

# The survey of knowledge management role on the organizational entrepreneurship: A case study in vocational school of Mazandaran

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## Abstract

In the modern world of the oriented communities, the knowledge management has an important role on the organizations and societies because the proper usage of this conception make the organization profit from intellectual more privilege. In fact, the management is considered as a system which demands special expertness and maybe not to be found in most organizations. In addition, today, in respect of competition among the organizations and the movement to technological world, the winners are who able to manage their expertness and knowledge creatively and entrepreneurially. This is the case that the management can determine the direction and has effective role on the performance. The purpose of the study is to create a relationship between knowledge management and organizational entrepreneurship. In this study, at first, the theoretical principles have been collected and then provided by questionnaires and descriptive-survey, with the aim of the operational purpose. The statistical society includes 200 members of vocational school of Mazandaran, and among them, 56 questionnaires were randomly selected and then surveyed. The analytical data showed that there was a positive and meaningful relation between the dimensions of knowledge management and organizational entrepreneurship. The data of questionnaires were calculated by Pearson coefficient and SPSS software. ( $p < 0.05$ )

**Keywords:** Knowledge management, Organizational Entrepreneurship, Vocational School

## Introduction

The twenty-first century is known as economy based on the knowledge. The traditional model of

business must adopt to the environment for surviving, because of the fast and continuous changes (Lee & WV, 2007). In order to earn and conserve competitive advantages in organizations they need to move to the knowledge source effectively (Wang, et al, 2007). Both the commercial and scientific societies do believe that the organizations with scientific power manage to conserve their long-term advantages in the competitive arena (Niazazary et al, 2010). Because of the attitude and competition, the knowledge is considered as the most valued strategic source. The ability of organization is considered as the most important one for marketing and solving the problems because of the science usage (Adly, 2005). The knowledge and science has a multi-dimensional conceptions and been placed in some organizational identities such as cultures, politics, documentation and organizational members and is the most vital source in the organizational competitions.

However, clearly, the organizational science is more important than the whole organizational assets. The aim of scientific activities in organization are: Make sure of the continuous activities and growth in order to conserve; the vital knowledge; The usage of current knowledge at whole cycles; The knowledge compound in direction of over-developments; The continuous acquisition of related knowledge; The expanding of new knowledge and continuous acquisition by innate experiences and external knowledge (Hakak, et al, 2013).

## Statement of problem

Today, knowledge is considered as the assets and belongings of the organization and the structure of knowledge community structure, where the organizations should active, have been influenced of the knowledge community such as knowledge

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eruption, the appearance of allocated fields and universalized knowledge. An account of the influences of trends, the management is considered as an effort for conforming with an environmental changes. As far as the knowledge has an important strategic play and because of its competitive advantages and the base power, most of the organization use it effectively (Gholizadeh & Asady, 2005). The management believes that the knowledge is “the perform of true works “ and “the true performance of work“. and insist on the effectiveness and proficiency. Also, the knowledge management is: A new way of thought in organization, intellectual and innovative sources of allotting, a way for enjoyment and exploitation, the improvement of performances, cost reduction, organizational knowledge optimization (Lee & WV, 2007).

Skirm (2003) stated that the knowledge management is the systematical and clear management with the knowledge along with the performances of innovation and collection and spread and knowledge operation. In the competitive and modern world, organizations need to modify and the managers have to presents the suitable responds and evaluate the intellectual advantages and the human’s creativity. Thus, for creating such appropriate condition inside the organization, the necessity of competent intellectual wealth is needed. So, it is necessary to search more in this course. There for, in the study, we are going to search about the role of intellectual assets (human, structure, relationship) and its influence on the organizational entrepreneurship (Hadizadeh, 2012).

## Theoretical knowledge of study

### *Knowledge management*

This is the process that given to the organization for success in order to dominate over the important information and science which is considered as organization storage (memory) and often presented in a pattern of non-structure. The science is the form of wealth that should be exchanged among personnel in a clear and special pattern and progress in whole organization. The knowledge management includes the whole patterns that organization run their own science assets. In wholly, the science management means: the acquisition and production of proper knowledge for a good expert in a proper time and situation, in a way that the people manage to best use of the science for acquiring the educational goals (Niazary, et al, 2010). The best

model has been used in the study .which is the most complete in the cycle. The main keys of the model are divided into six factors including need to knowledge and science, the extension and promotion of science, the dissemination and popularization of science, the enjoyment of the science, the conservation and storage of science, and the assessment of science (Hakak, et al, 2013).

### *The definition of entrepreneurship*

This is the production of new and valuable thing with the time -consuming and hard-working, along with the financial, mental, and social risk for gaining more financial source, personal satisfaction and independence. The entrepreneurship is a recognition, assessment and time pursuit in the different and variation courses (Hadizadeh, 2012).

