

The effect of Knowledge management to create a competitive advantage: mediator variable the organizational performance applied study in commercial bank sector

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Abstract

The aim of this research is to focus on the impact of Knowledge management (Creation, Sharing, Application, and Storage) on Competitive advantage (Quality, Cost, Efficiency, and Differentiation) through organizational performance and as well, as determine the role that Knowledge management that can have in this relationship. The study population was consists from all the employees of the (20) commercial banks operating in Jordan. (360) questionnaires were distributed using the Simple Random Sample method and (297) questionnaires were retrieved. Checking and reviewing the questionnaires. (6) Questionnaires were excluded because of the lack of the respondents ' answer to them. Consequently, the number of valid questionnaires reached (291).The research methodology relied on the descriptive and analytically approach in conducting this study in order to identify the effect of Knowledge management to create a competitive advantage mediator variable the organizational performance. Data, measuring and interpreting it, and arriving at an accurate description of the phenomenon or problem in a

comprehensive manner that helps generalize the facts or knowledge that have been extracted and helps a reasonable amount of future prediction of the phenomenon and to provide solutions and proposals to address it. The results of the study showed an increase in the level of the relative importance of the dimensions of knowledge management, competitive advantage and organizational performance in commercial banks operating in Jordan from the viewpoint of the study sample. The study recommend the necessity of maintaining the researched banks' interest in research and development departments due to their great contribution to creating knowledge. Moreover, the researched banks' continued interest in making use of the means and methods of creating knowledge about their current and potential customers.