Examining the relationship between knowledge management and human resource Performance of agricultural cooperatives of East Azarbaijan province

Mohammad naeim kazempour[*1], Nima kazempour [2], Ghodrat Adeli [3], Amir Hossein Askari [4]

1. MSc student of agriculture management, university of Tabriz, Tabriz, Iran
2. BSc student of industrial management, payam nour university, Iran
3. MSc student of agriculture management, university of Tabriz, Tabriz, Iran
4. Pht student of agriculture, Azad university of science and research branch, Tehran, Iran

ABSTRACT

Given the role that knowledge management can play consistently on the changes and the need to develop human resources in the implementation of knowledge management on the one hand and important position of cooperative sector In country economics, on the other hand, led to that the researchers study the relationship between knowledge management and human resource performance of the agricultural cooperatives of East Azarbaijan Province. the information were collected by a questionnaire that with on Cronbach alpha 92/7 percent. 207 questionnaires were distributed. The results of this study show that the relationship between knowledge management and human resource performance in the agricultural cooperatives of East Azarbaijan Province is significant and positive correlation. and increase or decrease components of the knowledge management process have significant and positive correlation impact on the performance of human resources. Knowledge held by coefficient 28 percent has highest regression impact on the human resource function variable.

Keywords: Agricultural cooperatives, Human resource**,** Knowledge management, Performance,

INTRODUCTION

Many organizations believe that knowledge is an important strategic resource. But few of them can effectively manage knowledge as the most important assets on a large scale and focused. Like to know more Ynythayy: Facts, figures, documents, and so they have limited. While knowledge of social issues and human factors are the most reliant. In recent years, various organizations, students have begun to join the full management And new concepts such as vocational, knowledge is power, knowledge management and organization of knowledge, the resonance of the news (Afrazeh, 1383). Following the importance of knowledge assets, organizations need to pay attention to the management of their knowledge assets is further increased (ibid., 1383). Knowledge management is a structured approach That procedures for identifying, evaluating, organizing, storing and utilizing knowledge to meet the needs and establishes goals (Abtahi and Salvati, 1385). In today's dynamic and complex environment requires organizations to continuously apply new knowledge in their products and services. Therefore, management must make decisions based on knowledge management to a more reasonable and improve the issues important to

develop a knowledge-based functions. Thus the issue of knowledge management is more important than knowledge (Prvbst, 2000). Create an environment for the sharing and transfer of knowledge among members of the opposition that seems to be the primary targets Since features a wide knowledge management, organizational performance by enabling companies to more intelligently to improve performance (Whig Karl, 1999). is based on Article 44 of the constitution of the Islamic Republic of Iran, the country's economic system is based on three sectors: state, cooperative and private firm. Sector Cooperative includes companies and enterprises Co-production and distribution. That in urban and rural areas is in accordance with Islamic criteria and as part of a triple combination of economic, social, and economic purposes Certain types of economic activities is based on social justice and the centrality of ethics in order to develop and support low-income groups and classes follows Agricultural cooperatives in order dynamic and productive job creation, development, public participation, lower risk investment, government spending cuts in production, etc. play a unique role in making (Vice Chancellor for Research, Education and Extension department of Cooperatives, 1379). Gould and colleagues (2001) examined the effects of process knowledge on organizational performance. Their experiments confirmed the ability of knowledge management on organizational performance improvement efforts. The results showed that for collecting and sharing new knowledge can provide a competitive advantage for organizations and finally the performance is improved. Choi and Lee (2003) in research on knowledge management style and its impact on organizational performance examine in this topic that how various styles of knowledge management impacts on organizational performance. The results show that the dynamic between the four styles, systems, human-centered, static, dynamic style of management with emphasis on tacit knowledge and explicit knowledge has the greatest impact on organizational performance. Darvch (2005) study the relationship between knowledge management, innovation and performance in New Zealand and among companies with more than 50 employees have been paid. The results of this approach, a company with knowledge management capabilities to efficiently use the resources and will better performance supports. Avhlanr et al (2007) Research as Knowledge management, innovation and performance to investigate the association between these variables among Dutch SMEs (with fewer than 100 employees) paid. The results show that knowledge about knowledge management strategies are to be positively related to sales growth. Also, the importance of attracting and creating knowledge for the success of these companies confirmed. Chen, M. (2007) in addition to the research of knowledge management activities and interactions between them proceeded to investigate their role in improving organizational performance. The knowledge management activities include the acquisition, sharing, utilization and maintenance of knowledge. This study used questionnaires of 150 respondents from 99 organizations was conducted. Our findings support the model proposed by the researchers that work together in a way that interactions are positive and these activities are effective in improving organizational performance. Haas and Hansen (2007) Research on the efficiency of different models of knowledge sharing in organizations that have a variety of knowledge, the task units have different benefits. In this study, 182 study team, sales management consulting firm, found that codified knowledge in the form of electronic documents during the time the task is reduced, but the improvement in the quality.In contrast, the exchange of knowledge in the form of personal recommendations from experienced staff, quality improves, but does not save time. Khlyfa and colleagues (2008) have examined the relationship between knowledge management and organizational performance. This study was conducted in 100 companies. They are agility and innovative employees as mediating variables have been introduced in this regard. The results show that the application of knowledge management as well as indirectly through mediating variables directly affect the performance of an organization is effective. Ruzdar (1382) examined the effect of knowledge management on management performance managers in Tehran in October 1381 deals. Independent variables and the dependent variable in this study, knowledge management is considered . In this study, using questionnaires that were completed by 44 February managers , Shahgholian (1385) in a study titled Evaluation Model of knowledge management in industrial organizations (automotive) to examine the

