

Measuring the impact of knowledge management strategies on innovation and market performance's Branches of Maskan bank in Guilan Province

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Knowledge management is regarded as a key strategy and one of the crucial factors of the enhancement of workforce performance and competitive advantage of the firms. However, the success in the fulfillment of knowledge management requires knowledge management strategy, and it is the linkage of strategic management and knowledge management that synergically accelerates the achievement of optimum quantitative and qualitative performance. Thus, this research was aimed to explore the significance of KM strategies for the market an innovation performance of Maskan Bank Branches in Guilan Province. So, it is an applied research in terms of the objective. To this end, the library study was accompanied with field studies. A composed of 3 questions pertaining to their demographic information and 21 standard questions on the basis of the five-point Likert scale was designed and its content validity was confirmed. Then, it was administered among top managers of fifty branches sampled by purposive judgmental technique. After the questionnaires were collected, the reliability of the questionnaire was estimated at greater than 0.7 by Cronbach's alpha. Data were analyzed by structural equations modeling using Amos Software Package. The results of confirmatory factor analysis revealed that the values of model fitting indices were appropriate. According to the results of path analysis, the human-oriented, system-oriented and dynamic strategies had significant positive impacts on the innovation performance of the branches. Also, dynamic strategy had significant positive impacts on the market performance of the branches and innovation performance had significant positive impacts on the market performance. But, passive strategy influenced innovation performance negatively.

Thus, it was found that out of the nine hypotheses, six hypotheses were confirmed and three was rejected. In final, applied solutions based on findings presented.

Keywords : Keywords: KM strategies, innovation and market performance, Maskan bank, Guilan Province

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