
/ /

// : |
// : |

()

»

Lemon and) .«

(Sahot 2003

»

.«

(Hamel 2006, 72)

Nonaka and Toyama) .

(2004

» :

Wah) .«

(1999

/

«

»

»

:

(Havens and Knapp 1999, 4) .

«

(Aokunoyo 2003) .

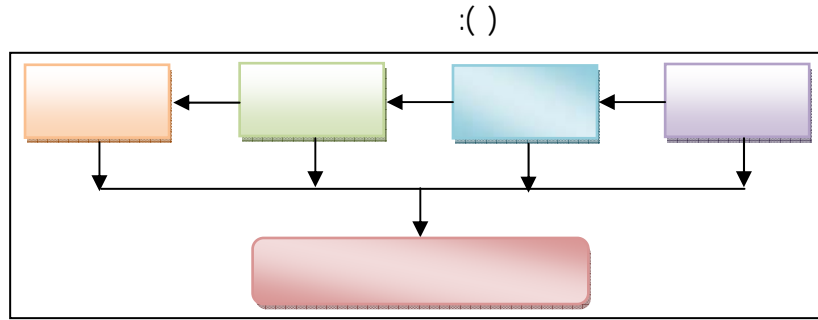
(Nonaka and Takeuchi 1995, 41) .

«

»

«

»

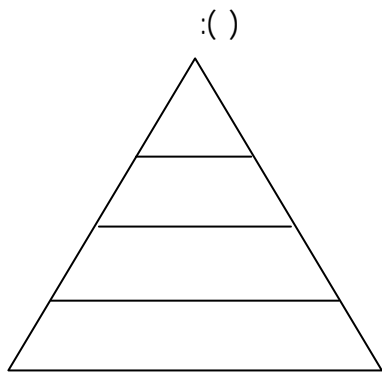


: (()).

: (()).

(Aokunoyo 2003).

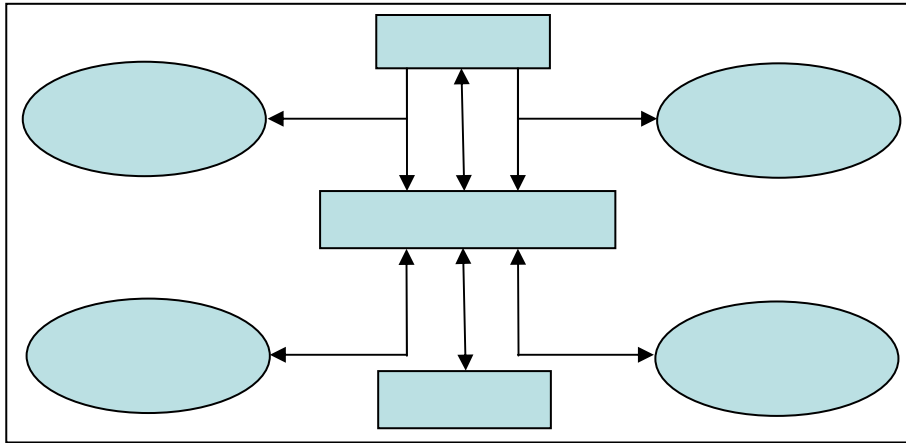
(Turban 2003) .



: (

()).

:()



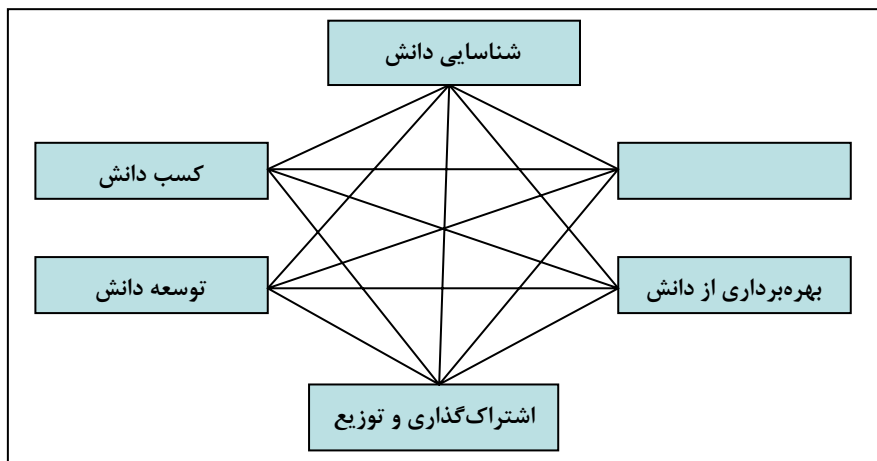
Schoderbek) .

