

## Studying the Effect of Knowledge Management Application in Prevention from Organizational Knowledge Slump in Snova Company, Esfahan Province

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**Abstract:** The studies have indicated that unlike reduction of traditional resources efficiency (like money, land, machineries,...) knowledge is really an important resource for increasing the business performance. The purpose of this research is to study the effect of knowledge management application in prevention from organizational knowledge slump in Snova Company (industrial group of selecting the producer part of audio-visual equipment). Comparison of the responses score mean indicates that the role of knowledge management on the speed of doing the works, prevention from organizational knowledge slump and reduction of errors has been more than the average level, therefore these research hypotheses are accepted.

**Key words:** Research, audia, visual, score, mean

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### INTRODUCTION

World around us is progressing quickly and unimaginably and in this pioneer world, the nations and societies should control their digestion and balance speed with the world around and they should conform their knowledge to the modern knowledge and if the society can progress concordant with today's world, definitely it will derive a benefit of the advantages of this progress and if it can not add to its speed, definitely it will be isolated from other societies and it will live in seclusion. With regard to this understanding, the seekers of knowledge in all scientific domains especially human sciences try to make the standards and structures of knowledge management applicable so that this issue enables the societies to achieve the modern knowledge that somehow is accounted as the strategic capital and therefore the intellectual and human asset can be increased (Gilbert, 2006).

**Knowledge management history:** Since the history and development of the knowledge management have been appeared from different domains, they aren't clear and accurate. It is said that some of the management theorists have helped to the manifestation of knowledge management. Among them, Draker, Peter; Strassman and Sanger, Peter in America are some of the most famous pioneers. Draker and Strassman have emphasized on the growing importance of information and explicit knowledge as the organizational resources. On the other hand, Sanger has concentrated on the cultural dimension of knowledge namely (learner organization).

Also the field researches in the knowledge management domain have found more acceleration after beginning of third millennium. These researches sometimes have been done on behalf of the international organizations and sometimes on behalf of the organizational researchers and mostly they have identified the approaches with the work method of organizations in this field (Fateh and Dariush, 2008).

**Knowledge definition:** Knowledge is the organized and analyzed information which can be understandable and also applicable for solving the problem and decision-making. Knowledge is to reason about information and data for achieving efficiency, solving the problem, decision-making, learning and training. According to a more comprehensive definition, Prozac and Davenport believe that knowledge is the political combination of experiences, values, field information and professional thought which provides a frame for evaluating and presenting new experiences and information.

**Organizational knowledge definition:** It refers to the processed and embedded information of normal proceedings and stages which have the action ability and also the knowledge which has been obtained by organizational systems, stages, productions, laws and culture (Jatinder, 2011). The reasons of knowledge management genesis:

- Transformation of industrial business model
- Extra increasing of the information volume, its electron storage and increasing of access to the information

- Change of age pyramid of population
- More specialized activities

The research purposes:

- Determining the relation between knowledge management and the speed of doing the works
- Determining the relation between knowledge management and prevention from organizational knowledge slump
- Determining the relation between knowledge management and reduction of errors

## MATERIALS AND METHODS

The methodology in this research is descriptive survey. Since, this research studies the existing status, it is a descriptive kind and since it studies the role of knowledge management on prevention from organizational knowledge slump, it is a survey kind.

## RESULTS AND DISCUSSION

### Statistical analysis

**Hypothesis 1:** Knowledge management has effect on increasing of speed in doing the works.

According to the results of Table 1, observed t has been meaningful at the level of  $p \leq 0.05$ . Therefore, the role of knowledge management in the speed of doing the works is more than the average level.

**Hypothesis 2:** Knowledge management has effect on reduction of error and rework.

According to the results of Table 2, observed t has been meaningful at the level of  $p \leq 0.05$ , therefore the management more than the average level causes to reduce errors and rework.

**Hypothesis 3:** Knowledge management is effective on prevention from organizational knowledge slump.

Table 1: Comparison of the mean score of knowledge management role in the speed of doing the works

Variables	Mean	SD	t-value	p-value
Speed of doing the works	16.4	0.552	36.13	0.001

Table 2: Comparison of mean score of the knowledge management role in reduction of error and rework

Variables	Mean	SD	t-value	p-value
Reduction of error and rework	83.3	0.827	40.6	0.001

Table 3: Comparison of mean score of knowledge management role in prevention from organizational knowledge slump

Variables	Mean	SD	t-value	p-value
Prevention from organizational knowledge slump	17.4	0.764	72.9	0.001

According to the results of Table 3, observed t has been meaningful at the level of  $p \leq 0.05$ . Therefore, the management more than the average level causes to recover the information.

## CONCLUSION

According to the accomplished researches, organizational knowledge has positive effect on the speed of doing the works, reduction of errors and prevention from rework and organizational knowledge slump and according to it, daily standards should be designed and codified in the organization and the participative management culture should be institutionalized so that the knowledge management system to be established in the organization well.

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