The relationship between knowledge management and entrepreneurship

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ABSTRACT: In modern and current information-oriented world, knowledge management plays main function and important role in organizations and society, because employing this concept leads to make capability in organizations till more impart from their intellectual precedence. In fact, knowledge management can know a system is implicating special proficiency and this proficiency don’t find in almost organization. On half of, today with consideration in there is a competition between different organizations and societies and so movement toward technological and technical world, persons are win that can her or his proficiency and knowledge apply as creativity and creature in all arenas and its precept that knowledge management can play role toward it. In this paper also, after express a series of generalizations and illustration, we introduce definitions of knowledge management, importance of knowledge management, entrepreneur, kinds of entrepreneur and relationship with knowledge management, some knowledge management tools and we present cases for suggestion for different organizations in order to achieve main thing.

Keywords: knowledge management, entrepreneur, organization.

INTRODUCTION

Today knowledge and information changed to determinant factor in success and competition power in organizations and knowledge management introduced as a finally organization subjects in knowledge management. Our environs world is fast developing and inconceivable and in this vanguard world, nations and societies are that should monitor understanding speed and his or her interaction with environs world and they accommodate her or his science and knowledge with up-to-date knowledge. If society can move in step with today world, certainly it will take merits from development and if it cannot increase self-speed, as a matter of fact it will aside other societies and it will stay at seclusion. Management connoisseurs and theoreticians are agree with subject that, acquisition competition merit is single criteria that superiority in organizations show than others that with consideration to current full change and complex in organization can guarantee their insolubility, that it gives better products and service than other competitors and by this way, it increase competition merit and they show superiority own than other organizations (Pakseresht, 2003).

Today, the most part of big organizations understand that for cause their human force experiences and skills will be success and not for mechanical and physical systems and if can’t enhance the proficiency and science level in labors, in fact they will earmark from global market. Knowledge management has more merits for organizations that among them can point to improving work quality, accessibility updated information, increasing proficiency, improving impressionable, improving decision making, increasing capability for responding into customers needs, increasing capability for responding to fundamental needs and developmental country and possibility change and fast adaptive (Adli, 2005). In this paper is tried to meantime definition Knowledge management and entrepreneur, the role of those studies in improving proficiency and impressionable in organization.

Problem statement and the importance of it

Today knowledge is success an inseparable part in organizations. If carefully evaluate change process and knowledge evolutions in contemporary society, this main result obtained that today ultra-industrial society, it is a informational society that invigorative technologies(invigorate-thou technologies)replacement with knowledge-thou technologies, gradually(Ahmad Pourdariani, 2002). Thus, Knowledge management is main subject from itself (knowledge) that we follow or track in organizations till making clear and explaining how convert information and personal and organizational studied to personal and group Knowledge and skills(Tavallae, 2009). Hence, organizations should make environment for unity, transformation and contrast knowledge among
their members and organizations train persons in order to conceptual interactions and they try to make planning and identify fundamental factors for set knowledge management in organization (Nonaka, 1998).

**Knowledge management goals**

Conformity with environ environment changes in order to enhance proficiency and more profitable, as a result, knowledge management indicate the process of how creation, propagation (distribution) and applying knowledge in organization.

Allotment knowledge between personnel in order to enhancing added value present knowledge in organization.

Establish relationship between persons that know, as gradually personal knowledge transform to organizational knowledge.

Growth and enhance knowledge between personnel is necessity for this purpose, information technology should be learn and persons understand fundamental affects on this process.

Sagacity increasing and or IQ (intelligence quotient) in organization.

**Theoretical basics of knowledge management (visionary basics)**

Knowledge management is vast spectrum of activities that use for management, exchange, creation or enhancing intellectual assets in massive level. Knowledge management is intelligent design of processes, tools, structures and etc with purpose of increasing, renovation, unity or improve usage of knowledge that in every one of peer three intellectual elements i.e. structural, humanistic and social. Knowledge management is a process that assists to organizations till main information and skills reckon organizational memory and usually there is unorganized, they distribute identify, choose and organize. These order management organizations make proficiency and affective capability for problem-solving learning, guideline programming and dynamic decision making. Knowledge management with exploiting and development knowledge belongs to organizations, have relationship in order to goals of those and so, it discusses as a collection of related activities with production, codifying and transformation knowledge (Niknats and et al, 2013).

Management knowledge knew doing correct works than correct doing works that focus on flectiveness than proficiency. Knowledge management is new thinking method about organization and allotment intellectual sources and creativity organization and way for exploit, improve performance and reduce prices and optimization organizational knowledge for increasing performance by different ways (Lee and Woo, 2007).

