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Customer Knowledge Management and Organization's Effectiveness: explaining the mediator role of Organizational Agility

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Abstract

This research aims to study the effect of customer knowledge management on organizational agility and effectiveness. In terms of purpose, this is an "applied" research and Due to the nature of the research, the data-collection method is "descriptive survey". The statistical population of this research includes 130 employees of private banks in Sirjan. The sample size was estimated 97 people by using Krejcie & Morgan Table (1970) and cluster sampling method was used. Data collection tool is closed questionnaire with Likert's five-option spectrum. Therefore, 105 questionnaires were distributed and collected and 97 valid questionnaires were analyzed. Content validity was used to determine the validity, Cronbach's alpha was used to determine the reliability, and the coefficients for components were more than 0.7. To test hypotheses structural equation modeling using SmartPLS 3 software was used to test hypotheses. The results showed that customer knowledge management impact on organizational agility and organizational effectiveness and customer knowledge management through organizational agility has significant positive impact on organizational effectiveness. Finally, some practical suggestions, future research suggestions and research limitations are presented.

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1. Introduction

Due to extensive changes in today's world and the intensification of competition, many researchers paid attention to design appropriate strategies for effectiveness organizations and rapid and effective implementation them. The concept of efficiency is one of the most important issues in the understanding of organizational behaviour which is known as the main cause of development of the organizational theory and the main subject in practical field. Malhotra (2005) in his studies said that effectiveness is doing the right things, not doing things right. Effectiveness is one of the Criteria for the achievement of organizational goals which is considered in all field (classical, neoclassical, contingency, etc.) and can be achieved by different approaches and hence it is an overall concept (Malhotra, 2005). Research shows that optimization of organizational knowledge through different ways increases the efficiency and effectiveness of the organization, therefore knowledge should manage to ensure the provision of desirable goods and services to customers and attain their satisfaction (Bhatti et al., 2011). Today's competitive economy and stressful environment made knowledge management to organize as an important factor for the business benefits and competitive advantages. Organizations should know how to use knowledge management to develop of their revenues and profits and their goals. But the available methods and procedures to measure the effectiveness are disappointing and continuous needs for assessments and evaluations of this issue are felt (Zheng et al., 2010).

Relying on knowledge as a key factor of competitiveness in the global economy, companies may be looking for a key component which called customer knowledge (Gilbert et al., 2002). This knowledge is superior which enables organization to exploit the resources and increase its ability for competition. Customer knowledge processing involved with customer relationships management which his aim in business process is retaining customers. Customer Relationship Management is an advanced step to gather information about customers in order to understand and influence customer behaviour (Soliman& Spooner, 2000).

The recent studies have reflected that the possible competition between the knowledge management and customer relationship management to attain a sustainable competitive advantage. The mixture of these two theories is known the customer knowledge management (CKM) which is a good method to obtain knowledge of the customer and supply the most appropriate knowledge for him. Customer knowledge management is in connection with the acquisition, sharing and the development of customer knowledge and it aims to give benefit between customers and organizations (Sarhadi, 2013). On the other hand, Organizations are forced to look for agility to compete in the twenty-first century because modern organizations face with increasingly pressure to find new ways to compete efficiently in the global dynamic market. Agility promotes the organization ability to offer high quality products and services; therefore it becomes an important factor for productivity of organization. Banks are such organization in which the issues of knowledge management, agility and efficiency are vital in them. Banks are considered as an essential component of financial systems in the economy have a great impact on the economy and world trade as financial. With increasing competitors, banks are realized the importance of attracting the customers and their benefits. Customer is one of the main factor and the condition of success of the banking industry. Advantages of customer knowledge management should be taken in the banks so that information and experience are systematically applied, in a way that invention, competence, efficiency and accountability of the organization are improved (Sarhadi, 2013).

Considering the importance of the above cases, this research seeks to answer this question "Is there relationship between customer knowledge management, organizational agility and organizational effectiveness?"

2. The Research Literature

2.1. Customer knowledge management

Today the customer is known the most important source of knowledge for companies. Researchers believe when customers use a service or a product they get plenty of knowledge and experience. This knowledge has become an important resource for organizations and acquiring it has become a new competitive advantage for companies. On

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