

Evaluation of factors influencing knowledge management in physical education offices

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ABSTRACT: Knowledge management is a new viewpoint for organization which believes that if organizations want to be successful, they must access to knowledge and have a deep understanding of it in all layers. This study evaluation of factors influencing knowledge management in physical education offices of Kerman and Bandar Abbas province in Iran. This study is an applied one and in terms of research methods, is samples of 227 people are using the Morgan table. The researchers used self-designed questionnaire. Initially, 45 questionnaires were tested before and after to ensure high reliability of the questionnaire was distributed questionnaires. After collecting data using SPSS software in both descriptive and inferential statistics have been analyzed. The descriptive statistical data using mean and variance of the data using inferential statistics Pearson correlation and multiple regression with the Enter method, the data have been analyzed. Hypothesis testing results indicate that between organizational structure, information technology, organizational culture, human resources, training and retraining of staff and knowledge management in physical education offices of Kerman and Bandar Abbas province has a significant relationship.

Keywords: Knowledge management, Physical education offices, Iran

INTRODUCTION

Knowledge has been recognized as an important source of competitive advantage and value creation. The concept of knowledge within knowledge management can be seen as both an object and a process. Knowledge as an object is active information which can be acted upon to generate value, whereas knowledge as a process involves the identification, dissemination and organization of this knowledge to generate value in the achievement of the organization's objectives. Knowledge management describes the strategies and processes of acquiring, converting, applying, and protecting knowledge to improve a firm's competitiveness. The growing importance of knowledge as a critical resource has encouraged all organizations in the public sector and private sector to pay greater attention to knowledge management and large organizations around the world have implemented knowledge management strategies, policies, and programs (Seba & Rowley, 2010). In recent years there has been a growth in the amount of research on the impact of knowledge management on performance in the public sector (Schulte & Sample, 2006). To develop, manage and exploit organizational knowledge requires behaviors we can refer to as knowledge management competencies. They are fundamental to innovation, enabling it to survive competitively and to grow (Pitt & Jason, 2008). Knowledge has been recognized as an important source of competitive advantage and value creation. The concept of knowledge within knowledge management can be seen as both an object and a process. Knowledge as an object is active information which can be acted upon to generate value, whereas knowledge as a process involves the identification, dissemination and organization of this

