STUDY OF KNOWLEDGE MANAGEMENT OF HUMAN RESOURCES MANAGEMENT OF SADERAT BANK

SHAHED BATENI

Department of Management, Islamic Azad University, Science and Research Branch, Tehran, Iran

ABSTRACT

Nowadays knowledge management in many organizations known as a strategy to gain competitive advantage. On the other hand, according to people and human capital are also important from the point of view of its effects. Many scientists believe that the human factor is the most important element of organizational knowledge management and it is considered as a component of organizational capital. Thus, this study examines the performance of knowledge management in the hiring process, internal promotion opportunities, skills and competencies, employee productivity, reward model, the BSI Iran. The results of the evaluation criteria and aspects of knowledge management in the bank show the strategic impact of the five components of the hiring process, internal promotion opportunities, skills and competencies and reward model and indicators mentioned a testament to the successful operation of this strategy. Other findings of the study indicate that the element of knowledge management in employee productivity could be the result of a successful and tangible for Bank.

Keywords: Human Resource Management, Knowledge Management, the Saderat (Export) Bank of Iran

INTRODUCTION

Today, human resource management and knowledge are the most interesting applications in various fields, especially in terms of management. Human resources has in the broad sense of the different levels and from different points of view. From the perspective of human resources plays a key role [6].Therefore, the management of the

major concerns of successful organizations **[3]**. Knowledge growth in recent years has been very wide and high. Today, knowledge is a valuable resource and strategic asset management and without the use of it the organization go out of the competition. Many experts have been involved in the creation and development like **Soyoob and Conrad (1986)** coined the balance sheet intangible, **Carl Wig (1986)** coined the concept of knowledge management, knowledge management, water cravings by providing business strategy, and **Takoshi and Nonaka (1991)** by the Harvard Business Review and book now knowledge **Creation (1995), Tom Stewart (1991)**, the importance of intellectual capital, **Peter Drucker (1994)**, a source of knowledge, **Romer (1995)** as a source of endless knowledge, **Barton (1995)**, a book written sources of knowledge and **[5]**.When data processing, refining and organized to become information and data, if interpreted, transformed and expanded their practical knowledge in the body. In fact, the information cannot be changed unless the value of such knowledge by interpreting, organizing, screening, selection or engineering highKnowledge in business organizations can be found in two domains: (1) information systems and business processes based information (knowledge as

information) 2 people (students as human resources). Both types of knowledge are valuable to the organization. To be successful, organizations need to develop both types of knowledge assets as part of its efforts to achieve economic prosperity. Therefore the non-binding domain II, staff and students as human resources at Bank of Iran.

Theoretical Study

1-2 and the definition of the concept of knowledge management

In general, knowledge management emphasizes, on the detection of a formal method of distribution and increases its value through the reuse. Knowledge management, make organizational knowledge to be available **[8]**. Knowledge management practices are identified, to take, organize and process information to create knowledge that is distributed afterward. In other words, others are available to be used to create more knowledge **[5]**. Management assessed the basic knowledge, explicit and principled to replicate and use of knowledge in order to increase the effectiveness and return on investment of knowledge. Knowledge management is the process of discovering, acquiring, developing and creating, sharing, storing, evaluating ICT and appropriate structure to achieve organizational goals accomplished. .The definition of man, is

based on structure and the technology. Indeed, the three key issues of human knowledge, and structure of the information technology and tries by creating appropriate structures and processes and the necessary technology infrastructure and by focusing on the man and his preparation for the acquisition and production and the proper use of a source of knowledge to achieve organizational goals Production and proper use of sources of knowledge to achieve organizational goals **[7]**. In general, knowledge management can be defined as the process of discovery, identification, extraction, acquisition, development, production, conversion, refining, use, storage and retention, transfer and sharing of knowledge dissemination and evaluation within the appropriate time and place qualified by the linkage of human resources, processes, structures, information technology and the environment in order to improve and maximize the organization's objectives.

Human Resource Strategy

Now, researchers have identified two main types of human resource strategy that includes: transport strategies and strategies for the various tasks and activities of human resource management.

  a) Dial Strategies: general purpose explains of human resource management in the development and management of staff and what steps should be taken to ensure the retention and recruitment of applicants, as well as the commitment and motivate employees to achieve. Dial a human has been defined resources strategy experts to better utilization of staff Optimize business processes and the development of high-performance business processes and create the best environment for doing business **[2]**.

  b) Identify strategies for human resources: The purpose of these guidelines for their activities in the field of human resources refers, such as **[1]**:

Talent Management: How organizations succeed in the war for talent, continuous improvement and sustainable innovation in a specific time period;

Knowledge Management: creating, collecting, capturing, sharing and using knowledge to enhance learning and performance;

Sourcing, recruiting and staffing, maintenance and operation of high-quality **[4]**;

Development and Learning: Providing conditions for the development of staff, prevent corruption;

Bonus: Activities that organization to implement remuneration policies and practices do in order to achieve the goals and aspirations of the organization and shareholders;

Labor Relations: refers to the fact that relations with employees and unions managers of what activities are required and must be changed.

