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PRESENTATION OF EFFECTIVE KNOWLEDGE MANAGEMENT MODEL WITH HUMAN RESOURCE EFFICIENCY APPROACH

PRESENTACIÓN DE UN MODELO EFECTIVO DE DIRECCIÓN DEL CONOCIMIENTO CON ENFOQUE DE EFICIENCIA DE RECURSOS HUMANOS

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ABSTRACT

The Knowledge Management strategy outlines the direction of movement towards the goals of the organization, whose main objective is the actual management of knowledge in the organization. Knowledge management should serve the strategic direction of the organization and its strategic interaction with the changing business environment. Knowledge and management alone and independently of the strategic goals of the organization would be meaningless and worthless. The purpose of this research is to provide an effective knowledge management model with a human resource productivity approach in Natiami organization. The current research is an applied target and the type of information gathering is descriptive-survey method. In order to collect information about the methodology of the library, we used the standard questionnaire. According to the research goal and the subject of the research, the investigated population includes military personnel. Face validity was used to determine the validity of the questionnaires. Also, to determine the reliability of the questionnaires, Cronbach's alpha coefficient was used and the coefficients indicated that the information gathering tool was necessary. Descriptive statistics and inferential statistics were used to analyze the data. SPSS software (kmo and Bartlett test) was used to analyze the data. Results showed that KMS were compared with the manpower productivity approach in the military organization, information technology, knowledge management process, organizational knowledge, organizational culture and knowledge workers, respectively.

Keywords:

Knowledge Management, Information Technology, Human Resource Efficiency.

RESUMEN

La Estrategia de Dirección del Conocimiento perfila el movimiento hacia las metas de la organización cuyo objetivo principal es la dirección real de conocimiento en la organización. La dirección de conocimiento debe servir a la dirección estratégica de la organización y su interacción estratégica con el ambiente comercial cambiante. El conocimiento y dirección solo e independientemente de las metas estratégicas de la organización sería sin sentido y sin valor. El propósito de esta investigación es proporcionarle un acercamiento de productividad de recurso humano a un modelo de dirección de conocimiento eficaz en la organización de Natiami. La investigación actual es un blanco aplicado y el tipo de recogida de información es el método de estudio descriptivo. Para coleccionar la información sobre la metodología de la biblioteca, usamos la encuesta. Según la meta de la investigación y el asunto de la investigación, la población investigada incluye personal military. También, para determinar la fiabilidad de las encuestas, el coeficiente de alfa Cronbach fue usado y estosindicaron que la información que recoge la herramienta era necesaria. Se usaron estadísticas descriptivas y estadísticas ilativas para analizar los datos. El software de SPSS (el kmo y Bartlett) fueron usados para analizar los datos. Los resultados mostraron que se compararon los KM con el acercamiento de productividad de mano de obra en la organización military, tecnología de información, proceso de dirección de conocimiento, conocimiento orgánico, cultura orgánica y conocimiento de los obreros, respectivamente.

Palabras clave:

Dirección de conocimiento, Tecnología de Información, Eficacia de Recursos Humanos.

INTRODUCTION

Today, knowledge is a valuable asset and a source of strategic capital within our organization. It is difficult and often impossible to provide services and products of high quality and economics without the use and management of this valuable resource. Knowledge management is based on the idea that the most valuable source of each organization is the knowledge of employees. It focuses on the high rates of change in today's organizations and the entire community. Knowledge management is based on the principle that today all work is knowledge-based, and all employees are considered to be knowledge workers. This means that their job depends more on their knowledge than their manual skills, in other words, creation, sharing Putting knowledge into practice is one of the most important tasks of all individuals in organizations.