factors influencing knowledge management and on this basis Component model is presented for the evaluation of knowledge management in industrial organizations. In addition to that provided by the model to determine the level of knowledge management in organizations. These components include: identifying knowledge, knowledge acquisition, knowledge application, knowledge sharing, knowledge development and knowledge retention. This research, the case study approach and the organization of industry Khvrvsazy two countries (Iran Khodro and Saipa) that have the highest productivity and market share. Been chosen as a case study. Badri Azarin et al (1391) examining the relationship between knowledge and practice of human resource management component of the physical education department of East Azerbaijan province, using regression analysis to conclude that three variables, education and knowledge sharing significant effect on the prediction performance of the three most effective human resources and knowledge about the study. Given the role that knowledge can play in the organization of and the need to develop human resources in the implementation of knowledge management on the one hand and the important role of cooperative sector in the country. On the other hand, Research led to the situation of knowledge management and the use of agricultural cooperatives in the province to investigate describing the situation of human resources and to determine the relationship between knowledge management components include identifying, studying, sharing, development, deployment and maintenance of human resource performance pay exploiting background knowledge management process opens up more of the factors influencing the population is known.

MATERIALS AND METHODS

This method is a correlation noted that this research is the dominant method in the behavioral sciences because many of the kinds of behaviors that are of interest to researchers, can not be established and experimental conditions (Taleghani and Pasha Sharifi, 1371). The research population, agricultural cooperatives active in the province. According to the Cochran formula, 207 of the 430 cooperativeop was selected. Sampling was cluster and took in several stages. According to the questionnaire, data were collected through questionnaires is needed to test the hypotheses. To determine the reliability of the questionnaire as a pretest of 30 questionnaires were distributed to the research sample, the Cronbach's alpha level of 0/927 is. In the present study, the data processing is done at three levels: That include univariate analysis, bivariate analysis and multivariate analysis of variables. The first section examines the individual variables and relationships between variables are taken into account, measures of central tendency and dispersion for each variable examined in the study of the image has been achieved. In the second part, according to the type of variables, bivariate analysis was conducted. Statistical methods used to test the hypothesis that the two variables. Finally, the third part of the stepwise regression and path analysis to determine the direct and indirect effects of independent variables on the dependent variable is used. For data analysis, the SPSS software was used. In the following diagram of of the study are drawing.
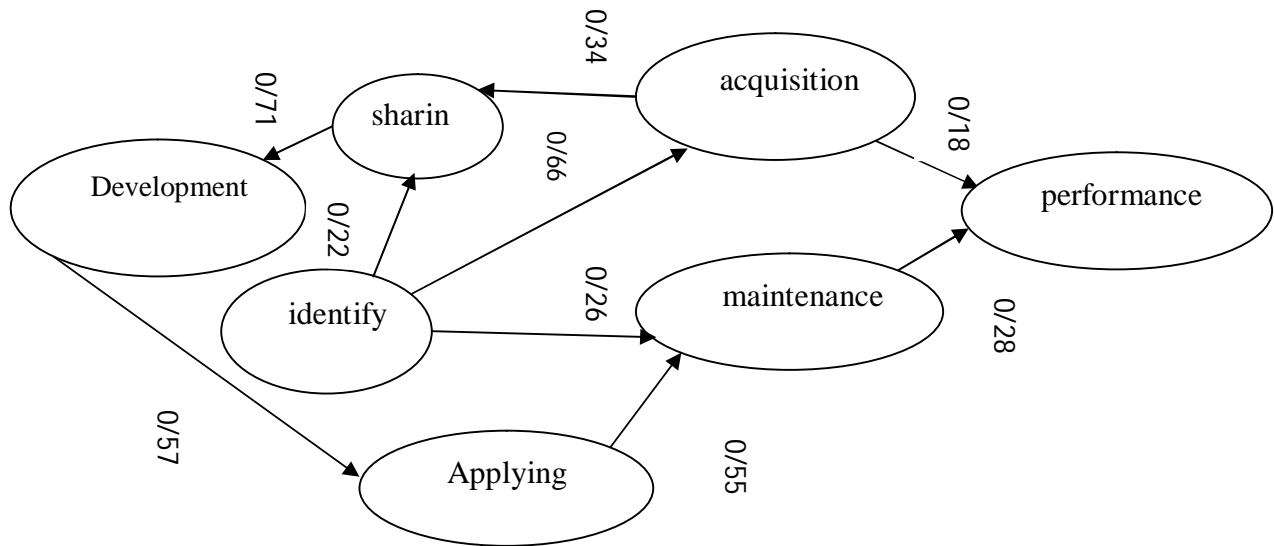
RESULTS AND DISCUSSION

