

Research Paper (Mixed)

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Presentation of knowledge sharing model in Bank Maskan Iran

Maryam Firoozi¹ , Ahmad Vedadi² , Alireza Amirkabiri³ 

1- PhD student in Marketing Management, Department of Business Management, Central Tehran Branch, Islamic Azad University, Tehran, Iran

2- Associate Professor, Department of Public Administration, Central Tehran Branch, Islamic Azad University, Tehran, Iran

3- Assistant Professor, Department of Public Administration, Central Tehran Branch, Islamic Azad University, Tehran, Iran

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Abstract

The purpose of this research is to present the knowledge sharing model in Maskan Bank of Iran. The research method is applicable in term of its purpose, and mixed in terms of implementation. The statistical population in the qualitative part includes 15 experts, professors, and all people who have had practical or research activities in the field of knowledge sharing, using a purposive sampling method; and in the quantitative part, it includes 344 employees of the headquarters of Maskan Bank of Tehran, using a simple random sampling method. Data collection was done in the qualitative part by using semi-structured interviews; and in the quantitative part by a researcher-made questionnaire. The data-based method was used in the analysis of the data of the qualitative part, and PLS software in the quantitative. The results in the qualitative part showed that 6 structures include: causal conditions (with 3 dimensions of universality and inevitability, the need to change the attitude towards branding, urban brand identity), contextual conditions (with 3 dimensions of brand structural coherence, urban branding, strategic location of city), intervening conditions (with 3 dimensions of tourist behavior pattern, investment/financing, environmental factors), dimensions of the phenomenon (with 3 dimensions of creating a platform for smart tourism, attention to stakeholders, integrated urban brand management), strategies (with 3 dimensions of urban advertising system improvement, smart urban branding design, urban brand culture), and consequences (with 3 dimensions of social capital development, development of quality of life, competitive power of urban brand). Based on the results of quantitative analysis, the relationships between significant research variables and the model have a good fit.

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Corresponding Author: Ahmad Vedadi

Email: ahvedadi@gmail.com

Extended Abstract

Introduction

During many years and working in organizations, human resources acquire sets of ideas, thoughts, skills, experiences and applicable sciences. The collection of such reserves is considered the knowledge of each person, which is recorded in the person's mind over time. As long as this knowledge exists in a person's mind, other people do not have the ability to access and benefit from it. There are many organizations that have such people (Park & Gabbard, 2018).

Leibovitz believes that knowledge management is a combination of acquisition and storage of obvious knowledge, along with intellectual capital management. In other words, knowledge management is the process through which organizations use their collected information. Approaches to knowledge management depend on the management perspective. Differences can be caused by information-based, technology-based, and culture-based perspectives (Asgharnehgad & Haghdoost, 2022). Therefore, one of the most important means of continuous creation of knowledge is sharing it among all units and members of the organization with an emphasis on technology and social interaction, attention to which has an important role in the survival of the organization in the spaces facing the competitive organization (Gholipour domyeh, 2023).

Knowledge sharing is the axis of development and transformation in different societies and it is considered the main focus of training specialized and trained human resources in any society. Realization of knowledge management, sharing and documenting it in financial and banking organizations is one of the basic needs of today's knowledge-oriented society. In the current age, which is called the age of knowledge, organizations are witnessing environments that are becoming more dynamic and challenging day by day, and consider intangible and spiritual capital, called knowledge, as an important and vital factor (Firouzi & Feyzi, 2017). Based on the said material, the researcher is trying to answer the question: what is the model of knowledge sharing in Iran Maskan Bank?

Theoretical Framework

Sharing knowledge

Researchers state that one of the key assets of organizations is the knowledge they have access to (Hao et al, 2019). Knowledge sharing is the voluntary and enthusiastic transfer of acquired skills and experiences to other people and departments of the organization (Gupta et al, 2019). Knowledge sharing is also defined as informational behavior that requires effort and preparation to be responsive and understand information knowledge sharing (Kurmiawan et al, 2020). Knowledge sharing takes place voluntarily to share their expertise and knowledge with others with the intention of creating an interested learning process (Oyemomi et al, 2019).