knowledge to generate value in the achievement of the organization's objectives Knowledge management describes the strategies and processes of acquiring, converting, applying, and protecting knowledge to improve a firm's competitiveness The growing importance of knowledge as a critical resource has encouraged all organizations in the public sector and private sector to pay greater attention to knowledge management and large organizations around the world have implemented knowledge management strategies, policies, and programs (Seba & Rowley, 2010). Now the important and crucial role in knowledge management is responsible for managing the world economy; this led to many management experts, given the progress that was achieved in information technology, Knowledge management capabilities in order to attempt to develop competitive success (Lin & Tarn, 2007). Due to the rapid interest and knowledge management in different countries and industries in academic research and scientific circles is growing. That knowledge management has a key role in many organizations. Knowledge management solutions causes' Organizational knowledge in all parts of the organization to play well and be used (Ngai & Chan, 2005). Wide range of factors that can affect successful implementation of KM can be seen in the literature. For example, cultural factors, information technology and leadership as important considerations in implementing knowledge management are discussed. However, no systematic work on identify incoherent sets of main factors of success for implementing knowledge management in small and medium organizations cannot be seen (Wong, K. Y., 2005). In recent years, various organizations and companies have begun to join the knowledge and new concepts such as knowledge work, Knowledge work, knowledge management and knowledge organization, announced the finding of this process are. Peter Drucker, the news of applying these words to create new types of organizations that are the rule rather than the power of mind power arm. Based on this theory in the future Communities can be expected to develop and progress, which have more knowledge. The enjoyment of natural resources cannot be as important knowledge. Knowledge of the capabilities that can be achieved, a small force to make great power. Knowledge management effort, called the new era of knowledge to protect, guide and enhance the organization's knowledge assets and Targeted refers to the best and most profitable investment in science to bring rain. Knowledge management is a process that helps organizations to find important information, selecting, organizing, and are released. Knowledge management is a specialized activity such as problem solving, dynamic learning, strategic planning and decision making is essential (Daneshfard & Shahabiniya, 2011). Keskin knowledge management strategies in 2005, into two main categories the hidden knowledge into explicit knowledge and attention to that It was based on features and specifications of knowledge and The relationship between knowledge management strategies and performance of the organization will be cautious. Hidden knowledge is personal knowledge that the people has a brain and think for a split, And associated transmission from one person to another person is faced with hardship, While explicit knowledge is defined as a knowledge encoded Commonly used forms and documents will be published. He concluded that a positive effect on organizational performance and knowledge management strategies the effect of adopting a strategy based on explicit knowledge of the strategy is based on hidden knowledge (Keskin, H., 2005). The proposed site is characterized by knowledge management plays a key role in the success of organizations and Consistent with environmental organizations today finds them compelled to make this not happen unless the shadow of knowledge based organization. In this study we investigated the effect of each of the factors influencing Knowledge management in the physical education offices is the Province of Kerman and Bandar Abbas. The high population density in the province and so many educated people place in its. KM and its implications are frequently discussed at seminars and conferences. The number of companies claiming to work with knowledge management is growing steadily. Several surveys have been conducted to determine how many organizations are working or planning to work with KM a recurrent problem with these studies is that the concepts (e.g. the use of KM) are seldom defined. This uncertainty has made it difficult to draw the desired inferences from the results of these studies. The surveys are attempts to either implement KM strategies or implement measurement systems on how to measure different intangible assets, or a combination of both (Maertensson, 2000). Everybody discusses knowledge management, but how can it be used and how can we successfully apply it? This question from a company representative has its roots in a practical problem experienced by many organizations that are seeking to understand and deploy knowledge management (KM) for their business. Knowledge management has generated a lot of interest within the last years In the strategic management literature, the knowledge-based view of the firm shifts the focus on the resource knowledge and proposes that knowledge is the most important resource increasing a sustainable competitive advantage However, not all knowledge management activities have been shown to positively influence business performance or to result in a competitive advantage. Many parameters and their interactions need to be considered for the successful application of knowledge management initiatives in an organization. For example, different knowledge management strategies and practices were proposed to be adequate for different types of knowledge (Greiner et al, 2007). In the new age of knowledge management, change management has developed dramatically in the discussions. KM seeks to capture the knowledge, wisdom and

experience of staff and implementation of value added, knowledge retrieval and storage, as assets of the organization. Therefore, management must be based on superior knowledge in all important decisions more rational and improved knowledge based functions to find. The concept of knowledge management is considered more important than knowledge itself is mainly composed of organizations looking to how to convert information into knowledge and knowledge of individual and organizational and individual and team skills to explain and clarify (Glaser, B.G, 2003). Although it is important for an organization to identify the benefits of a KMS, it is also important to identify the drawbacks of other types of systems. As a dramatic example, it is worth remembering the lack of knowledge transfer between the development and the operational teams that in the past has led to many mission failures (Holm et al, 2006). Although currently many organizations at different levels of investment in knowledge development and have been successful, but organizations Many have also failed. Lack of appropriate mechanisms to evaluate and implement knowledge management, this type of investment managers in the mind alone has become an additional cost. The environmental organizations to share, knowledge transfer and interaction among its members to create Interaction of individuals in order to teach the concept and creation Migration and the underlying factors for knowledge management in organization endeavor (Balogun et al, 2004). Successful organizations are those that know their personnel to transform their organizational ability. Despite the large investment firms and organizations that for the exploitation of knowledge created in their own organizations, is not achieved much success for them and Staggering investment of hardware and software for knowledge management is done, the result is not expected to load (Teece et al, 1997 and Malhotra, 2000). The main problem is this: Evaluation of factors influencing knowledge management in physical education offices of Kerman and Bandar Abbas province.

