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**THE RELATIONSHIP BETWEEN KNOWLEDGE MANAGEMENT AND HUMAN  
RESOURCE DEVELOPMENT IN THE RED CRESCENT POPULATION OF FARS**

**<sup>1</sup>MOHAMMAD GHADERI, <sup>2\*</sup>ALIASGHAR MASHINCHI, <sup>3</sup>AHMAD ASKARI**

**1:** Department of Human resource development, Lamerd branch, Islamic Azad University,  
Lamerd, Iran.

**2:** Department of Business Management, Faculty of Management, Lamerd branch, Islamic Azad  
University, Lamerd, Iran.

**3:** Department of Business Management, Faculty of Management, Lamerd branch, Islamic Azad  
University, Lamerd, Iran.

**\*Corresponding Author: Aliasghar Mashinchi**

**ABSTRACT**

The study aimed to assess the relationship between knowledge management and human resource development in the Red Crescent population of Fars. The research is applied and the method of data collection is the cross-correlation. The research sample consisted of 356 employees of the Red Crescent Organization. By using Cochran formula 180 people were selected as the sample size, that by Using a clusters ampling method and sample size were covered. Data in this study respectively are knowledge management questionnaire of Joseph Haddad (2006) and the development of human resources questionnaire of Velba Johnso (2010). The validity was performed by using Item analysis and reliability was calculated by using Cronbach's alpha, 85 / .81/. Analysis of the data in this study in two levels was performed: the descriptive statistics (mean, median, mode, standard deviation) and inferential statistics (Spearman correlation and regression). The results generally showed that there is meaningful relation between knowledge management and human resource development in Red Crescent of Fars.

**Keywords: Knowledge Management, Human Resource Development, Organization red  
Crescent**

## INTRODUCTION

Now a days skilled man power in the organization, which is considered as an investment for power production. In fact, quality or productive power of human labor, In all developed countries and developing the system

Equipment and manpower development and maintenance of a comprehensive and dynamic practice (Talebian *et al*,1388). In today's competitive world, human resources, is the most productive capital of the company which can cause changes in other factors of organizational and substantive results. If in the previous decades advantage of criteria in a country was a volume of manpower, modern weapons, military power, vast territory and vast underground reserves, the right to veto in the international community, now the power of a country depends on the quality and productivity of human resources, especially its maintenance. Institutional development has particular importance. Education and Rehabilitation depends on change in behavior and changes in job performance. The purpose of education is to improve the speed job functions and aims to develop, is preparing the individual for future work responsibilities through the acquisition of experience, knowledge, skills and attitude. Training and

improvement of human resources is an important activity in all organizations (Salimi, 1381). The productivity of human resources does not improve randomly but it should provide constant attention of pre needs of the organization and structure of the organization. This topic draws attention to the knowledge-focused organizations; because knowledge with innovative features and its dynamic ability to respond to the new environment features (Tahrir *et al.*, 2010). Thus the need for the establishment of a comprehensive system of knowledge management in organizations is felt today. Knowledge management is tools to identify and help the collective knowledge of organization competitiveness. Knowledge management is a means to systematically to individuals, groups and teams helps to know the needs and demands of the knowledge. By organizing and publishing make knowledge more effective and to apply their knowledge to create new knowledge (Shakeri, *et al*, 1389). Knowledge management as a methodology for produce, maintenance, and productivity of equipment, is a big group that each organization used it in its daily activity. Also there is another attitude that knowledge management as a group of process support

Production, distribution, and utilization of intelligent knowledge-related factors and technical tools, such as information technology and decision support systems. So it seems that to development human resources, the establishment of a comprehensive system of knowledge management is considered as an essential prerequisite for the development of enterprise. In this regard, since the Red Crescent as an organization that seeks to contribute to the crisis should be efficient, it is important to develop human resources and in this context the spread of knowledge about the development of knowledge management provides resources. Accordingly with attention to what was said, the question arises as is there a relationship between knowledge management and human resource development in the province Crescent of Ahar?