Hemti Nooddoost Gilani & Bagherzadeh (2023) investigated the relationship between intellectual capital and creativity with the mediating role of knowledge sharing perception in Sanat and Ma'dan Bank. The findings of the research indicated the existence of a positive and significant relationship between intellectual capital and creativity of employees in Sanat and Ma'dan Bank. Also, the mediating role of the perception variable of knowledge sharing in the relationship between the components of intellectual capital and creativity was confirmed. These findings mean that the emphasis on knowledge sharing by employees can have a positive effect on the creativity of employees in a way that significantly influences the effectiveness of intellectual capital on the creativity of employees.

Gholipour domyeh (2023) investigated the simultaneous optimization of knowledge sharing and customer loyalty in social networks under the digital marketing approach. The results of

the integrated approach on a company active in the field of digital marketing in Tehran showed that there is a significant positive effect of 6.47% between customer loyalty and knowledge sharing at a significance level of 1%. The results of the regression analysis also showed that there is a positive and significant relationship between knowledge sharing and customer loyalty under the digital marketing approach by 1.53%. AHP analysis showed that protestive behavior and purchase intention are the most important components of customer loyalty. Coding and implementation of the proposed bi-objective mathematical model in Games software provided a level of optimization in which maximum shared knowledge with maximum customer loyalty was achieved.

Research methodology

The research method is applicable in term of its purpose, and mixed in terms of implementation. The statistical population in the qualitative part includes 15 experts, professors, and all people who have had practical or research activities in the field of knowledge sharing, using a purposive sampling method; and in the quantitative part, it includes 344 employees of the headquarters of Maskan Bank of Tehran, using a simple random sampling method. Data collection was done in the qualitative part by using semi-structured interviews; and in the quantitative part by a researcher-made questionnaire.

Research findings

The data-based method was used in the analysis of the data of the qualitative part, and PLS software in the quantitative. The results in the qualitative part showed that 6 structures include: causal conditions (with 3 dimensions of universality and inevitability, the need to change the attitude towards branding, urban brand identity), contextual conditions (with 3 dimensions of brand structural coherence, urban branding, strategic location of city), intervening conditions (with 3 dimensions of tourist behavior pattern, investment/financing, environmental factors), dimensions of the phenomenon (with 3 dimensions of creating a platform for smart tourism, attention to stakeholders, integrated urban brand management), strategies (with 3 dimensions of urban advertising system improvement, smart urban branding design, urban brand culture), and consequences (with 3 dimensions of social capital development, development of quality of life, competitive power of urban brand).

Conclusion

The current research was conducted with the aim of presenting a knowledge sharing model in Iran Housing Bank. The results of this research are in agreement with the results of Hemti Nooddoost Gilani & Bagherzadeh (2023), Gholipour domyeh (2023), Azeem et al, (2021), Bayati et al, (2021), Ghanbari & Ahmadi (2022), Tabatabaei et al, (2020), Katlijn et al, (2021), Daphna et al, (2020), and Lee et al, (2020). Katlijn et al, (2021) in their study showed that people believe that their knowledge is an important part of their identity; sharing it is costly, but facilitates greater trust that the recipients of this knowledge have with future reciprocal rewards.

According to the results of this research, the following suggestions are presented:

1. Create a culture of knowledge sharing: managers should create a culture that encourages employees to share their knowledge and experiences. This can be through team meetings, internal publications, online systems, or collaboration platforms.
2. Creating an atmosphere of cooperation: encouraging employees to cooperate and interact with each other is important. Banks can promote co-working spaces, hybrid teams, and joint projects so that employees can directly communicate with each other and share their knowledge.

3. Internal training platforms: creating an internal training platform where employees can easily access training resources, recorded trainings, and online courses will help companies to share their knowledge with bank employees.