Conceptual model of research

Various studies have been done by researchers in management, factors such as organizational structure, information technology, external environment have been studied, Although some research that has been an important factor in organizational culture is For this reason, on all aspects of organizational cultures influenced, Based on shared beliefs and p exchange, the organization empowers individual behavior and attitudes, Motivation and job satisfaction and commitment levels of human resources, systems design and organizational structure, setting goals, formulating and implementing policies, strategies and.....Affects (Daneshfard & Shahabiniya, 2011). Information technology, organizational culture, human resources, organizational structure, training and retraining, are important components that can play an important role in knowledge management. Given the high cost of the items have been mentioned in several of their importance in relation to knowledge management. According to the literature and theoretical study of the conceptual model to be raised as follows.

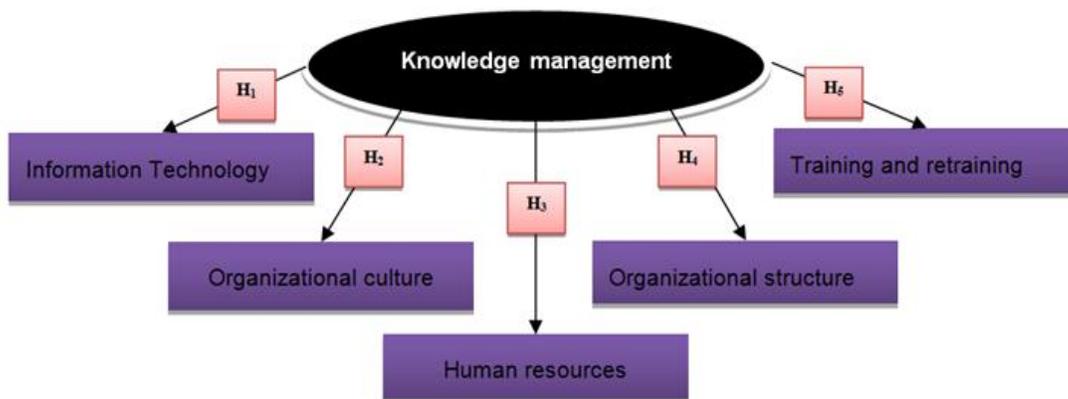


Figure 1. Conceptual model of research

Hypotheses of research

Between information technology and knowledge management in Kerman and Bandar Abbas province physical education offices have a meaningful relationship.

Between organizational culture and knowledge management in Kerman and Bandar Abbas province physical education offices have a meaningful relationship.

Between human resources and knowledge management in Kerman and Bandar Abbas province physical education offices have a meaningful relationship.

Between the organizational structure and knowledge management in Kerman and Bandar Abbas province physical education offices have a meaningful relationship.

Between education and training and knowledge management in Kerman and Bandar Abbas province physical education offices have a meaningful relationship.

RESULTS

To test this hypothesis, Spss16 software is used in both descriptive and inferential statistics. The descriptive statistical data using mean, standard deviation, variance, maximum and minimum values and the Descriptive statistical data using Pearson correlation and multiple regression analysis with enter method of data have been analyzed.

Table 1. Results of descriptive statistics

	N	Min	Max	Mean	S.D	Variance
Information Technology	380	1	5	2.70	.79458	.695
Organizational culture	380	1	5	2.78	1.1211	1.241
Human resources	380	1	5	2.68	1.1434	1.286
Organizational structure	380	1	5	2.62	1.0242	1.044
Training and retraining	380	1	5	2.82	1.1324	1.261
Valid N (listwise)	380					

According to the average obtained in Table 1 indicate that the highest value obtained for the variables that influence the deployment of knowledge management on Physical education offices of the Province of Kerman and Bandar Abbas 5 and the lowest is 1. And also obtained using the mean (Information Technology 2/70, organizational culture, 2/78, human resources 2/68, Education and training 2/82, the organizational structure of the 2/62) is characterized by the All variables have earned lower averages. Given the average obtained can be concluded that KM is the collection of physical education offices of Kerman and Bandar Abbas province is low. And do more things are done traditionally. Therefore, in order to promote better management of knowledge workers and to familiarize them with the methodology and new methods of knowledge management is a step. To be able to coordinate with environmental organizations on time.

