

Study of the Knowledge Management Results on Improving the Productivity of Economic Organizations (Case Study: Development Insurance)

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Abstract

The purpose of this research is to study the knowledge management results on improving the productivity of economic organizations. The statistical population of the study consisted of all managers, experts and managerial factors (175 persons) in the development insurance company. The samples were selected randomly by stratified random sampling based on the Cochran formula (120 persons). For collecting statistical data, the knowledge management questionnaire, (Lason, 2003) with 24 questions and a productivity questionnaire with 26 questions; (Hersey and Goldsmith, 1980). The face and content validity of the questionnaire was approved by 10 management experts and its reliability was confirmed in a preliminary test with 30 subjects and confirmed by Cronbach's alpha. For analyzing the data, descriptive and inferential statistics such as Kolmogorov Smirnov, T-1 and Regression were used by SPSS software. The results of the research indicate that the level of knowledge management with the perception of experts is the efficiency of the development insurance company, which knowledge management affects directly on human resource efficiency.

Key words: knowledge management, organizational productivity and human resources, development insurance

Introduction

In today's post-industrial society, organizations inevitably need to endeavor to survive and dynamically change the process, which is a good indication of their complexity. In the meantime, educational organizations are actually managing their change management and management change. In line with the role of the knowledge and skills of managers in the organization, a set of management strategies, management change (understanding change, planning change, implementing a change program and stabilizing change) should be used. Institutions need to understand the need to create a knowledge sharing culture among employees through a process called "institutionalization of knowledge management" in order to apply knowledge management desirably. The importance of institutionalizing knowledge management in the institution is because, firstly, they have corrected employees' misunderstanding of knowledge management, and helped them understand the benefits of knowledge sharing in their career.

Knowledge management discusses the accessibility of knowledge to those who need it. In this regard, the use of knowledge as a practical activity and the provision of objective strategies in the organization aimed at building mentality and the development of morality will be the basis of this institution that must meet the scientific criteria. Thus, it is possible to observe Kovets' statement that "it defines knowledge management as" the process through which the organization creates the capital derived from the thought and thought of members and knowledge-based assets. "Kluopulos And Farapaulo states that knowledge management is at work Revisiting past practices and experiences by focusing on plans for changing eyes.

Also, in the third wave of civilization, industry, production and complex production tools, they have replaced their knowledge, knowledge, and soft-knowledge tools. And for those who want to not be surprised at this time and enjoy its benefits as a brilliant opportunity, it is necessary now to equip itself with the essentials of this age and lead it in its growing competition. In the process of growth, Development and development in the first world countries by providing the necessary infrastructure and scientific, technical and managerial head of the head And as the trend towards developed and developing countries and so on, it moves slowly and with time and space. However, the impact of the Internet, satellite, radio and television and media on the transfer of these new developments and technologies to the less developed countries will surely be realized. Thus, in today's world, customers are looking for the shortest and fastest way to apply for and buy goods. They bring the future to each and every one of the technology and become one of the key categories of futurists. Technology is indispensable for the future study of each area, and every person, organization or community must identify and analyze their future technologies and determine their own path.

The basic question of this research is that; the result of KM is about improving the efficiency of economic organizations?

Theoretical background:

The concept of knowledge: In order to achieve its true meaning, knowledge acquires a path, which in some cases is known as the knowledge pyramid. At the base of the pyramid, data is located. Data are raw facts and certain affairs about phenomena that alone do not have a functional concept for an organization. In general, they give meaningless and unnecessary numbers. Information is the same as data that has been meaningful and targeted and communicated between the data. And knowledge is organized, interpreted, interpreted, combined, and finally processed. Beckman (1998) defines knowledge as follows:

1. Information applicable to problem solving
2. Organized and analyzed information for understanding and making information
3. Knowledge consists of facts, beliefs, perspectives, concepts, judgments, expectations, methods and empirical knowledge.