Descriptive findings of the studies suggest that the degree of 1/44 per cent of respondents Ph.D., 8/69% of the MS 25/61% of undergraduate and 40/58 percent of associate and diploma. In terms of a good education so that more than 35 percent of undergraduate degrees employees Vbalatrnd. This can facilitate the success of the organization. 31/88% of respondents aged 20 to 30 years 46/86 per cent of 31 to 40 years 41 to 50 years 15% 6/28% above 50 years. Considering the fact that 79 percent of respondents aged less than 40 years. It can be concluded that the young Aznyrvhay Byshtrsvd and take the other side, 15% of workers aged 40 to 50 years are in class. Normally at this age enjoy the experience of top employees to reach maximum performance. In general it can be concluded that agricultural cooperatives in East Azarbaijan province, young workers, with good working experience and are ready to embrace change and innovation in knowledge management strategy implementation enjoy. Record 69/51% of respondents under 10 years, 09/40%, 10 to 20 years and 21/8% more than 20 years. According to the findings, it can be concluded that nearly 50 percent of employees have more than 10 years of service. These employees have a lot of experience and tacit knowledge, the sharing of effective activities, and to develop - and maintain knowledge they can use. Hence it must be necessary to further cooperation in the field of knowledge management should be provided. The remaining 50% are less than 10 years of service, it can be concluded that the employees are highly explicit knowledge of the activities in the field more effectively recognize, study and share knowledge can be have.

The inference

Is necessary to explain the need for the use of parametric Amon is one of the main assumptions of normality must be met. Thus before using parametric tests should be performed to assess normality Kolmogorov-Smirnov test for normality in the present study to test a single sample was used.

Table 1: Results of Kolmogorov – Smirnov test

	HR function	Knowledge diagnosis	Knowledge acquisition	Knowledge Sharing	knowledge Development	Knowledge Applying	knowledge Maintain
K-S	1/26	1/04	0/61	1/28	1/35	1/3	1/23
SIG	0/08	0/75	0/85	0/09	0/051	0/056	0/1

Source: Results of research

If a significant amount of 0/5 is greater then the observed distribution with the theoretical distribution is the same and there is no difference between the two distributions closer to normal distribution. So based on the lack of significant results in all components is indicative of normality. The next section examines the relationship between individual components and overall knowledge management and human resource performance was evaluated using Pearson correlation coefficient. The results are presented in Tables 2 and 3.

Table 2: Pearson correlation relationships between the individual components of knowledge management and human resource performance

Human resource performance	Components of Knowledge Management
0/395[**]	Knowledge diagnosis
0/424[**]	Knowledge acquisition
0/326[**]	Knowledge Sharing
0/321[**]	knowledge Development
0/376[**]	Knowledge Applying
0/426[**]	knowledge Maintain
	[**]$P<0/01,$ [*]$P<0/05$

Source: Results of research

Table 3: Correlation relationships between the components of knowledge management and human resource performance

Human resource function	Knowledge Management	
0/516[**]	1	Knowledge Management
1	0/516[**]	Human resource performance

[**]$P<0/01,$ [*]$P<0/05$
Source: Results of research

The relationship between Components of knowledge management and human resource performance was assessed by using Pearson correlation coefficient. The correlation were obtained is positive and significant and the null hypothesis is rejected and that there is no relationship, with the increase in knowledge management, human resource development is a significant increase in performance.