Table 2. the results of the Pearson correlation coefficient

		Organizational structure	IT	Organizational culture	Human resources	Training and retraining	KM
Information Technology	Pearson Correlation	.980**	1	.977**	.981**	.956**	.966**
	Sig. (2.tailed)	.001		.001	.001	.001	.001
	N	380	380	380	380	380	380
Organizational culture	Pearson Correlation	.984**	.978**	1	.990**	.966**	.985**
	Sig. (2.tailed)	.001	.001		.001	.001	.001
	N	380	380	380	380	380	380
Human resources	Pearson Correlation	.989**	.982**	.982**	1	.968**	.986**
	Sig. (2.tailed)	.001	.001	.001		.001	.001
	N	380	380	380	380	380	380
Organizational structure	Pearson Correlation	1	.985**	.983**	.989**	.971**	.988**
	Sig. (2.tailed)		.001	.001	.001	.001	.001
	N	380	380	380	380	380	380
Training and retraining	Pearson Correlation	.970**	.965**	.986**	.972**	1	.955**
	Sig. (2.tailed)	.001	.001	.001	.001		.001
	N	380	380	380	380	380	380
Knowledge management	Pearson Correlation	.987**	.966**	.989**	.982**	.962**	1
	Sig. (2.tailed)	.001	.001	.001	.001	.001	
	N	380	380	380	380	380	380

** . Correlation is significant at the 0.01 level (2.tailed).

The results of the Pearson correlation coefficient in Table 2 show the relationship of each independent variable with each other and also with the dependent variables is knowledge management. And the effect of each independent variable (organizational structure 0/966, Information Technology 0/985, Organizational Culture 0/986, human resources 0/988, training and retraining 0/955) is that Shows the relationship of each dependent variable are independent variables. And considering the entire variables equal to the amount obtained in sig 0/001 is considered the alpha 0/05 is smaller can be concluded that all the assumptions in the alpha 0/01 are significant. It

can be said with 99 percent confidence between organizational structure, information technology, organizational culture, human resources, training and retraining of staff and deployment of knowledge management in the physical education offices of Kerman and Bandar Abbas province has a significant relationship. With 99% confidence we can say that the independent variables of organizational structure, information technology, organizational culture, human resources, training and retraining of workers, respectively (97/8), (93/7), (97/4), (96/6) and (93/3) percent of their dependent variable, knowledge management in Kerman and Bandar Abbas province physical education offices to foresee. Table 3 Results of Watson is shown on camera. Test statistic Durbin. Watson obtained is for the model 1/698. If the Durbin . Watson between 1/5 to 2/5, and assuming H_0 cannot be rejected; assuming no correlation between errors in the model is acceptable. So in this case, the lack of correlation between errors in the model is confirmed. Also in Table 4 Results of ANOVA test are shown. The results of the ANOVA test research hypotheses are confirmed, indicating that the SIG on the test, 0/001 is considered alpha smaller than the 0/05. The results of the multivariate regression method have been brought to ENTER. The desired test data have been analyzed.

Table 3. Results of multivariate regression

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the estimate	Durbin.Watson
1	.993 ^a	.986	.985	.14134	1.689

a. Predictors: (Constant) ,Organizational structure, training and retraining, information technology, human resources, organizational culture
 b. Dependent Variable: KM Establishment

Table 4. Results of ANOVA

ANOVA ^b						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	468.988	5	92.274	4.581E3	0.001 ^a
	Residual	7.142	374	.019		
	Total	476.13	379			

a. Predictors: (Constant) ,Organizational structure, training and retraining, information technology, human resources, organizational culture
 b. Dependent Variable: KM Establishment

Table 5. Results of Coefficients

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.121	.039		2.682	0.006
	information technology	.091	.047	.069	.2.112	0.001
	organizational culture	.555	.060	.498	9.889	0.001
	human resources	.041	.055	.043	.777	0.001
	training and retraining	.149	.048	.139	2.988	0.001
	Organizational structure	.598	0.58	.591	9.012	0.001