Scrim (2003) expressed that knowledge management consist systematic and clear management and its knowledge that has link with creation, gather, and distribution and apply knowledge processes. Malhotra (2005), knew effective knowledge management on improvement quality work, having update information, increasing effectiveness, customer satisfaction and improvement decision making. Knowledge management is development knowledge set and information in organization in order to acquire long term benefits in trade area. Base and basis knowledge management, is guideline that it needs to planning knowledge processes and development logical structures (Hmidizadeh, 2008). Knowledge is single confident source with constant competitive profit. Knowledge management is a process that during organization produce wealth from knowledge and or intellectual assess (Nonaka, 1995). Knowledge management, is process or activity for establishment, obtain, capture, Allotment and apply knowledge in every place that is exist, for increase learning and performance in organizations (Swan, 1999). Knowledge management is consist of acquire and production suitable knowledge for appropriate persons, in expedient time and place as persons can for access to training goals, they best use from knowledge (NiazaZari and et al, 2010).

Applied knowledge management model in this paper is Perabst model. Model that Perabst and et al (2000), illustrated for knowledge management cycle, is perfect than previous models (Hakkaki and et al, 2013). Main center in knowledge management is Perabst model; they include six factors in bottom part with details:

Need to knowledge: recognition knowledge needs in organization is assurance two main factors. In first stage should determine organization knowledge goals in valuable, guideline and operational three levels. Second step with determine goals, should analysis present condition of organization knowledge (Sosana, 2004).

Development and improvement knowledge: Development and improvement knowledge is possible by different ways in a knowledge-oriented organization. Some of these ways lead to improvement knowledge by external sources from organization (acquire knowledge). Such as, financial support firms from investigative institutes or universities assurance acquire certification of verification results immediately after get them (Johns and et al, 2006). there are other ways for improvement and development knowledge inside organization. Such as, every kind of activity or emprise that can enhance the personal learning capacity, strut activities in labor, making creativity and innovative area, that efflorescence capabilities in members of organization for problems solving and difficulties (Robby and et al, 2002).

Distribution and emission knowledge: interaction between organization technology, techniques and persons, can has direct effect on distribution knowledge. Use of Email, internal network, Bolton and news group, assist to best knowledge distribution inside organization and persons can discuss together from different aspects (Niazazari and et al, 2010).
Exploit from knowledge: can exploit from knowledge know equivalent executive stage and use of it in knowledge management process.
Preservation and save knowledge: preservation process of organizational knowledge includes three phases choice, save and updating. In choice phase, organizations should mixed among occurrences, happenstances and several processes and or they deal with it, they election and determine and identify cases that have value for preservation and lookout. In next step, we save information and key personal experiences and provided documentation in organizational memory. Other step saving knowledge is updating knowledge. If saved knowledge in organizational memory isn’t same step with environmental changes and evolutions and programs and internal-organization works and when it doesn’t revise, organization face with huge costs(Malhotra, 2005).
Evaluation knowledge: the final phase knowledge management is evaluation knowledge. This evaluation has importance that provides base enhancement and development knowledge(Hakkaki and et al,2013).

**Some methods and knowledge management tools**
IT methods and tools: database, weblogs, social media services, developed discovery tools and cyber cooperation in work space

Methods and tools without IT: brainstorming, learning and record opinion, training ideas, narrative, cooperation physical environment, evaluative tools for knowledge management, knowledge café and coworker groups (Nasiri and Mehrazar, 2013).

**Knowledge management process**
Knowledge cycle or in other hand, knowledge management processes consist of four fundamental parts: in first phase should identify exist knowledge organization-level and barriers (both of explicit and incident knowledge for persons, informational banks, documentations) and then take them and so save those. Thus, after these phases, we should acquisitioned knowledge use in order to excellent goals. Creation knowledge includes entering new information to system and its result allotment and sharing knowledge for persons. Creation knowledge includes acquisition, discovery and develop knowledge (GHorbani, 2009).

**Knowledge management and training entrepreneur**
Results member of investigations, focus on relationship between knowledge management and professional knowledge in management in training. Knowledge management can use for capture, organize and transform knowledge between management systems and effective tools for training practices (Fung, 2005).So, several verifications claimed that some features entrepreneur is like that dandyism can enhance performance of knowledge management. Anyway, can take this result that, knowledge management approach with informed training and weighty can be effective tools for improvement professional knowledge, enhance dandyism, acquire and transformation knowledge and creativity training for entrepreneur. Propagation and apply knowledge structure can, transform their members to innovative and creative persons. Because, knowledge management goals necessary for innovation and creativity (Niknafas and et al, 2013).

**Entrepreneur definition**
Robert Histrich (1985), entrepreneur knew the process of new and valuable creation thing, with spent time and more trying and fund, spiritual and social risk-taking for acquire financial sources, personal satisfaction and independence. Entrepreneur is identification evaluative and tracking opportunity in different and variety grounds. Entrepreneur, predicate to new and valuable creation things by spent time and energy and pay attention different risks from it (Hadizadeh,2012).