In order to explain the function of the independent variables based on the detection of human resources, knowledge acquisition, knowledge sharing, knowledge development, knowledge deployment, and maintenance of the linear regression method was used. The results in Tables 4 and 5 explain the efficacy and performance of the human resource component of knowledge management has been provided.

Table 4: Components of variables to predict the performance of human resources through knowledge management

Sig	F	R_{adj}	R^2	R	Variables entered into the model
0/001	14/344	0/28	0/30	0/55	Knowledge diagnosis Knowledge acquisition Knowledge Sharing knowledge Development Knowledge Applying knowledge Maintain

Source: Results of research

Regression results showed that 28% of the variance in human resources management could be explained by factors. So the rest of the changes are influenced by variables outside the model. also, the results obtained in the F 0/01 is significant. Also, according to the results, amount of F at 0/01 level is significant and suggests that the independent variables are able to explain well the variance of the dependent variable. In other words, the regression model is a good model to study and able to explain changing variable of human resource performance based on six independent variables.

Table 5: The coefficients predicting human resources performance through components of knowledge management variable

Sig	Regression slope of β	Regression slope of b	b_0	Variables entered into the model
0/172	0/11	0/079		Knowledge diagnosis
0/02[*]	0/18	0/135		Knowledge acquisition
0/46	0/07	0/049	1/78	Knowledge Sharing
0/87	0/016	0/011		knowledge Development
0/399	0/071	0/049		Knowledge Applying
0/0001[**]	0/28	0/28		knowledge Maintain

Source: Results of research

According to the standardized regression coefficients for the variables of Knowledge acquisition and knowledge Maintain is significant. Since t value error in other variables is higher than 0.05, they have no significant impact on human performance variables. Knowledge Maintain wit 0/28 coefficient has the highest impact of variables regression on human performance. The inference is that for every one

standard deviation change in the variable of Knowledge acquisition and knowledge Maintain, the performance of the individual to respectively 0/28 and 0/18, the standard deviation will change.

In Table 6, the direct and indirect effects of independent variables on human resource performance are examined.

Table 6: Direct and indirect effects of the independent variables on human resource performance

Total effects	Indirect effects	Direct effects	Variables entered into the model
0/19	0/19	-	Knowledge Diagnosis
0/20	0/02	0/18	Knowledge Acquisition
0/06	0/06	-	Knowledge Sharing
0/08	0/08	-	knowledge Development
0/15	0/15	-	Knowledge Applying
0/28	-	0/28	knowledge Maintain

Source: Results of research

As seen in the table 5 ,knowledge Maintain with 0/28 effect has most direct effects   and Knowledge diagnosis with 0/19 effects the most Indirect effect on human resource performance.

RESULTS AND DISCUSSION

The results of this study show that there are significant positive correlations between knowledge management and human resource performance of agricultural cooperatives in East Azarbaijan province. This finding is consistent with the research results Gould et al (2001), but Choi (2003), McCain Vzak (2005), medications (2005), Mohi-Din and colleagues (2007), Chen, M. (2007), Lavvnjay (2008), Khlyfa and colleagues (2008) , Harlow (2008), Ruzdar (1382) Shahflyan (1385). Another finding of this study show that there is between knowledge diagnosis variable and human resource performance of agricultural cooperatives in East Azarbaijan province positive and significant correlation. This finding is consistent with the research result Shahgholian (1385). Another of finding of this study stated that there is a significant positive correlation between knowledge acquisition and human resource performance of agricultural cooperatives in East Azarbaijan province. This finding is consistent with the research Darvch (2005), Chen, M. (2007), Avhlanr et al (2007) and Shahgholian (1385). There is significant positive correlations between knowledge development and human resource performance of agricultural cooperatives in East Azarbaijan province. This finding is consistent with the research Chen and Mohamed (2007), and Shahgholian (1385). There is significant positive correlations between knowledge maintain and human resource performance of agricultural cooperatives in East Azarbaijan province. This finding is consistent with the research Gould et al (2001), Chen and Mohamed (2007), and Shahgholian (1385). Another problem faced by the organization, how to apply and maintain the knowledge and experience of organization staff. As statistics show, nearly high proportion of employees who serve more than 10 years and are on the verge of retirement. Result of years of knowledge and experience in serving the persons who leave the organization will be lost. Therefore, the organization must have a defined strategy for documenting and storing staff knowledge. So that all staff will able to access and use this knowledge to. creation and development of knowledge base and the development of efficient methods for information gathering and knowledge organization, will be an important issue strategy in knowledge management. In