That's why one of the most important is human resource strategies in organizations in general and specifically in the Saderat Bank knowledge management strategy. Therefore, to assess the impact of this strategy on human resource management functions of indicators should be used for the assessment of human resource strategies.

METHODOLOGY

The method of the present study, descriptive survey data collection methods Library E-field. For this purpose, the data needed for this study were collected in two stages: the first stage and second stage studies included data library field. Thus, according to the study objectives and the nature of it, the best way to collect the required data, the questionnaire. Since the questionnaire was designed based on the opinions of experts and professors and scholars have been verified, confirmed validity. To assess the reliability evaluation of knowledge management strategy, the pre-test

and SPSS software using Cronbach's alpha, was 0.879. This value represents the reliability. The research employees are the bank's headquarters in Tehran province. The sample size of the study will be calculated in the following way.

Cochran's formula for determining the sample size is as follows:

After collecting raw data and analyze them in order to extract this information from the t-student test was used to test the research hypotheses.

Assumptions used in previous studies examined in this study are as follows:

- The components of knowledge management in the hiring process, of the Saderat bank is optimal.
- The component of knowledge management in internal promotion opportunities, Saderat Bank of Iran is desirable.
- The component of knowledge management in skills and competencies, optimal.
- The component of knowledge management in employee productivity, the Saderat bank is optimal.
- The component model of knowledge management in bonuses, the Saderat bank is optimal.

- The findings

To evaluate the research hypotheses, statistical assumptions are designed as follows:

Hypothesis one:

Component of knowledge management in the hiring process, the BSI isn't optimal.

$H_0 : \alpha \le 4$

Component of knowledge management in the hiring process, in BSI is optimal.

$H_1 : \alpha > 4$

Hypothesis two:

Knowledge management in the process of upgrading the internal components, BSI isn't optimal.

$H_0 : \alpha \le 4$

Component of knowledge management in the process of internal promotion, BSI is optimal.

$H_1 : \alpha > 4$

Hypothesis three:

Component of knowledge management in the process of skills and competencies, the BSI's is not optimal.

$H_0 : \alpha \le 4$

Component of knowledge management in the process of skills and competencies, BSI is optimal.

$H_1 : \alpha > 4$

Four hypotheses:

Component of knowledge management in the productivity of employees, BSI isn't optimal.

$H_0 : \alpha \le 4$

Component of knowledge management in the productivity of employees, BSI is optimal.

$H_1 : \alpha > 4$

Hypothesis Five:

Component process model of knowledge management in bonuses, BSI isn't optimal.

$H_0 : \alpha \le 4$

Component process model of knowledge management in bonuses, BSI is optimal.

$H_1 : \alpha > 4$

To create consistency, the results of all the assumptions are in the **Table 1** below:

Table 1: Results of the research

Results	Significant level	statistic	description
Hypothesis is confirmed	0.000	19.45	**Hypothesis1**
Hypothesis is confirmed	0.000	22.76	**hypothesis2**
Hypothesis is confirmed	0.002	17.34	**Hypothesis3**
Hypothesis is rejected	0.198	2.204	**Hypothesis4**
Hypothesis is confirmed	0.000	24.34	**Hypothesis5**

CONCLUSION

The Bank will promote knowledge management and improvement of human resources management in these centers, so that one of the most important strategies for human resource management in the Bank is considering the issue of knowledge management staff. Therefore, the assessment of the effects of this strategy on human resource functions, to identify the current status, future direction of bank reform, Enhance the performance of human resource management functions of the bank and the banking system will help to improve.

Also, the results of the evaluation criteria and lateral dimensions of knowledge management in the bank

The strategic impact of the five components of the hiring process, internal promotion opportunities, skills and competencies and reward model is shown and a testament to the successful operation of this strategy, the indicators mentioned. Other findings of the study indicate that that knowledge management in employee productivity component has failed and successful outcome for BSI is tangible.

Thus, the function fails and adverse impact on employee productivity, knowledge management strategy, it is recommended Officials and staff of the bank efficient measures to adopt the strategy of knowledge management in banks. IN must be considered the process of knowledge management in banks, including the creation, capture, storage, sharing and applying knowledge to improve employee productivity measures.

In this context, proposals will be lower due to the impact of knowledge management strategy, the bank employee productivity, it is also recommended that research be conducted in other parts of the bank and the results are compared with the findings of the present study.

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