### **Significance of Research**

Social organizations for the development and expansion of economic and industrial activities have to prepare, maintain and operate available large-scale and diverse workforce. Today, skilled and self-sufficient manpower is known as the most important factor in social mobility. Scientific and industrial community organizations without

sustainable law have not the possibility of rotation and circulation. Managers have to try to achieve spectacular successes and realize the ideals of humanity. Modern society, need a mature man with a good attitude, a different set of skills to handle multiple jobs, People with creativity, innovation, knowledge and extensive skills, while performing optimal job assignment, to help achieve the goals of their organizations. Development in organization process can be improved organizational procedures in order to achieve an effective organization which more focused on human behavior that gives the direction. Learning and improvement is a process that is planned by an organization to facilitate the learning of job-related behavior on the part of employees applies. In a broad sense of the term behavior is used to demonstrate the knowledge and skills acquired by employees. The overall goal of training and development, including education, knowledge and skills. To development knowledge management resources should be deployed as a coherent approach. Knowledge management, a new effort called the century of knowledge era, to maintain, increase targeted guidance and knowledge of capital organizations. This refers to the investment in science to bring the best and most profitable (Arastehe *et al.*,

1389). Advertisement of organization the factors affecting the adoption and successful implementation of knowledge management which will lead to the realization of these objectives. But since it is based on research conducted by Nonaka and Taguchi under lines knowledge creation and knowledge management, from organization Always in management research, particularly in organization government has been neglected (Salavati *et al.*,1388), Addressing the issue of knowledge management in all organizations is particularly important because it is: Organizing knowledge to enable individuals and organization to perform their work activities (Taghizadeh, *et al.*, 1389), Multiplexing of intellectual and creative approach to organization and efficiency, improve performance and reduce costs, optimize organizational knowledge to enhance the performance of different ways, Improve quality, increase efficiency, having knowledge up to date, and increasing effectiveness (Goudarzi *et al.*,1388), Create a common culture of innovation and the development of human resources in order to maximize performance is important.

### Research purposes

A) General objectives: To investigate the relationship between knowledge

management and human resource development of Red Crescent organization of Fars Province.

### B) Specific questions

1. How is the establishment of knowledge management and human resource development in organization of the Red Crescent in Fars?
2. Is there a relationship between knowledge creation and development of human resources system in the Red Crescent in Fars?
3. Is there a relationship between knowledge registration system and development human resources system in the Red Crescent in Fars?
4. Is there a relationship between the system of education and human resource development in the Red Crescent in Fars?
5. Is the relationship between knowledge sharing systems and human resource development in the Red Crescent in Fars?

### The statistical population, sample

The study population consisted of all Fars Province's the Red Crescent staff equals to 356 people. The sample size was calculated based on Cochran formula which is 180.

Data collection instrument

For gathering data in this research two standard questionnaires were used.

1. Knowledge Management questionnaire: Knowledge management questionnaire by Joseph Haddad was designed in 2006. Questionnaire consists of the creation of knowledge, the registration of knowledge, multiplexing of knowledge and sharing knowledge.

2. Human resource development questionnaire: In order to evaluate this variable Velba and Johnson development of human resources (2010) was used. Questionnaire consists of motivation, job satisfaction, creativity, orientation, training, accountability, manipulating unhealthy, unhealthy competition and the desertion of job.

The reliability of the questionnaire

**The results of Cronbach's alpha Knowledge Management questionnaire**

Total	Knowledge sharing	Establishment of knowledge	Registration of knowledge	the creation of knowledge	variables
.85	.93	.85	.83	.79	reliability of the questionnaire

**The results of Cronbach's alpha of human resource development questionnaire,**

total	manipulate	Unhealthy competition	Desertion of work	Responsibility	Orientati onto teaching	creati on	Job satisfact ion	Motivat ion	variabl es
.81	.86	.74	.73	.88	.79	.81	.76	.88	reliabil ity

**Analysis of the data**

After preparing the questionnaires and collecting responses of subjects to analyze the data, by using inferential statistics (Spearman correlation and regression) data obtained from questionnaire questions analysis and research questions answered.

**General research question:**

How is the establishment of knowledge management and human resource development in organization of the Red Crescent in Fars?

To examine the relationship between these two factors, because both of the factors are sort type, The Spearman correlation coefficient was used.

The correlation coefficient between knowledge management and human resource development

<b>Human resource development</b>	<b>variable</b>
.723 .000	<b>Knowledge Management Significance level</b>

Significant level.	Value of the F statistic	Mean square	Degrees of freedom	Sum of squares
C /180	1.809	1.573	1	1.573

consider the significance level is less than 0.05, As a result there was a significant correlation between knowledge management and human resource development in the Red Crescent organization in Fars, And the correlation between the two variables is 723.