Knowledge strategy:

Knowledge strategy is a special way to optimize the creation and transformation of knowledge into a competitive advantage in an organization (McDermott, 2005). In Zack's view, M. H. 1999, pp. 125-145, a knowledge strategy is developed to fill the gap between existing knowledge and required knowledge. The goal of the knowledge strategy is to answer the strategic questions that emphasize competitive intelligence and internal knowledge retrieval systems (Kruger & etal 2007). As soon as sufficient knowledge is available, strategists can combine the coordination between strengths, weaknesses, Opportunities and threats of the organization. In general, any effort in the field of knowledge management should be part of a set of

processes for organizing the business strategy of the organization and should move towards the future orientations of the organization and the goals of the organization.

Knowledge management:

There are various definitions of knowledge management, which we refer to a few of them. Knowledge management is the process of creating, gaining, collecting, sharing, and applying knowledge to enhance performance and learning in an organization. Perez (1999) argues that knowledge management is the gathering of knowledge, the intellectual capabilities and experiences of individuals in an organization, and the ability to retrieve them as an organizational capital. Generally, knowledge management is the acquisition and production of appropriate knowledge for the right people at the right time and place in such a way that individuals can make the best use of knowledge in order to attain educational goals. "KM is a discipline that encourages and reinforces the creation, capture, organization, and use of information by relying on mutual support (competing and supporting the provider and recipient of information and knowledge) (Bir, 1999, to Quoted by Duffy, 2000 quoted by Petrides and Guiney, 2002) strategies and processes for creating, determining, capturing, organizing and managing knowledge information in order to best suit individuals in fulfilling the mission of the organization.

The most valuable knowledge in the organization is for individuals, but they do not want to share others with this knowledge because they are concerned about losing their control and control (Nawaban and Kim Bell, 2002). A multidisciplinary approach to achieving organizational goals is through the creation of the best way to use knowledge, which consists of designing, examining and implementing two technical and social processes to improve the application of knowledge for the benefit of all individuals (Australia, 2003: 3)

The concept of productivity:

Productivity is a concept that is used to show the ratio of the output of an individual, unit and organization. The higher the productivity of an organization, the lower the cost of producing a unit of labor. In a highly competitive world today, if we want to increase the productivity of our workplace organization, we must produce fewer human resources, less capital, less time, less space and, in general, less resources.

The productivity of an organization depends more than any other factor on the knowledge, skills, abilities, attitudes and behavior of its employees. There is a positive correlation between the two factors of productivity and the quality of work, and in order to better understand the concept of productivity, it is necessary to get acquainted with the definition of the quality of work.

Quality includes goods and services that meet the needs of the consumer and the provider of income. It is noteworthy that the quality of a product is at its highest and its price may be at the lowest level (1999). Also, productivity is one of the important concepts in the economy that shows how to use the factors of production in the production of the product. In general terms, productivity is the ratio of output to inputs. Productivity is considered as one of the important sources of economic growth in countries and increasing the competitiveness of the firm. So that advanced and developing countries have achieved a significant share of their economic growth through this.

Planning to improve productivity:

In order to achieve productivity improvements, programs often do not write because of the fact that they do not write to the people who need to execute them, and do not have a good executive instruction, it will lead to failures. In order to design a comprehensive and comprehensive program in order to improve productivity, we must follow the steps and steps above.

1. Analysis of the position of organization or company
2. Designing an Improvement Program in Productivity
3. To create the necessary motivation and knowledge about productivity
4. Run the program
5. Evaluation of the program (Taheri, 1378).