: ((1974 : (

Leonard) .

(and sensiper1998, 12

:()



: (

: (

: (

: (

:()

()	()
	()
) () () (()
	()
	()
) () () (()
()) () (()
	()
	()

: (

: (

(Holsapple 2003, 86) .

:()

		*	*		*		*		()
*	*		*	*		*			()
			*						()
*			*	*	*	*	*	*	()
		*				*	*		()
	*		*	*		*	*		()
		*	*				*	*	()
	*			*	*		*	*	()
	*		*	*			*	*	()
	*						*		()
		*	*	*	*	*			()
*		*	*	*	*	*	*	*	()

: (

:

: (

: (

: (

(Kaseth, 37-49) .

(.

:

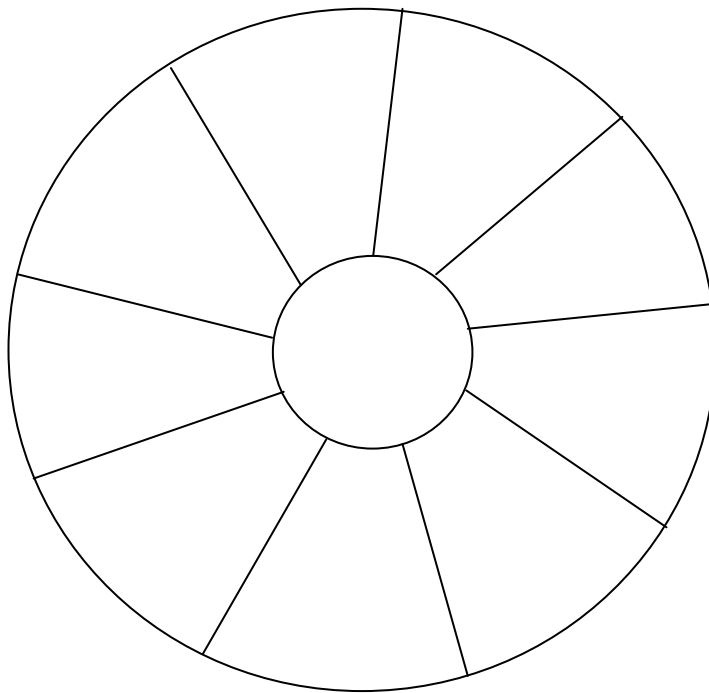
Misra and Hariharan) .

(2003, 43

« »

(Bukowitz and Williams, 200cit) .

:()



S.) «

(Gandhi 2004, 368

» :

» :

(Bennet and Bennet) «

2003, 439-456

(Malhoyra 2001) «

» :

» :

«

(Carneiro 2001, 358)

(Ribiere and Sitar 2003, 39) .

...

Delong and Fahey 2000,) .

(113 » :

(Bennet and Bebbet 2003,) «

439-456

(

(Hargadon 1998, 209)

» :

(Leonard and Sensiper 1998, 112) .

Sway).

(2003, 425-440

Bennet and) .«

(Bennet 2003,439

: (

»

» «

» «

«

»

«

(Senker 1995, 425-447) .

:

(

:

(

(Gladni,op.cit)

(Swan 2003, 271-296) .

(Mckeen 2003, 2930) .

Suzie .«

(Allard,op .cit)

() .

:()

	/	/	/		
	/	/	/		
	/	/	/		
	/	/	/		
	/	/	/		
	/	/	/		
	/	/	/		
	/	/	/		
	/	/	/		

t

/

$$n = \frac{Z^2 pq}{e^2} = \frac{(1/96)^2 (0/6)}{(0/1)^2} = 93$$

t

:

	/	/	≤		
		/	>		
	/	/	≤		
		/	>		
	/	/	≤		
		/	>		
	/	/	≤		
		/	>		
	/	/	≤		
		/	>		
	/	/	≤		
		/	>		
	/	/	≤		
		/	>		

$\alpha = \%$

$\alpha = \%$

(>)

%

:

/	

:

	/		
	/		
	/		
	/		
	/		
	/		
	/		
	/		
	/		
	/		

_____ (

_____ (

_____ (

_____ (

_____ (

_____ (

_____ (

_____ (

_____ (

_____ (

- 7) M. Lemon & P. S. Sahota. (2003). Organizational culture as knowledge repository for increased innovative capacity. London: pergmon.
- 8) Gray Halmel. (2006). the why, what, and how of management innovation. Harvard Business review, Feb.
- 9) Ikujiro Nonaka and Hirotaka Takeuchi. (1995). the knowladg-Greating company: How Japanies companies create the dynamic of innovation”, London, Oxford university press .1995.
- 10) Nonaka & R. Toyama. (2004). knowledge creation as a synthesizing process, in Hitotsubashi on knowledge management. Singapore, John Wiley & Sons.
- 11) L. Wah. (1999). Making knowledge Stick "management review, vol88, no5.
- 12) C. Havens, E. Knapp. (1999). Easing into Knowledge management. In strategy & Leadership strategy and Leadership, vol27, no2.
- 13) A. Okunoye. (2003). Knowledge management and Global Diversity: A Frame work to support organizations in

- management. Academy of management executive, vol14, no4.
- 30) OA.EL.Sway, obert A.Josefek, Jr. (2003). Business process as nexus of knowledge. handbook on knowledge management.
- 31) J.Senker. (1995). Tacit knowledge and models of innovation. Industrial and corporate change, 1995, vol4, no2.
- 32) James Mckeen, Heather A.Smith. (2003). Making it happen: Critical issues in it management. Newyork.Wiley.
- 33) Jackyb Swan. (2003). Knowledge management in action. Handbook on knowledge management.
- developing countries. University of Turku, Finland.
- 14) Turban Efrain. (2003). Information Technoligy for management: Transforming organization in the digital economy. New York, John Willey & Sons, Ltd.
- 15) D.Leonard & S.Sensiper. (1998). the role of Tacit knowledge in group innovation. california management review, vol40, no3
- 16) Gilbert Probst, et.al. (2000). managing knowledge: Building Blocks for Success. London.
- 17) W.Bukowitz & R.Williams. (1999). the knowledge management field book. London: Financial Times. Prentice Hall.
- 18) Suzie, Allard. (2003). knowledge creation. , Hand book on knowledge management, New York, Springer.
- 19) C.W.Holsapple, K.D.Toshi. (2003). A knowledge management Ontoligy, in handbook on knowledge management”, Germany, springer-Verlag.
- 20) Karl Kaltheth. Knowledge managment from a business requires stratege perspective. Journal of FID review, vol 1.no pp37-47.
- 21) D.C.Misra, R.Hariharan, and M.Khanjea. (2003).knowledge management framework for government organization. Information system management.
- 22) R.Malhojra. (2001). Effective customer relationship management by customer knowledge management. Handbook of customer relationship management.
- 23) S.Gandhi. (2004). Knowledge management and refrence services. The Journal of academic libaianship, vol.30, no.5.
- 24) Alex Bennet and David Bennet. (2003). The Parthership between organizational learning and knowledge management.
- 25) A.Carneiro. (2001). The role of intelligent resources in knowledge management « Journal of knowledge management, vol.5, no.4.
- 26) A.B.Hargadon. (1998). Firms as As Knowledge Brokers: Lessons in pursuing continuous innovation. California management review, vol 40, no3.
- 27) D.Leonard&S.Sensiper. (1998). the role of tracit knowledge in group innovation. California management review, vol40, no3.
- 28) Vincent Ribiere and Alesa Sasa Sitar. (2003). Critical role of leadership in nurturing a knowledge management research and practice. Newyork, Palgrave Macmillan Ltd.
- 29) D.W.Delong & L.Fahey. (2000). Diagnosing cultural barriers to knowledge

¹ Knowledge Management
² Lemon
³ Hamel
⁴ Nonaka & Takeuchi
⁵ Wah
⁶ Havensand and Knapp
⁷ Hibarrd
⁸ Batt
⁹ American productivity and Quality Center
¹⁰ Knowledge Cycle
¹¹ Data and Information
¹² Bose and Sugunaran
¹³ Gilbert
¹⁴ Bukowitz and Williams
¹⁵ Suzie, Allard
¹⁶ Suzie, Allard
¹⁷ Misra
¹⁸ Gandhi
¹⁹ Bennet and Bennet
²⁰ Carneiro
²¹ Hargadon
²² Leonard and Sensiper
²³ Ribiere and Sitar
²⁴ Delong and Fahey
²⁵ Senker