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The Mediating Role of Knowledge Sharing on Relationship between IT Capability and IT Support as Predictors of Innovation Performance: An Empirical Study on Mobile Companies in Iraq

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Abstract

The purpose of this research is to examine the relationship between the IT capability and IT Support to predict Innovation performance via the mediating role of knowledge sharing as a vital matter in mobile communication companies in Iraq. The suggested model was designed of IT capability and IT Support as an independent variables, while Innovation performance as a dependent variable. To determine IT capability and IT support on Innovation performance and may asked of the employees in these companies for questionnaire responses. Population was consisted of four mobile communication companies in Iraq and participants 276 employees were selected. Based on a number of relevant measures of research topic, the hypotheses have been prepared. The data were analyzed statistically using structural equation model (SEM) and factor analysis to extract results. The regression analysis results indicate to a positive and statistically significant association between IT capability and IT Support on Innovation performance. Based on this, the researcher recommends the staffs to encourage the use of IT support for expand knowledge and promote innovation performance in these companies.

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1. Introduction

In the literature of strategic management recognizes innovation as a crucial catalyst for companies to create value, maintain competitive advantage in an increasingly complex, and change environment (Madhavan and Grover, 1998; Subramaniam and Youndt, 2005). Companies that have largest innovation be more successful in responding to the complex environments and the development of new capacity allow it to achieve the best performance (Montes et al., 2004; Chen and Huang, 2009). Actually, innovation is very important for companies that are trying to find their place in the market and to ensure survival in the long term (Kamasak & Bulutlar, 2010, p.306). Today, innovation is a key to an organization's success and sustainable development. However, the innovation process relies heavily on knowledge and how can sharing this knowledge which represents more than data or information simple. Nonaka (1994) claimed that the knowledge creation is a considered as a prerequisite of innovation and competitiveness. Gloet and Terziovski (2004) confirmed Knowledge power is lies in the owned, the underlying implicit values that support the learning process.

The previous studies about the knowledge and competencies recognize the value of human resources assets for companies because of the characteristics of a specific company (Collins and Clark, 2003; Wright et al., 2001; Youndt et al., 1996; Lado and Wilson, 1994). The knowledge-based view describes companies as warehouses of knowledge and competencies (Spender, 1996; Grant, 1996). Although, there is a lot of the debate on knowledge and their relations with innovation in the present literature, but a few studies have addressed the influence of sharing of knowledge on innovation performance (Abidin, Mokhtar & Yusoff, 2011). Based on this, the present study attempts to address the link of IT capability, IT support and innovation performance from the knowledge-based view. In spite of company has access to the knowledge, skills and experience of the staff, may be need to possess a good technology capabilities in the management tools to ensure the effective use of human capital in the develop of technological expertise for innovation (Chen & Huang, 2009). One very important element that affects innovation performance of an organization is information technology which enhance of knowledge sharing (Jie and Zhengang, 2010). Sohail and Daud (2009) confirmed the knowledge sharing is to making available of knowledge and utilized into learning. Indeed, the knowledge sharing allows members of the organization to acquire more knowledge and provides an effective tool to maintain competitive advantages. Based on this, the aim of this research is to examine the relationship between IT capability, IT support and innovation performance through mediating role of knowledge Sharing. The next sections of this research considers the relevant literature of hypotheses, methodology, presented the results of this research and highlights future research directions.

2. Research background and hypotheses

2.1 Innovation Performance

The researchers have identified the relevant literature of innovation performance of a different points of view. Dan and Yi-Qin (2011) Innovation performance is a concerted effort from different of innovative elements. Based on Alshekaili and Boerhannoeddin (2011), innovation performance is orientation of the company to support new and creative ideas. Leavengood and Anderson (2011) innovation performance is defined as a multi-dimensional aspects include product innovation and process innovation, and business systems innovation. Furthermore, Wang and Ellinger (2011, p.516) defined innovation performance as "an idea, product, process, system or device which is seen as a new to an individual, a group of persons or companies or a society as a whole". Prajogo, Power and Sohal (2004) they identified two types of innovation performance are product and process. Also, stressed that knowledge management has substantial positive relationship to both product innovation and process innovation. On the other hand, Kaewchur, Anussornnitarn and Pastuszak (2013) Knowledge sharing and information technology can significantly affect the innovation and can play a critical role as an important factor in the success of this process.

2.2 IT Capability

In mostly IT capability has been identified as a major construct influencing on the business value generated from IT (DeLone & McLean, 1992; Devaraj & Kohli, 2003; Bhattacharjee & Hikmet, 2008). Rather than focus on a

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