Measuring Productivity: Productivity is a measure of performance and evaluates the relationship between inputs (that is, what we use in production) with outputs or output or output (that is, what we obtain). Inputs include: machinery, materials, tools, human resources, capital, land, energy, management, time, and so on. Trademarks are: goods and services. Since resources (inputs) are limited, they should be used optimally through the implementation of productivity management. Workers and employees, producers, consumers, and in other words all the people and the country benefit from higher productivity. As stated in the previous chapter, the combined cycle productivity management cycle has four stages. (A) Measuring and measuring productivity (B) Evaluating productivity (C) Planning for productivity improvement (D) Improving productivity. Each organization at the stage of measuring the productivity according to the type of activity, including production or service, selects a number of performance indicators

that are appropriate to the operations of the organization and, based on their analysis, evaluates the entire set of each of its units. In the next step, the planning of the acceptable levels of the productivity index (goals) in the next period, along with strategies for reaching it, is determined. Finally, in the fourth stage, the process of improving productivity is taken in accordance with several methods, so that in the next round of the productivity management cycle, the overall productivity index of the past will tend to improve. In this chapter, we will discuss in detail the indicators of productivity measurement.

Conceptual model – research: All research studies are based on a conceptual framework that identifies the variables and relationships between them (Eduard Zou et al., 2008, p. 23). Since each research needs a conceptual model that is appropriate in the form of an analytical tool, Variables and relationships between them are depicted. In this research, the researcher introduces a selected model by combining the models of the experts. The conceptual model of this research is based on the knowledge management dimension based on human, structural and technological indicators

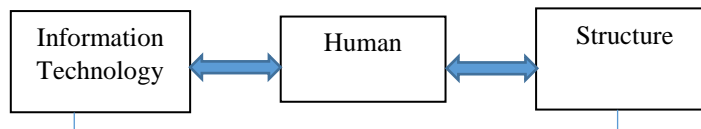


Chart 1 Basic Knowledge Management Bases K. M. B

Some writers have presented the human resource productivity model as follows (Afrac, 2001). The effective factors of human resource productivity are: (a) wanting (b) ability (c) Possibility Human resource productivity

model and knowledge management: Here is a model for combining two models , human resource productivity model and knowledge management.

Combining these models in Module 2 is evident.

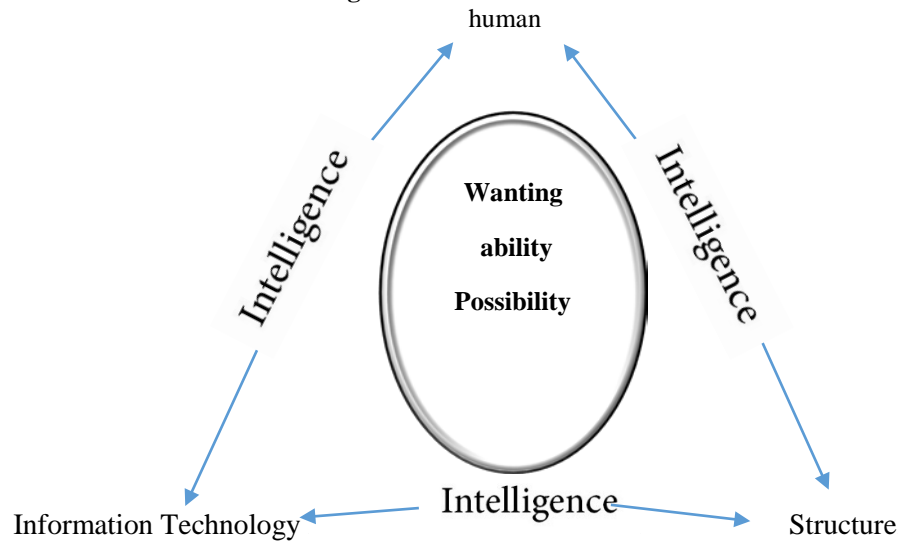


Chart 2 Source: Zahedi, Najari, 2008

Research hypotheses: Based on the goals and research questions and the background and review of the research and the conceptual model of knowledge about the effect of knowledge management on business productivity, the hypotheses developed in this study are presented as follows.