a. Dependent Variable: KM Establishment

Results of multivariate regression in Table 5 indicate that all hypotheses are accepted. The Information Technology achieved sig for variable 0/001 that of the desired alpha 0/05 is smaller so we can say with 95 percent confidence that the independent variables on information technology to knowledge management in Kerman and Bandar Abbas province physical education offices are affected. 1% change in the variable information 93/7 percent of the dependent variable and independent variables can explain a 1% improvement in 93/7 percent to improve knowledge management in the organization. And changing organizational culture according to the sig is clear that knowledge management has an effect on the rate. And 1 percent change in organizational culture between the 97/4% of knowledge management in the organization change. Variables of human resources, education and training, organizational structure according to the obtained sig for all of them equal to 0/001 is achieved by specifying the desired alpha, 0/05 is less so we can say with 95 percent certainty that these factors can vary dependent on knowledge management in the physical education offices of Kerman and Bandar Abbas province influence. And a percentage change in the variables of human resources, education and training, organizational structure, respectively, can (96/6) and (93/3) and (97/8) of their knowledge management in organizations intended to change.

MATERIALS AND METHODS

The aim of the present study was Evaluation of factors influencing knowledge management in physical education offices of Kerman and Bandar Abbas province in Iran. This study, the goal is practical in terms of research methods, is survey research, descriptive . analytic. In addition to describing the present situation, to test hypotheses based on predicted relationships and looking for deals Determine the influence of variables and the regression method is inferential statistics. In addition to these results it can be expected to improve Performance of physical education offices and government organizations and government agencies in particular to the type of application is used. The study population included all employees of the Province of Kerman and Bandar Abbas Physical education offices are set. The total number of employees is set out in 550 in Kerman and Bandar Abbas province physical education offices and given the limited population and it is Morgan has been used to determine sample size of the table for the number of 550 cases, sample size is 227 people. And 390 questionnaires were distributed to ensure the return rate of questionnaires a total of 380 questionnaires were collected and analyzed. The questionnaire used for this study is a researcher

Made questionnaire to ensure reliability of the questionnaire, 45 questionnaires were tested before and after it was found that the Cronbach (0.976) the question of reliability is high.

DISCUSSION AND CONCLUSION

Survival and success are due to positive relationship between knowledge management and learning organization (Allameha et al, 2010). Today by means of knowledge management a set of processes for conception and application of strategic knowledge resources in organization can be created. On the other hand, culture can affect knowledge management in different ways. As knowledge and its related findings can penetrate into culture, organizational culture is also affected by knowledge management. In general researches have shown that culture can affect knowledge management in different ways (Buchana, 1997). Research has shown that successful organizations productivity, profitability, rapid response to customer requirements, reduce costs and ultimately the quality of that investment firms, have more machinery and manpower. As Peter Drucker (Drucker, 1999) says, the successful organizations are those that have more manpower available knowledge and the manpower to overcome the competitive environment and Variable business use. In this study the factors affecting the deployment of knowledge management in the Province of Kerman and Bandar Abbas province were studied. Results of descriptive statistics showed that none of the factors affecting the organization, knowledge management and did not mean expected All variables are averages of the mean average of the 3 lower and this means that The organization of knowledge management tools in new ways is not much use to practice and Most organizations tend to do things the traditional way. And the results of inferential statistical tests showed that all independent variables on the dependent variable affect. Especially the results of the Pearson correlation coefficient showed that the variables of organizational structure, information technology, organizational culture, human resources, training and retraining of staff and knowledge management in the physical education offices of Kerman and Bandar Abbas province has a significant relationship. With 99% confidence we can say that the independent variables of organizational structure, information technology, organizational culture, human resources, training and retraining of workers, respectively (97/8), (93/7), (97/4), (96/6) and (93/3) percent of their dependent variable, knowledge management in Kerman and Bandar Abbas province physical education offices to foresee. And the results of multiple regression test showed that all independent variables, organizational structure, information technology, organizational culture, human resources, training and retraining of employees dependent on knowledge management in the Province of Kerman and Bandar Abbas province affect physical education offices . According to the results the following recommendations can be made include:

Using technological tools such as collaboration tools, knowledge bases, document management systems and intelligent systems and the like

Knowledge management system tailored to the needs of users and staff

Sharing of staff and without fear of prosecution and punishment of mistakes being made

Establishing appropriate systems for the question to employees and respect their views, comments and staff involved in decisions

Staff training to improve skills such as thinking, problem solving, and communication network established between the staff and team formation

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