

The Impact of Knowledge Management on Organizational Performance with the Intermediate Role of Supply Chain Management and Organizational Learning in Guilan Telecommunication Company

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The purpose of this study was to assess the mediating role of organizational learning and supply chain management in the impact of knowledge management on organizational performance of Guilan Telecommunication Company. The research is applied in terms of purpose and is of descriptive-survey type. The statistical population of the study consisted of Guilan Telecommunication Company which surveyed its managers with 113 managers. The sampling method was complete. The data collection tool was a standard questionnaire whose content validity was confirmed by content validity and its reliability was estimated 0.7 based on Cronbach's alpha method. Structural equation modeling based on partial least squares approach was used for data analysis by Smart PLS3 statistical software. The findings showed that knowledge management has a positive and significant effect on the performance of Guilan Telecommunication Company. The mediating role of organizational learning and supply chain management on the impact of knowledge management on organizational performance of Guilan Telecommunication Company was also confirmed. Based on the findings, it can be said that strengthening the knowledge management through organizational learning and supply chain management within the company can improve the performance of Guilan Telecommunication Company.

Keywords : Knowledge Management - Organizational Learning - Supply Chain Management - Organizational Performance