- A. The main hypothesis Knowledge management affects the productivity of economic organizations.
- B) Hypotheses: 1. Knowledge management affects the desire factor in economic organizations 2. Knowledge management affects the ability factor in economic organizations 3. Knowledge management affects the possibility factor in economic organizations.

Research Methodology : This research is based on the goals set forth in the "Study on the Knowledge Management Results on Improving the Productivity of Economic Organizations". The present study is an applied research that is carried out in a descriptive survey approach. The purpose of the survey is to identify the society under study. Hence, in the survey research, the systematic collection of information from the samples takes place. In this type of research, the researcher tries to report what is happening without any interference or mental inference, and obtaining objective results from the position. The purpose of this method is to describe, record, analyze and interpret existing conditions.

Statistical Society : The statistical population of the study consisted of all managers and experts (175

people) managers, experts and management factors in the development insurance company, which was selected randomly by stratified random sampling based on Cochran formula (120).

Information gathering tool:

To collect data, two questionnaires of knowledge management (24 items), productivity (26 items) were used. The validity of both questionnaires was approved by the professors from experts. In order to achieve the reliability of the questionnaire in a study a preliminary study was conducted with 30 subjects and reliability was calculated by Cronbach's alpha method. For the productivity questionnaire, coefficient 0.77, knowledge management questionnaire 0.84 and information technology inventory 0.88 were obtained.

data analysis method: In this research, descriptive statistics including mean and standard deviations and inferential statistics methods including Fisher test were used to compare the correlation coefficient in independent samples, Pearson correlation coefficient and multivariate regression. To analyze the data obtained from the samples, Descriptive statistics and inferential statistics methods were used. In fact, the variables of the research were first tested using descriptive statistics methods and then analyzed by SPSS software, so that according to descriptive statistics, the data in The format of frequency distribution tables and central indicators

and dispersion were presented and according to two-dimensional tables and statistics, and appropriate tests of the relationships between them were investigated.

Research findings: To determine the factors affecting productivity and productivity, and how to measure the productivity of the production factors, there are different approaches. A group of these

approaches are methods based on the production process that can be used to measure the productivity of the factors of production (Nasr Esfahani and Razavi , 2010). As stated above, the findings of the statistical tables of the study in this chapter also reveal the relationship between knowledge management and the productivity of the development insurance company.

Table 1; test results of variables

Error rate	Meaningful level	Test ratio	Ratio observed	Frequency observed	Likert Spectrum	Research variables
0/05	0/000	0/50	0/22	9	Medium and less above average	knowledge management
0/05	0/000	0/50	0/53	30	Medium and less above average	Productivity of Development Insurance Company

Based on the table, as the significance level is smaller than the error rate and the observed ratio is greater than the test ratio, the assumption that the effect of knowledge management is higher than the average level is confirmed and also the assumption of the role of the knowledge management function

on the insurance company's productivity The average level is higher, it is confirmed.

Test of research hypotheses : Hypothesis 1: Knowledge management affects the desire factor (human resource productivity) in economic organizations.

Table 2: Single-variable regression to examine the relationship between knowledge management and the productivity of the development insurance company

Meaningful level	F value	Averages of squares	The freedom Degree	Sum of squares	Source of change
0/001	7/595	0/250	1	0/258	Regression
		0/440	117	51/892	Remaining
			118	52/321	Total

Hypothesis 2: Knowledge management affects the ability factor (human resource productivity) in economic organizations.

Table 3: Univariate regression to examine the relationship between knowledge management and human resource productivity of the Development Insurance Company.

Meaningful level	F value	Averages of squares	The freedom Degree	Sum of squares	Source of change
0/001	8/498	0/240	1	0/345	Regression
		0/284	117	33/365	Remaining
			118	33/366	Total

Hypothesis 3: Knowledge management affects the possibility factor (human resource productivity) in economic organizations

Table 4: Single-variable regression for assessing the relationship between knowledge management and human resource productivity of the Development Insurance Company

Meaningful level	F value	Averages of squares	The freedom Degree	Sum of squares	Source of change
0/001	10/559	4/294	1	4/289	Regression
		0/404	117	47/935	Remaining
			118	52/232	Total

According to the results of the tables, with emphasis on the amount of F and the significance level of less than 0.05, it can be suggested that there is a significant relationship between knowledge management and human resource efficiency of the

Development Insurance Company. In other words, the ability to predict the human resources efficiency of the development insurance company is through knowledge management in the company.

