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Investigation of the Relationship between Knowledge Management and Organizational Creativity with Staff Productivity (Case Study: Iranshahr Steam Power Plant)

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Extended Abstract

Abstract

In today's era, the most important investments of an organization are the knowledge, creativity and organizational performance of its employees. Power plants, also similar to other organizations, need knowledge-oriented, creative and innovative staff to survive and progress. The purpose of the present study was to investigate the relationship between knowledge management and organizational creativity with staff productivity at the Iranshahr steam power plant. The statistical population of this study involves all employees of Iranshahr steam power plant. The sample size was estimated to be 183 people, according to Morgan table with maintaining safety margin, and it was selected by using random sampling method. Finally, data taken from a number of 183 questionnaires have been used. In order to collecting data, the questionnaires of Conrad and Neumann Knowledge Management, Helalian Motlagh & Hasan Zadeh's Creativity questionnaire, and Hershey and Gold Smith's Productivity questionnaire, this had acceptable validity and reliability. SPSS software was used for statistical analysis. The results obtained from data analysis showed that there is a positive and significant relationship between knowledge management variables and organizational creativity with employee productivity. Among the dimensions of knowledge management, the knowledge save dimension, and among the dimensions of organizational creativity, the Competence of human resources dimensions have the most relationship with employee productivity.

We propose that managers create a culture of knowledge-based learning and apply organizational learning techniques.

Introduction

Today, knowledge capital and wisdom are the only way to create wealth in organizations and communities. Natural and human capitals become wealth when it is merged with capital (Ali Gholi & Bahramnejad, 2017). Organizations therefore strive to become a learning organization by effectively managing these valuable assets by refining and improving their activities and performance (Lee & Choi, 2003). For this reason, knowledge management has become one of the most important tasks of today's leading and successful organizations (Nikokar et al, 2014). Creativity is a factor that contributes to the growth, development and growth of organizations and helps to develop organizational activities and programs by enhancing new capabilities, capabilities, and opportunities (Vatankhah et al, 2013). In fact, investing in human resources and enhancing the quality of workforce is one of the key and fundamental areas and ways to increase organizational productivity (Naderi & Others, 2015).

Case study

The statistical population of this study involves all employees of Iranshahr steam power plant. The sample size was estimated to be 183 people, according to Morgan table with maintaining safety margin, and it was selected by using random sampling method.

Materials and Methods

In order to collecting data, the questionnaires of Conrad and Neumann Knowledge Management, Helalian Motlagh & Hasan Zadeh's Creativity questionnaire, and Hershey and Gold Smith's Productivity questionnaire, this had acceptable validity and reliability. SPSS software was used for statistical analysis.

Discussion and Results

In this study, eight hypotheses were presented and the results of the Pearson test confirmed the assumptions made in this study. Among the dimensions of knowledge management, the highest correlation was related to knowledge creation with employee productivity (first hypothesis) and the lowest correlation was related to knowledge storage with employee productivity (second hypothesis). Also, the highest correlations among organizational creativity dimensions were related to structural dimensions of employee productivity innovation (Hypothesis 6) and the least correlation was related to organizational beliefs and climate to employee productivity (Hypothesis 5). But in general, the results of the test of the main hypothesis of the conceptual model showed that the main hypothesis of the research is the positive relationship

between knowledge management dimensions and organizational creativity with employee productivity.

Conclusion

Finally, it can be concluded that knowledge management through the creation of knowledge strategies and systems provides the necessary background for the exchange of information, the creation of new knowledge and creativity in the organization, which contributes to the productivity of employees and improves the performance of the organization. We propose to managers that employees' ideas, points of view, and suggestions based on increased awareness and knowledge creation be given greater emphasis on creativity and innovation, and that managers be more concerned with creating a knowledge-based culture and applying learning methods.

Keywords: Staff Productivity, Organizational Creativity, Knowledge Management, Steam Power Plant