The common goal of organizations is to survive and achieve business excellence. To this end, organizations are seeking to gain competitive advantage. Today, given the rapid changes in the environment, such as the rapid technological change, the changing and diverse needs of customers, and the growing competitive edge of business, organizations must seek sustained competitive advantage. Therefore, in an economy that is only stable, instability, knowledge is used as a strategic resource to create sustainable competitive advantage (Chen & Hang, 2007)

In today's world economy, knowledge is not the same source of resources in other sources of production, such as labor, capital and land, but is the only meaningful source of the present day. Drucker (1992), is in fact, the only

source of knowledge in the organization. Drucker, 1992). In fact, knowledge is the only resource in an organization that is not only undermined by its value, but its value as well (Glaser, 1998). Knowledge-based age, in which knowledge, as the most important asset Organizations are considered to require a different management approach to organizational issues and employees. The change in the nature of the activities of organizations to knowledge work has increased the importance of the application of knowledge management in organizations.

Successful organizations, therefore, continuously measure and produce the amount of production, dissemination, exchange and application of knowledge among their employees through different methods, in order to be able to achieve the goals of achieving organizational goals.

Future organizations (Sivan, 2000) will be knowledgeable organizations, and generally include professionals who adjust their work paths and rules from the feed way received from colleagues, customers and their managers, and on this basis, the center of gravity of deployment The workforce will shift from simple and physical employees to knowledge workers that will resist the behavioral approaches that have taken the business space more than 100 years ago from military environments and create a transformation in organizational activity (Drucker, 1998).

DEVELOPMENT

In this research, we investigated the Lee & Kim (2001), model in order to provide a model for the military organization (Figure 1):
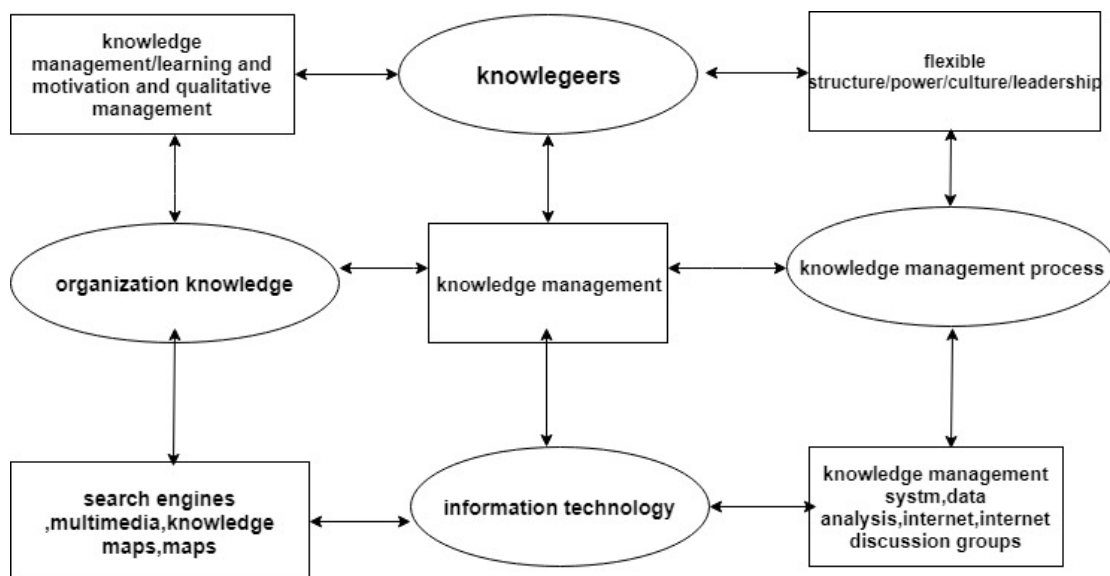

Figure 1. Knowledge pyramid.

Data

Data consists of the first level of knowledge management and includes digits and numbers, charts, and other writings that do not make sense in itself. In fact, we can say that data, the field of objective and single facts about The facts are. They do not indicate relevance, irrelevance and importance, but they are important for organizations, especially large organizations. Data includes texts, events, interpreted images, and unreadable non-context-coded numeric codes, and therefore meaningless.

Information

Summary data is grouped, stored, refined and organized so that they can be meaningful. Information often refers to situations, conditions, processes and goals, which can enhance or change the process of individual or organizational perceptions. Data is converted into information that individuals want to use to understand them more.