Significant linear relationships between variables for Knowledge Management and human resource development

By considering a significant level the result is that there was no significant linear regression between two variables Knowledge Management and improvement.

**Research sub-questions:**

variables	Mode	Median	mean	number
<b>Knowledge acquisition</b>	3.25	3.125	3.077	184
<b>Conserve of knowledge</b>	<b>2.78</b>	<b>3</b>	2.994	184
<b>Distribution and transfer of knowledge</b>	<b>2.60</b>	<b>2.60</b>	<b>2.607</b>	<b>184</b>
<b>Application of knowledge</b>	2.67	2.666	2.530	184
<b>Knowledge Management</b>	2.79	2.81	2.80	184

first research question: how are the components of Knowledge Management and human resource development in the Red Crescent organization in Fars?

Descriptive results related to Knowledge Management and its components.

The second research question: Is there a relationship between the system of Knowledge acquisition and human resource development in the Red Crescent organization in Fars?

Significant linear relationships between variables for Knowledge acquisition and human resource development

The

<b>Human resource development</b>	<b>variable</b>
.322 .000	<b>Knowledge acquisition Significance level</b>

<b>Human resource development</b>	<b>variable</b>
.195 .008	<b>store the knowledge Significance level</b>

The significance level is less than 0.05; As a result there was a significant correlation between Knowledge acquisition systems and human resource development in the Red Crescent organization in Fars. And the correlation between the two variables is 322.

The third research question: Is there a relationship between the storage system and the maintenance and improvement knowledge human resources in the Red Crescent organization in Fars?

Significant linear relationships between variables for store the knowledge and development of human resources

The significance level is less than 0.05; As a result there was a significant correlation between store the knowledge and human resource development in the Red Crescent organization in Fars. And the correlation between the two variables is .195. The forth

research question: Is there a relationship between Distribution system and knowledge transfer and the maintenance and improvement knowledge human resources in the Red Crescent organization in Fars? Significant linear relationships between variables for knowledge transfer and human resource development. The significance level is less than 0.05; As a result there was a significant correlation between knowledge transfer and human resource development in the Red Crescent organization in Fars. And the correlation between the two variables is 366. The fifth research question: Is there a relationship between Application of knowledge and human resources development in the Red Crescent organization in Fars?

<b>human resource development</b>	<b>variable</b>
.366 .000	<b>knowledge transfer Significance level</b>
<b>Improvement knowledge human resources</b>	<b>variable</b>

.472 .000	<b>Application of knowledge</b>
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The significance level is less than 0.05; As a result there was a significant correlation between Application of knowledge and human resource development in the Red Crescent organization in Fars. And the correlation between the two variables is .472.

**CONCLUSION**

Organizations in the new millennium because of the time in which they are located, has many differences from the past, and Based on the concepts of complexity and confusion drastically change, Such a way that nature of the world, is based on Discrete and fundamental changes.

These changes happened so fast and there is so much competition. Large organizations that grew in the twentieth century, cannot survive in the emerging world of the twenty-first century. In this new environment for the survival and the success of their organizations and reflections on the natural systems they need to quickly identify changes to adapt to it. This topic draw attention of organizations to the knowledge, knowledge with innovative and dynamic features enables us to respond to new environments features, Significance of knowledge and its application in various areas including: From social scientists to achieve a class less society and equitable distribution of

knowledge, In organization and management as the key to business survival and success and competitive advantage And In economy as a strategic asset. Knowledge-based era where knowledge is like the capital organizations requires a different approach to the problems of organization and staff. Change the nature of their operations of organizations to knowledge work leadings to the increasing importance of the application of knowledge management in organizations. Thus successful organizations in the form of continuous extent of the production publishing, and application of knowledge exchange among its employees measured and studied through various methods, to obtain the solutions to achieve organizational goals. Among the reasons that organizations benefit from knowledge management, we Can point to identify gaps(gaps) In knowledge, productivity of human capital, more efficient andmore effective learning of employees, products and services with higher added value, Customer and employee satisfaction, prevent the recurrence of mistakes, reducere work, saving time, stimulate motivation, creativity and innovation, strengthening and the competitive position of organizations.

Generally results of this research showed that there is meaningful relationship between knowledge management and human resource development in the Red Crescent organization in Fars. Therefore it can be said that Knowledge Management can lead to the human resource development and refurbishment. Thus it is essential that authorities consider the necessary measures for Development and implementation of knowledge management.

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