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RELATIONSHIP BETWEEN KNOWLEDGE MANAGEMENT PROCESS AND CREATIVITY AMONG FACULTY MEMBERS: A CASE STUDY OF SAMBALPUR UNIVERSITY

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ABSTRACT

The following research tries to study the relationship between knowledge management process and creativity among faculty members in the Sambalpur University. The research hypotheses based on knowledge management process including socialization, externalization, combination and internalization (SECI) and creativity. Correlation method was used in this study. The statistical population consisted of 100 faculty members in the Sambalpur University. The results showed that there is a significant relationship between knowledge management process and creativity.

KEYWORDS

knowledge management process, creativity, seci, university, faculty members.

INTRODUCTION

As Drucker (2000) has pointed out, the foundation of the 21st century organization is no longer money or capital or even technology: it is knowledge. Organizations in current scenario recognize knowledge as a key resource. Knowledge management plays an important role in the improvement of competitive advantage. The competitive advantage makes successful with the help of sharing of knowledge, developed human resource, best practices and achieving better decision. Organizations are the beginning to realize that there is a vast and a largely untapped asset diffused around in the organization knowledge (Gupta, Layer and Arosou, 2000). This realization not only occurs in business organizations but also in university. Education system in any country one of the factors affecting economic, social and cultural development. In present day educational environment deal with a variety of changes. As a result, applying a method for creating knowledge and implementing it is to reach educational goals and the maximum essential assets (Rad, 2006). providing training, research scholarship, applied research, knowledge creation is conducted by universities. The nation productivity can be measured through the quality education. Knowledge management is interconnected with organizational learning resides in knowledge management and influences the performance of an organization in the long term (Zadeh, 2011). Knowledge management has become important part of all organization. Universities are involved in knowledge creation, dissemination and learning hence they are perceived to be in the knowledge business. In present context organizations are need for efficient and effective employees for achieving their goal and create a unique one. The organization is successful in improving organizational and individual growth, motivation and creativity through Knowledge. For most of the institution achieving improved performance is not only depending on the successful development of tangible assets and natural resources but also in the effective management of knowledge. knowledge is today's most important property of organizations. The importance of knowledge to survive in the business environment has caused organizations to comparatively great weight activities such as producing; organizing, exchanging and applying knowledge under the umbrella term called km. the development of higher education institution is one of the factors closely together with the nation's development requirement (ismaik, ghari & Abdullah, 2011). from another perspective, universities play a vital role in contributing towards fulfilling the needs in the development process in a holistic manner which includes economic, political, Social and technological development (kok & cheah, 2011).

This research presents the definitions of km process and creativity, followed by a description of some issues in km and creativity it then provides comprehensive review of the literature in order to identify a list of km and creativity outcomes.

LITERATURE REVIEW

Rahimi, Arbabisarjou, Allamesh, And Aghababaei, (2011) wrote in a paper titled "Relationship between knowledge management process and creativity among faculty members in the university". The research hypotheses were examined while considering km process dimensions including Socialization, Combination, Externalization, And Internationalization (SECI) and Creativity based on demographic variables (gender, field of study, employment status). This study was conducted using the correlation method. The researcher found that there was a positive relationship between km process dimensions and creativity.

Manesh, Sadeghi (2015) titled his research paper "The relationship between knowledge management elements and organizational learning among faculty members of Islamic Azad University of Dezful". This study was conducted using correlation, descriptive-survey study. The data collection instruments include Nifeh's organizational learning (2001) and Lawson's knowledge management (2004) questionnaires. They found that there was a significant relationship between km and organizational learning of the faculty members of Islamic Azad University of Dezful.

Fattahiyan, Hoveida, Ali Siadat, Talebi in this study titled "The Relationship between Knowledge Management Enablers, Processes Resources and Organizational Performance in Selected Universities of the Isfahan Province". This addresses this gap by assessing a decomposed model of knowledge management capabilities. The aim was to provide insights into the relationships between particular knowledge resources and organizational performance that can help universities identify appropriate strategies for investing in and effectively deploying the knowledge resource. The results showed that for the current study, organizational structure, knowledge acquisition, knowledge application and knowledge protection were significantly related to organizational performance. However, technology, organizational culture and knowledge conversion did not have a significant impact.

Martins, Martins (2002) titled his research paper "An organizational culture model to promote creativity and innovation". This paper focused what type of organizational culture would support creativity and innovation in an organization. A new model was developed and compared with the theoretical model. The results of the comparisons between the preliminary model and the empirical study have indicated interesting similarities, differences and new perspectives. Strategy and behavior that encourage innovation were identified as determinants in both the models.