Knowledge

Fluid knowledge is a mixture of experiences, values, existing information, and expert knowledge of the system that provides a framework for evaluating and using new experiences and information. Knowledge is created and used in the mind of Danes Hvar. Knowledge in the organization is embodied not only in the knowledge and resources of knowledge, but also in work procedures, organizational processes, practices and norms. In the most famous category, knowledge is divided into two parts, explicit and implicit knowledge. The tacit knowledge is knowledge acquired by individual internal processes and stored in itself.

Wisdom

The last step is to move from knowledge to wisdom and perfection. Wisdom is the same as the use of knowledge. If a person feels the effect of fatty foods in obesity, but without regard to it, he is not a wise person because he has knowledge of the knowledge that he has not used.

Types of knowledge

Obvious knowledge

Clear or obvious knowledge is knowledge that can easily be transmitted and can be handled by a series of tokens such as letters, numbers, etc. in the form of writing, sound, image, photo, software, database, and more. ... codified. Typically, explicit knowledge of organizations takes the form of rules, procedures, routines, and so on, on the basis of which each employee performs their duties.

Tacit knowledge

Implicit or implicit knowledge is a subjective and personal knowledge that cannot easily be expressed, transmitted, shared or formulated. Insight, insight, understanding and understanding of each person, tricks and tricks used by everyone in his or her tacit knowledge. The tacit knowledge is simply not code decided and is obtained through observation and imitation. To this end, there should be a suitable space for transferring this knowledge and establishing employee relationships, since tacit knowledge is often transmitted through language, body, and physical representation of skills.

The Necessity and Importance of KM in Military Organizations

1. Applying governance instead of ownership:

Critics say the excessive size of the government and the excessive increase in administrative bureaucracy have been hampering efficiency and responsiveness in the public sector. So that the shrinking of the government and the move from ownership to the rule of government are on the agenda of governments, sovereignty requires that governments focus on knowledge-based movements.

2. Globalization: With the spread of globalization, competition between organizations providing similar services has expanded, and the need to acquire knowledge and skills in applying new skills has become more important.

3. Private sector empowerment: The ability of the private sector to reuse business processes(BPR) and comprehensive quality management(TQM) has led to an increase in the gap between private sector organizations and government organizations.

4. Increasing the level of knowledge of citizens: Today, a high percentage of citizens are made up of people who have high-level skills and training and are regarded as a valuable source for organizations. Organizations should provide the necessary fields for identifying and accessing citizens' knowledge and use knowledge in decision making and problem solving.

5. The loss of experienced forces in government organizations: With the withdrawal of educated and professional forces from government organizations, practically a part of the knowledge that organizations have invested over the years will go out of the system, which requires designing. The appropriate models of knowledge management are to avoid the loss of these funds, which are considered as national capital.

Hasanzadeh (2009), examines the benefits of knowledge management in an organization at a level (individual and organizational). At the individual level, knowledge

management enables employees to enhance their skills and experience through collaboration with others, and share their knowledge and learning in order to achieve professional growth. At the organizational level, knowledge management has 4 major benefits to an organization: Promoting organizational performance through increased efficiency, productivity, quality and innovation.

Organizations that manage their knowledge achieve a high level of productivity. Organizations can make better decisions about their employees' knowledge, optimize processes, reduce repetitions, add new innovations, and ultimately enhance in-company integration and collaboration. In other words, in the public sector, knowledge management practices reduce the cost of doing things and enhance the service to the client.

Knowledge of people is a kind of property similar to traditional property. For this reason, financial assets of the organization increase.

Transfer and sharing of knowledge are increasingly recognized as a source of value-added, so organizations consider knowledge management as a competitive strategy and score.

Of course, achieving these benefits is not very easy, unlike their appearance (which looks easy). Strategies and plans for implementing Bioscience Knowledge Management are explained to everyone in advance to be successful in the operational phase.

