of its purpose. The statistical population of this research was the companies of the industrial industry of Rasht Industrial Township, which numbered 230 companies. To calculate the sample size, the Cochran formula for the limited society was used, of which 110 companies were obtained as an example. The method of vector search has been available in this inaccurate study. The data gathering method was fieldwork. A questionnaire tool was used to collect information. To test the reliability of the questionnaire, Cronbach's alpha was used which was more than 0.7 for all variables. Structural equations and SPSS and SMART PLS2 software were used to analyze the data. Out of the four hypotheses presented in the research, all hypotheses were confirmed based on path coefficients such as the effect of knowledge-based leadership on open source innovation through mediating knowledge management capability, the impact of knowledge-based leadership on open innovation with the mediation of knowledge management capabilities, the impact of leadership Knowledge-based on open innovation is the impact of knowledge-based leadership on open source innovation.

Keywords : Knowledge-oriented leadership, Knowledge Management Capability, Open Innovation Inbound, Open Innovation Outbound

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