**Kinds of entrepreneur**
Generally, entrepreneur literature shows that entrepreneur, form in 3 basses or frames:

**Persona entrepreneur (independent entrepreneur)**
Persona entrepreneur is a process that person reliance to financial sources frequently its personal and he/she reliance on personality features such as, activity, risk-taking and a person how is doer, he/she start to establishment a new work till he/she achieve success (Hdizadeh and Saeedian,2012).

**Inside-organizational entrepreneur (entrepreneur in personnel model)**
Inside-organizational entrepreneur is responsible yield an innovational creation in outside the organization. In other word, inside-organizational entrepreneur is a process that are productions or innovational processes outbreak by retention and making entrepreneurship culture in an organization that with previous establishment (Karbaci and et al,2002).
Organizational entrepreneur (entrepreneurship organization)
Organizational entrepreneur is mean implementation entrepreneur process in inside organization and by use of features like perseverance moral, risk-taking, innovation and creativity that in during group of persons in inside organization becomes conversion to developing motor. In other hand, cooperative entrepreneur is concept of commitment in an organization formaking and consuming new productions, processes and modern organizational system (Hdizadeh, 2012).

Relationship between knowledge management and entrepreneur
Today, with complexity in competition, entrepreneur is one of main merits for firm’s life. All firms for life need to new and modern ideas that is like to spirit blown in skeleton and it save from doom and naught. Appearance innovation in knowledge can make ability organization attributed to competitors in competitive merit, but it demonstrates effective tools for enhance organizational performance. Knowledge is as general source for entrepreneur and organizational exploit and it has extraordinary importance. Essential goal of knowledge management is and environmental organization that in it in persons develop their knowledge, interchange each other and mix with other persons knowledge and finally use of it. So, knowledge management leads to entrepreneur and it knows source and fundamental reference in innovation and entrepreneur. At now, knowledge management and entrepreneur is new concept and popular and its process that it help to organization for determining, choosing, organizing, distributing and transforming information and main proficiencies that is part of organization memory and usually it has non-structural mode in organization (Khaghani et al, 2013).

Knowledge management executive suggestions
With consideration to explained theoretical subjects, suggest following notes in order to exploiting of knowledge management advantages:

Commitment and supporting by senior managers: it’s obvious, success in execution programs, techniques; new approaches are hinge commitment and practical supporting from senior managers in every organization.
Training knowledge management concept in organization level: correct management and effectiveness on every system and access to expected goals and results, are deposit pure knowing and deep perception from system performance manner and capability in control and conduction it.
Providing appropriate cultural background: implementation knowledge management system, is collective and organizational move that all persons should involve in different classes.
Providing technological deep-structure (substructure): one of most important subjects related to organizational knowledge management, is tremendous develops and stare IT.
Making appropriate organizational structure, in order to execution knowledge management.
Making knowledge clubs: knowledge clubs, are a place for gathering, organizing and propagation knowledge.
Measuring (module) organization knowledge performance: organization for bring to expected goals by knowledge management and developing and reinforcement, it’s necessary that it determine a method for module.
Analysis by different tools and techniques.
Programming for future time with consideration get results from analysis phase and organization knowledge goals.
Accomplishment actions and necessary changes with consideration get information from previous phases.
To get over training workshop in order to develop organizational knowledge and making learning environment for enhancing knowledge level in staff organization.
Providing suitable space for expression beliefs, criticism and suggestions staff.
With consideration to existence relationship maintenance and save organizational knowledge and entrepreneur, suggest that they proceed you use virtual and financial incentive than incitement staffs that have exploitation or they lead making value for organization.

CONCLUSION
The world that we live at it is rife of data and information that they are dispersed in material space. For don’t losing and optimum use of them, we have to manage those. This act accomplish by knowledge management. But, for opposition with changes and March toward goal in today developed society, should in addition present knowledge management, making creativity and innovation and test new methods. Knowledge management is inescapable need for third millennium organizations. Thus, we should move as a programming act toward it.
Increasing jobs according to creation and use knowledge, globalization, competition, success innovation, re-
organizing, extenuate structure and communize best performances all of these are cases that organizations will actuate toward implementation knowledge management. Among, organizations will be success that gait in this path with perfect awareness from environmental situations and they are pioneers. Different investigations results indicated that knowledge management, generally, and so include every aspects: development and improve knowledge, distribution and propagation knowledge, exploit from knowledge and maintenance and save knowledge, have relationship with organizational entrepreneur. That is to say, knowledge management is one of organizational capabilities that can has affect for enhance effective criteria on organizational entrepreneur staffs give more help and it makes constant development and exportation in organization.

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