

Knowledge Management and its Impact on Organizational Agility in Jordanian Pharmaceutical Companies

Moderating role: top management support

Prepared by: Bdoor Ata Jamil Almanaeseh

Supervised by Prof. Dr.: Mohammad Iqbal Ahmad Al-Ajlouni

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Abstract:

The current study aimed to test the influence of knowledge management through its dimensions (knowledge acquisition, knowledge storage, knowledge application, knowledge transfer) on organizational agility (flexibility, speed, sensing, response) in Jordanian pharmaceutical companies, top management support was tested as a moderate variable. Proceeding from the study problem and achieving its objectives, the researcher made use of the quantitative, descriptive, and analytical approaches to complete the study, and (the questionnaire) was used as a primary tool for collecting data from targeted respondents. A total of (338) questionnaires were distributed, and (320) complete responses were obtained. The statistical analysis was completed through the Statistical Package for Social Sciences (SPSS v.26) and the Structural Equation Modelling (SEM) Smart PLS v.4. The study gathered several results, the most important of which are: It was found that there is a positive significant effect of the application of knowledge management in improving organizational agility, and it was found that there is a positive significant effect of top management support on organizational agility. Accordingly, the study provided a set of recommendations, the most important of which are: Those in charge of the Jordanian pharmaceutical companies have taken into account that the levels of organizational agility in their companies are still average. Therefore, more efforts must

be made to raise the levels of organizational agility, research the determinants of organizational agility and provide practical recommendations that help improve the levels of organizational agility, through holding periodic meetings and training employees within The company is to direct its employees to ways of rapid adaptation to various environmental conditions and to take advantage of new opportunities.

Keywords: Knowledge management, Organizational agility, Top management support, Jordanian pharmaceutical companies.