

Abstract

The Impact of Organizational Citizenship Behavior on Knowledge Management Processes: An Applied Study at Jordan Ahi Bank

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This study examined the impact of organizational citizenship behavior on knowledge management processes in the Jordan Ahli Bank. This study attempts to determine the impact of five organizational citizenship behavior dimensions (Altruism, Courtesy, Conscientious, Civic virtue, and Team spirit) on knowledge creation and knowledge sharing. In addition, the study investigates the impact of organizational citizenship behavior on knowledge management processes based on the demographic characteristics of the study respondents.

The significance of this study is recognized in the fact that it is the first study studying the behaviors of organizational citizenship and its impact on knowledge management processes at Jordan Ahli Bank.

The study population included the 1400 employees of the Jordan Ahli Bank's working in the various branches of the bank. The size of the study sample is 238. A total of 302 questionnaires were distributed, 238 were recovered by the researcher. The three excluded questionnaires were removed due to the lack of validity of the analysis. As a result, the final

number of questionnaires approved was 235 questionnaires. The study was limited to branch managers, assistant branch managers, department heads, and staff.

The results of the study are summarized hereafter:

1. The individuals participated and surveyed in the study practiced highly organizational citizenship behavior in its analyzed five dimensions
2. The surveyed employees in the study practiced process related to knowledge generation and knowledge sharing.
3. There is a statistically significant effect of organizational citizenship behavior on the processes of knowledge management.
4. There is a statistically significant effect of organizational citizenship behavior on the processes of knowledge generation.
5. There is a statistically significant effect of organizational citizenship behavior on the processes of knowledge sharing.
6. There is statistically significant effect of each dimension of organizational citizenship behavior separately on both knowledge generation process, and the sharing of knowledge, individually

The study suggested a number of recommendations; the importance of supporting and enhancing the practice of the bank employees of organizational citizenship behavior in its five dimensions, through the exercise of bank leadership of these behavior which in turn enforce the principle of leadership by example. A second recommendation aims to encourage the bank to launch a formal initiative to adopt and implement a program for knowledge management to increase awareness of its importance, business value, stages, processes and business applications.