addition to improving the quality of work, having updated information and improve decision making, knowledge management helps the organization to better respond the needs of referrers. So it is necessary a comprehensive program of agricultural cooperatives in all fields of knowledge management and organizational factors may influence the success of knowledge management should be considered. The results of the data analysis in the sample showed that some employees and managers in the field of knowledge management less active. therefore the present study recommends the following measures: Another finding of this study show that there is between knowledge applying variable and human resource performance of agricultural cooperatives in East Azarbaijan province positive and significant correlation. This means that increase or decrease in knowledge applying variable by human resources of statistical sample research could have affected on their performance. The results show that most of the employees of agricultural cooperatives in East Azarbaijan Province, the organization knowledge needs in objectives and strategies in the average level of importance, will be considered. Although the overall level of Knowledge diagnosis of the upper-middle class, but since this variable has a positive effect on the performance of human resources, we recommend to managers in organizations that considering the components of knowledge diagnosis in strategic goals and operational in to take steps to improve the human resource function their organizations. The results show that although the organizations are generally favorable conditions in terms of knowledge acquisition, but employee of organizations and research institutes have announced that the level of relation is average. Based on the investigations undertaken in this study, there is between knowledge diagnosis variable and human resource performance using most of these variables are needed by managers, because that will ultimately improve employee performance. It is recommended to organizations that more invest to transfer knowledge and experience of experienced employees to other employees until see improvement of human resource performance agricultural cooperatives create a new role called "chief knowledge officer", in their organizational structure. chief knowledge officer does with continually and aggressively following activities:

A) with creation of knowledge databases and updating the technologies in order to enhance performance of human resources is necessary.

B) efforts to establish an appropriate process for managing intellectual capital in their respective agricultural cooperatives and other cooperatives.

C) collecting information about customers satisfaction of agricultural cooperatives.

REFERENCES

Abtahi H., Salvati A. 1385. Knowledge management. First edition. Tehran. Peyvande no.

Afrazeh A. 1386. Knowledge (concepts, models, measurement and implementation). Second edition. Tehran. Amirkabir University of Technology.

Azar A., Momeni M. 1387. Application of Statistics and Management. Twelfth edition. Tehran. organizations study and compiling books of the humanities in universities (SAMT).

Best, J. 1371. Research methods in the behavioral sciences. Translations, Pashashryfy H, Taleghani N. Tehran. Roshd.

Chen I, Mohamed S.2007 . Empirical study of interactions between knowledge management. Activities , engineering , construction and architectural management vol 14. 3:242 -260.

Choi B, Lee H.2003 . An empirical investigation of knowledge management styles and thief effect on corporated performance It is available on: http: //www.elsevier.science.com.

Darroch J.2005 . Knowledge management innovation and firm performance. J.Knowledge Management. Vol 9. 3:101-115.

Gold A, Malhotra A, Segra A.2001 . knowledge management:an organizational capabilities perspective. . J.Knowledge Management information systems.18:1 :185-214.

Haas M, Hansen M. 2007 . Different knowledge, different benefits: towards a productivity perspective on knowledge sharing. In organizations. Strategic management journal mgmt. J., 28:1133-1153.

Imanpoor A. Badri Azarin Y. Sydamry M. 1391. Regression analysis of the relationship between knowledge management components and human resource performance. Sports Management. 35:15-50.

Khalifa m.2008 . Knowledge management systems success a contingency perspective. Journal of knowledge management. Vol 12 No 1: 119-132.

Probest g. 2000 . Managing knowledge building blocks for success. New York.:John Wiley.

Ruzdar N. 1383. Knowledge Management and its effect on the performance of managers Bahman Group in Tehran city 1381. Master's thesis. Islamic Azad University, Unit of Science and Research.

Shahgholian k., 1385. Evaluation Model of knowledge management in industrial organizations (automotive industrial). Master's thesis. Islamic Azad University. Unit of Science and Research.

T. Davenport. 1379. Knowledge Management. Translated by H. Rahman Seresht. First edition. Tehran. Saiko.

Taj al-Din M virtuous. Darvish, M., 1388. Components of human performance. Tadbir Monthly magazine. 203 :41-47.

Uhlaner I.2003 . The relation ship between knowledge management innovation and firm performance evidence from dutch smes, it is available on www.eim.nl.

Vice Chancellor for Research, Education and Extension Service of the Ministry of Cooperatives. 1379. Economic contributions of cooperatives in GDP. Cooperatives Monthly magazine. 103.

Wiigkarl m.1999 . successful knowledge management. European management journal. P4.