Table 5: Regression coefficients associated with prediction of KM through human resource productivity of the Development Insurance Company

Meaningful level	Amount T	Beta coefficient	Amount B	R ²	Predictive variable	Criterion variable
0/001	3/250	0/286	0/63	0/081	Human Resource Productivity	knowledge management

Regarding the one-variable regression coefficients, it can be argued that there is a significant positive correlation between knowledge management and human resource productivity of the development insurance company. Thus, with the increase of knowledge management in this company, human resource productivity also develops.

Conclusion:

In the inferential findings, for data to be natural, since the significance level for both questionnaires is

larger than the test level, it is $\alpha = 0.05$, so the distribution of data in both questionnaires has a normal distribution. Not. For this reason, a parametric test was used to test the hypotheses. The results of this study revealed that knowledge management affects the human resources efficiency of economic organizations (Case Study of Development Insurance Company). The results of the research indicate that the productivity index of human resources in Iran is low

compared to the countries of the region and East Asia. Shokri (2000) in a research on productivity and its factors in the country showed that the low productivity index is due to the lack of culture and attitude of productivity in the country and the emphasis on human resources to enhance organizational performance in the year Recently, due to the fact that, based on the theory of resources, the human resources of organizations are the only source of scarce resources that competitors cannot easily copy, thereby creating a sustainable competitive advantage for the organization (Henry, 2003). , P. 30-90).

Recommendations and suggestions: Suggestions based on the research recommend that managers of insurance companies, especially development insurance, use knowledge management for human resource efficiency. It is recommended that the managers of insurance companies, especially development insurance, pay attention to the application of knowledge management in order to develop productivity in different aspects of the organization. In this regard, attention is paid to the intangible factors and its mediator role in establishing the relationship between knowledge management and human resource productivity. And by making scientific studies, they will be informed about their effectiveness and use them efficiently. What has been considered in the fourth plan of economic, social and cultural development of the country about the insurance industry is a comprehensive development and deepening of the culture of insurance at the community level. Considering the theoretical foundations and research background as well as the research findings, in order to solve the problems And the challenges facing the insurance industry, especially the insurance industry, are the following solutions and recommendations for

each hypothesis: A) Knowledge management affects the productivity of economic organizations. -To provide more interactions between the insurance industry and the scientific and research institutions for conducting insurance research and research. (B) Knowledge management affects the desire factor in economic organizations

- The design of the organizational structure of the IT application for the insurance company, which calls for flexibility and mobility appropriate to the environmental conditions and consistent with the principles and conditions of a trading company. Promotion of public awareness and public life insurance claims as a result of the development of

marketing and sales of these insurance policies with the aim of increasing social welfare and ensuring the future of the various strata of society. C) Knowledge management affects the ability factor in economic organizations

- Gradual and exempted liberalization of the pricing of premium rates in the form of tariffs that provide a suitable basis for the ability to compete healthy in the business environment of insurance.

Designing and developing a variety of micro-insurance to support low-income groups in society. -

Improvement of the Insurance Regulations of the Insurance Companies and Amendments to the Regulations on Technical Reserves for Life and Non-life Insurance. D) Knowledge management affects the possibility factor in economic organizations-

Creation of centralized databases based on the market situation, economic, social and cultural structure in the composition of economic sectors and based on which it is possible to design insurance products in accordance with customer needs. -Repair and eliminate laws and regulations that conflict with the activities of an enterprise. For this purpose, it is possible to create general and specific fields of insurance.

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