

**Investigating the Role of Knowledge Management
Capabilities in the Relationship between HR
Strategies for Empowerment and Innovative
Performance
Case Study in Western Azerbaijan**

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ABSTRACT

Knowledge management is a key strategy for success and survival in the environment is unpredictable. Human resource management is one of the most important strategies is known , and knowledge management as one of the latest tools and management techniques play an important role as part of the strategy of human capital management plays. The aim of this study is the role of knowledge management capabilities in the relationship between human resource strategies to empower and innovative performance of the Registry Case Study in West Azerbaijan. Methodology this study is based on objective, functional and descriptive information collected by way of a survey. A questionnaire was used to collect data. Data analysis in two parts: descriptive and inferential

statistics using SPSS software was used. The results show that the dimensions of knowledge management, knowledge creation, knowledge preservation, knowledge sharing and application of knowledge on empower and innovative performance there is positive relationship.

Keywords: knowledge management, innovation, human resources, empowerment

Introduction

Knowledge management as a new approach really focuses on the organization's needs, the organization of intellectual, human and scientific capital, and as a new approach to changing and shifting from the management of physical power to the management of the brain, and the rapid growth of knowledge And technology (Saliz, quoted by Nick Bakht et al., 2009). Undoubtedly, with a deep and scientific look at the new organizations, they can be said that they have changed dramatically on the basis of the two concepts of complexity and turmoil, and there are many differences with the past due to the circumstances in which they are located, So that the present nature of the world is based on discrete and fundamental changes. These changes have taken place so rapidly and with high competition that the great organizations of the twentieth century do not tolerate the durability of the emerging 21st century. Therefore, in these new environments, organizations need their natural systems and their reflections to survive and succeed, so that they can adapt to it with rapid diagnosis of change, this tends to focus the organizations on knowledge (Marquart, Translated by Zali, 1385).

Literature and research background

The concept of knowledge management:

Knowledge management is the systematic and obvious management of knowledge linked to the processes of creating, collecting, organizing, disseminating and applying knowledge. In knowledge management, the

transformation of personal knowledge into collective knowledge is important to be widely used throughout the organization. In the application of knowledge, two important points are: sharing knowledge and innovation (Adli, 2005).

Generally speaking, knowledge management is to capture the knowledge of the organization's employees and even knowledge outside the organization and to disseminate it when it comes to performing tasks in the organization, which will lead to further growth and development.

Empowering employees:

Employee empowerment is one of the effective techniques for increasing employee productivity and optimally utilizing their individual and group capacities and capabilities in line with organizational goals. Empowerment is a process in which continuous improvement and improvement can be achieved through the development of the influence and ability of individuals and teams. In other words, empowerment is an organizational development strategy. Today's organizations are under the pressure of many factors, such as increasing global competition, sudden changes, the need for quality and after-sales services, and the availability of limited resources.

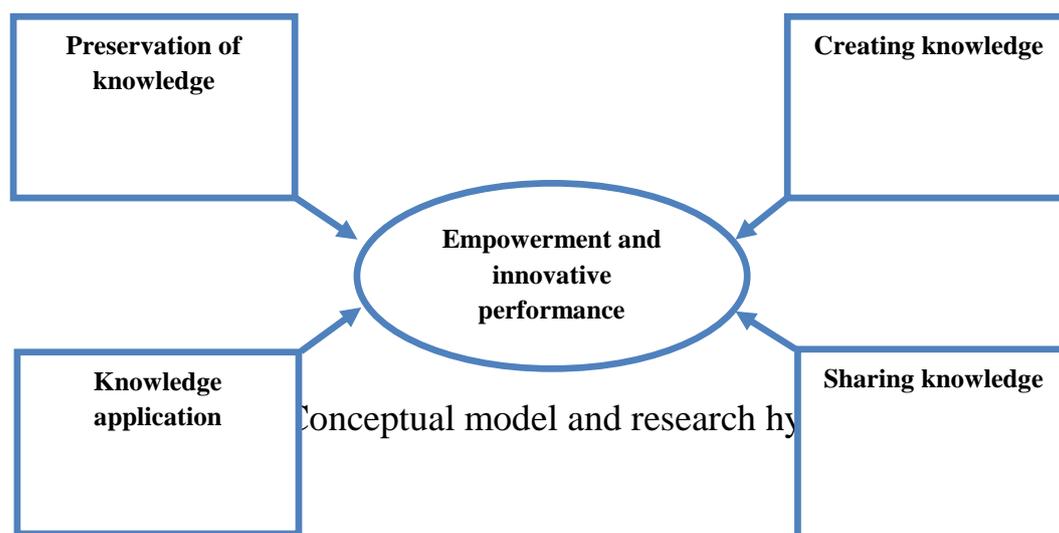
Innovation relationship with organizational knowledge:

Knowledge is one of the actions and interactions of human beings. Humor is related to the peripheral world. And the result of mental efforts of humans in individual, group, and social domains. These mental and linguistic attempts of humans are constantly and continuously changing the world of racist experiences and shaping them and can bring new concepts to the world Indulge yourself around. Innovation is one of the main and strategic goals of organizations that is realized through specific organizational functions. The goal of the innovative activities is to develop new products that are made up of a conscious and purposeful search. Organizations have open space and individuals interact with external people and other organizations beyond their own range.

Background

Han and colleagues found that innovation, the process of gathering, sharing and using both objective and implicit knowledge (Wang et al, 2010), has been found to facilitate the enhancement of performance innovation through comprehensive quality management. Zhou and Lee in their research, Empirical Research on Knowledge Management and Innovative Performance, showed that knowledge sharing and knowledge creation are significantly associated with innovation performance (xu & li, 2009). The aim of this study was to investigate the effect of knowledge creation processes on the effectiveness of innovation, and the use of knowledge has a significant effect on the effectiveness of innovation, but the creation of knowledge has no significant effect on the effectiveness of innovation (qianzhen, 2005). In order to investigate the relationship between knowledge management and innovation performance, gloat & Tetziovski found that KM leads to innovation performance leading to the use of human resources activities and information technology activities (gloat & Tetziovski, 2004). Scarborough, for the purpose of examining, managing knowledge, managing human resources and the process of innovation, found that there is a relationship between knowledge management and innovation in the organization, and these are overlapping with human resource management issues (Scarborough, 2003).

Conceptual model and research hypotheses:



1. There is a positive relationship between the creation of knowledge and the empowerment and innovative performance of the organization.
2. There is a positive relationship between maintaining knowledge and effective organization and performance of the organization.
- 3- There is a positive relationship between knowledge sharing and empowerment and innovative performance of the organization.
4. There is a positive relationship between application of knowledge and empowerment and innovative performance of the organization.

Society and statistical sample

The statistical population of this study is all employees of the Civil Registration Office of West Azerbaijan Province. The number of its employees is 220 people. Morgan table is used to obtain sample size. The appropriate sample size is given according to Table 136. And simple random sampling method.

Method of data collection

In this research, the following methods are used to collect information and data needed to examine the questions raised.

1. Library Method.
2. Field method using questionnaire preparation and distribution.

Research findings

In this research, the hypotheses were developed in accordance with the subject of the research, namely, "The role of knowledge management capabilities in the relationship between human resources strategies for empowerment and innovative performance of the organization". Different statistical tests such as Pearson correlation test have been used. In all stages of the study, SPSS software was used to confirm the results of the assay test.

Table 1. Results of the assay test.

Significance level	Coefficient of relationship	The coefficient of determination	Hypothesis
0/00	0/523	0/25	First
0/00	0/442	0/23	Second
0/00	0/403	0/21	Third
0/00	0/394	0/20	Fourth

Conclusion

Learning is the result of the integrity of knowledge and it is a personal skill itself. Since learning is considered consciously by the organization to maintain competitive power based on productivity and innovation in uncertain environments, it improves the quality of its organization's decisions. In order to achieve and maintain competitive advantage, organizations need to be dynamic in the field of developing the core competencies of individual and organizational learning. The burden of raising capacity is on the hands of managers, in order to be able to prepare and respond to social and technical changes. Capabilities are a set of skills and technologies that enable an organization to create special benefits for its customers. This feature is more than a single skill or technology, but a network of individual skills and organizational units. The capabilities are rooted in the organization's collective knowledge and is a glimpse of the resources of the organization. The results of the research showed that there is a positive relationship between the dimensions of knowledge management, knowledge creation, knowledge preservation, knowledge sharing and knowledge utilization with empowerment and innovative performance.

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