### *The relation between knowledge management and entrepreneurial training*

Today, the entrepreneurship is known as the main advantages for organization survival because of the competitive complex. All of the organizations need the new and innovative ideas which inspired in the organization with new vitality and served it from annihilation. The appearance of innovation especially science, not only make the organization to gain more competitive capacity than the rivals, but also represent an effective tools for organizational performance promotion. The knowledge management brings the entrepreneurship, in turn. Then is considered as the main innovative source and references of entrepreneurship. The conclusion of some searches insisted on the relationship between knowledge management and professional science in management and training. Among them, there is a meaningful correlation/relationship. Then the order of knowledge management leads to a flexible structure. The dissemination and employment of knowledge structure turn its own member into the generative and regenerative one, because the necessity of creativity and inventiveness is crucial in the knowledge management (Hadizadeh & Hosioni, 2012). Then, according to the suggestions and documentation is concluded that the knowledge management approach along with design and conscious training can be designed for: The improvement of professional science; The promotion of self-entrepreneurship; The knowledge acquisition and dissemination and The creative training of entrepreneurship (Niknafss et al, 2013).

### Research hypotheses

The main hypothesis: There is a meaningful relation correlation between knowledge management and organizational entrepreneurship.

The secondary hypothesis:

There is a meaningful relation correlation between dissemination and transmittal of knowledge with organizational entrepreneurship.

There is a meaningful relation correlation between knowledge storage and conservation and organizational entrepreneurship.

There is a meaningful relation correlation between enjoyment of knowledge and organizational entrepreneurship.

There is a meaningful relation correlation between the conservation and storage of knowledge and organizational entrepreneurship.

### Methodology

This research is practical and qualitative based upon the purpose and data qualities, respectively. which is placed in the categorization of the descriptive-survey. The data were collected by questionnaires. The statistical society of research includes 200 members of vocational school staffs of Mazandaran. The reliability of the sample were calculated Alpha Cronbach formulation and random sampling. The reliability coefficient was 0.86.

### Results and discussion

In the descriptive statistic, the demographic information has been presented such as age, sexuality, graduation, and employment record .

**Table 1. Demographic information of participants**

Variable	Frequency	Percentage
Age		
20-25	7	12.5%
25-35	21	37.5%
35-60	28	50%
Gender		
man	32	57.2%
woman	24	42.8%
Diploma	3	5.4%
Associates degree	11	19.6%
Graduate	25	44.6%
Post-graduate	17	30.4%
Work experience		
1-10	17	30.4%
10-20	25	44.6%
20-30	14	25%

According to this table, among 56 written responses, the subjects are 24 (%428) females and 32 (%57.2) males. Among them, the graduation of B.D = %44.6 = 25 staffs & The upper graduation = %30.4 = 17 staffs. 30.4% were more than 10 years; 44.6% were from 10 to 20 years and 25% were over 20 years.

In the analytical statistics, in the part of hypothetical test, the results of correlational coefficients (Spearman) showed that there is a meaningful relationship between the knowledge management and organizational entrepreneurship and between the each of the dimensions of the knowledge management and organizational entrepreneurship .

### Results of hypothesis testing

The results showed that there is a positive and meaningful correlations between the knowledge management and organizational entrepreneurship ( $r=.494$ ), the development and knowledge promotion and organizational entrepreneurship ( $r = .55$ ), the dissemination and transmittal of knowledge and organizational entrepreneurship ( $r=.416$ ), the knowledge enjoyment and organizational entrepreneurship ( $r = .419$ ), and the knowledge conservation and storage with organizational entrepreneurship. ( $r = .51$ ).

**Table 2. Results of Spearman correlation test**

Hypotheses	sig	Spearman Correlation coefficient	Result
Between the knowledge management and organizational entrepreneurship	0,000	494.	+
Between the knowledge development and organizational entrepreneurship	0,000	55.	+
Between the knowledge issue and distribution with organizational entrepreneurship	0,000	416.	+
Between the knowledge enjoyment and organizational entrepreneurship	0,000	419.	+
Between the storage of knowledge with organizational entrepreneurship	0,000	51.	+

## Conclusion and recommendations

Learning during the life, is a new manner to how to respond to human's increasing needs and education is a process which should continue during the life. The results show that there is a positive and meaningful influence on the knowledge management and its dimensions such as: Development and knowledge promotion; The knowledge enjoyment and The knowledge conservation and storage and on the organizational entrepreneurship of vocational school of Mazandaran. That means the knowledge management could be useful for the vocational schools specially for the promotion of effective indexes on the organizational entrepreneurship and continuous development of the organization. Then, in respect of this, the results have been represented in the following:

- The promotion of organizational knowledge Establishment of training place for the promotion of staffs' knowledge.
- Holding up the local and /or national meeting and the invitation of the professors, masters and specialists for the acquisition and promotion in the vocational school.
- The establishment of places for discussion and exchange the knowledge between the professors and staffs
- The appearance of the financial and spiritual invitations for the motivation of staffs and knowledgeable professors and the valuation of the vocational school.
- The presentation of strategies for staffs and professors to express their opinions , suggestions and not to afraid of the other probable criticisms.

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