Research Background

Research Done Abroad:

The information systems increase the company's performance from a knowledge management perspective. By developing a knowledge management perspective and organizational learning theories, they developed and tested an empirical model in which knowledge sharing interacted with the information systems and performance of the company. The results suggest that supporting the research model and confirming that information systems have a positive impact on corporate performance and knowledge sharing as a mediator on information systems.

The proposed theory assumes that knowledge management is a tool for project performance when it is affected by a new concept, the knowledge balance. Their research findings show that project managers who have achieved the balance of knowledge among people and the artifacts of the three project sectors - the IT team, the business change team, and the leadership team - can have a significant positive impact on value gains Business of the project. Results show that achieving higher levels of

knowledge does not have a significant negative impact on the achievement of program and budget goals. This is the first statistical study to demonstrate the effect of knowledge management and knowledge levels on achieving project management goals and business value in IT-enabled projects.

Research done inside the country:

The Relationship between Knowledge Management and Organizational Innovation (Case Study: General Office of Ports and Marine Affairs of Mazandaran Province)". Inferential Findings showed that knowledge management components had significant predictive value of organizational innovation variable. And also the results of Mobin Ayn's structural model, which explains the variable of knowledge management of 62% of the innovation variable. The results of this study indicated that the specialization of tasks and the assignment of each job to a specialist led to an improvement in the process of knowledge management, which is justified by the nature of the organization, which serves as a service.

Research Methodology

Our research is based on the purpose of applied research, and based on the nature and method of our research, we have a field survey.

Society and Statistical Sample

The statistical population of this research is 1000 official and professional staffs with a bachelor's degree and above the military organization. In this research, we use randomized stratified sampling. To obtain the sample size, the Cochran formula was used and the sample size was appropriate at 277. This calculation is made with a 5% error rate.

Analysis Method and Findings

Keser-Mir-Olekin sampling adequacy test meets the first goal of factor analysis. That is, this test determines whether the variance of the research variables is influenced by the variance of some of the underlying factors. Also, the data matrix for factor analysis should contain meaningful information. The meaning of the information in the matrix is made through the Chi-square test of Bartlett.

CONCLUSIONS

Increasing competition among organizations on a global scale has not made the division or division of knowledge management areas or innovation management a much more strategic and important issue. Instead, the strategic issue is the application of KM in innovation management

processes that enable organizations to improve their performance. KM provides long-term benefits to organizations and communities, and how much they benefit from human, intellectual and informational capital. In the knowledge economy, unlike the industrial economy, intellectual property and especially human capital are among the most important assets of the organization, and the potential success of organizations is rooted in their intellectual capabilities.

Knowledge gives power to the organizational structure, allowing members of the organization to show organizational values and capabilities in the specified ways, this creates the opportunity for creativity and innovation within a kind of cultural context that leads to coherence. Knowledge ensures maximum employee independence, creative activity and the production of organizational wisdom, and ultimately develops the ability of self-management of individuals and groups. In the structure of knowledge organization, knowledge groups rather than managers of each sector as well as knowledge teams instead of supervisors are tasked with, and most importantly, the replacement of knowledge workers by the ordinary staff of the organization.

The implementation of knowledge management in an organization leads to the knowledge generated by individuals to remain forever in the organization, and as a result of staff withdrawal from the organization, the knowledge generated does not go out of the organization according to the cost that the organization has just spent on its production.

The purpose of knowledge management Identifying, collecting, categorizing and organizing, storing, sharing, disseminating and making knowledge available at the organization level. In organizations that are traditionally managed, knowledge goes from top to bottom across organizational lines. In this case, knowledge is rarely available at the right time and where it is most needed. But in knowledge-based organizations that implement and implement knowledge management, knowledge is current in the entire organization, and everyone can use it to do their jobs at the right time.

This research is sought after. The purpose of this study was to provide an effective knowledge management model with a strategic approach in the organization. The results of the research showed five main factors of information technology, knowledge management process, organizational knowledge, organizational culture and scholars. In this research, the following suggestions are made.

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