

The Effect of Strategic Human Resources Management practices on Organizational Performance by moderating of Knowledge Strategies (An empirical study of Branches of the banks in Guilan Province)

Fatemeh Khedmatgozar*,

Today, due to the intense competition among commercial banks, organizational performance has become an important concept in management research and it is considered as a measure of success for banks. In such a situation, banks must improve their performance for competitive advantage and survival. Previous studies have shown that various factors can improve the performance of the bank, which strategic human resource management practices is one of the most important factors. Also based on the review of research literature, we can say that the impact of strategic human resource management practices on the performance of banks may be influenced by the moderating role of knowledge strategies. The main purpose of the research is to investigate the effect of strategic human resource management practices on organizational performance by moderating role of knowledge strategies in the branches of banks in Guilan province. This research is descriptive in terms of the nature of the research, and in terms of purpose is an applied type. In terms of data and information collecting, is a survey type and in terms of data nature, is quantitative. The statistical population of this research includes all managers of branches of banks in Guilan province, and 341 of them were selected with non-probability and Convenience sampling method. The research information was collected by library method and the data were collected through a survey method and a questionnaire. In order to evaluate the validity of the questionnaire, content validity and factor validity were used and its validity was confirmed and the reliability of the questionnaire was measured and confirmed by Cronbach's alpha coefficient. To test the research

hypotheses, hierarchical regression method was used. Research findings indicate that strategic human resource management practices have a positive and significant effect on the performance of banks, and this relationship can be strengthened by the moderating role of knowledge strategies (single-loop learning, Double-loop learning, triple-loop learning). Therefore, it is suggested to the officials of the banks of the Gilan province to pay attention to strengthening the strategic human resource management practices and knowledge strategies to improve the performance of banks.

Keywords : : Strategic Human Resources Management practices, Single-loop learning, Double-loop learning, Triple-loop learning, Organizational Performance.

[Islamic Azad University, Rasht Branch - Thesis Database](#)
[دانشگاه آزاد اسلامی، واحد رشت - سامانه بانک اطلاعات پایان نامه ها](#)