Goudarzvand Chgini titled his research paper "The study of relationship between knowledge management and organizational culture indicators". In this study knowledge management was a process that helps organization goals and control important information. And organizational culture was a collection of values, beliefs and thought ways that organization members have common sides in that. To evaluate organizational culture used 4 dimensions Denison model and 60 questions. University is ready to supply today customers. so regarding to these results could said that desired society is in high level of adaptation, integration, agreement and basic values are in high level and show that organization had good goals.

Alnawegah (2013) study entitled "The impact of knowledge management functions on the organizational excellence from the perspective of the University of Al-Taif Staff". This study emphasized that the reality of knowledge management at the University Of AL-TAIF in addition to exploring its impact on increasing excellence of its employees. The study has found that there was a statistically significant impact of the knowledge management dimensions on the dimensions of organizational excellence among the staff of Al-Taif University. The study has made number of suggestions in the light of findings.

Badah study entitled "Relationship between the knowledge management processes and the administrative empowerment with the employees of the ministry of higher education and scientific Research-Jordan". The study results demonstrated that the practice of degree of the knowledge processes management was high, and the employees' empowerments degree was high either. There was a statically signification relationship between the knowledge management process and the employees' empowerment degree. The researchers suggested training courses and workshops for the applications of knowledge management processes. Working

toward building trust between workers to empower them and enhance joint communication among them by investing their knowledge energies and abilities, and develop them being the intellectual capital of the ministry.

Allameh, Abbas study entitled "The relationship between knowledge management practices and innovation level in organization: case study of sub-companies of selected corporation in the city of Esfahan". The purpose of this paper was to examine the relationship between knowledge management practices and innovation level in organizations. Through a questionnaire, required data were gathered in sub-companies of three corporations in the city of Esfahan. The researcher found a strong, positive and significant relationship between knowledge management practices and innovation level in these companies. This study tries to provide empirical evidence in order to support the role of knowledge management in enhancing innovation. The researcher suggested try to produces and localize a relevant questionnaire on your own. Try to involve a large number of managers from various companies that are active in different environments and industries. Hamid, Arbabisarjou, Aghababaei (2012) study titled "The Analysis of knowledge conversion processes in the university and its relationship with psychological empowerment among faculty members". The research hypotheses were examined while considering dimensions of knowledge conversion process including SECI and psychological empowerment based on demographic variables. The results indicate that there was a positive relationship between knowledge conversion processes and psychological empowerment. After reviewing the main tools and instruments for knowledge conversion process, this research provides recommendations so that universities could adopt the most appropriate knowledge conversion strategy in alignment with their psychological empowerment. Future studies may also focus on governance mechanisms that are practiced across organizations.

Loh, Tang, hay, and Hans-Dieter Evers (2013) study titled "Applying Knowledge Management in University Research". This paper based on the case of Singapore university. The researcher argued that knowledge management concepts and tools can indeed benefit and have the potential to advance the cause of research in the university. Institutions of higher education can benefit from km by creating and maintain relevant knowledge environment, and valuing knowledge. Km is increasingly being applied in the area of research.

IMPORTANCE OF THE STUDY

From various researches it has been identified, researchers did not focus km in university. Therefore, an attempt is made to emphasis on knowledge management process and creativity in the university. This study practically helps to provides recommendations so that universities could adopt the most appropriate km strategy in alignment with their creativity.

OBJECTIVES OF THE STUDY

1. To identify the relationship between knowledge management process and creativity among faculty members in the university.
2. To understand the knowledge management process framework and its objectivity at the university.
3. To determine the basic elements of knowledge management influence creativity in the university.

HYPOTHESES

H₀₁: There is a significant difference between km and the creativity of the faculty members.

H_{a1}: There is a significant relationship between km and the creativity of the faculty members.

H₀₂: There is a significant difference between knowledge socialization and the creativity of the faculty members.

H_{a2}: There is a significant relationship between knowledge socialization and the creativity of the faculty members.

H₀₃: There is a significant difference between knowledge externalization and the creativity of the faculty members.

H_{a3}: There is a significant relationship between externalization and the creativity of the faculty members.

H₀₄: There is a significant difference between knowledge combination and the creativity of the faculty members.

H_{a4}: There is a significant relationship between combination and the creativity of the faculty members.

H₀₅: There is a significant difference between knowledge internalization and the creativity of the faculty members.

H_{a5}: There is a significant relationship between internalization and the creativity of the faculty members.

METHODOLOGY

This study was conducted using the correlation research method. Correlation, is the ability to prove a positive or negative correlation between two subjects (Dellavar, 2007). The statistical population consists of 100 faculty members of Sambalpur University. The tools for gathering data was a standard questionnaire for knowledge management process and creativity items (Rahimi et al, 2010).out of 100 questionnaires 76 complete questionnaires was received. The source of data was collected by both primary and secondary primary data was collected through questionnaire. Secondary data was collected through journal, articles, books, various websites.

DATA ANALYSIS AND INTERPRETATION

TABLE 1: RESULTS FROM CORRELATION COEFFICIENT OF COMPONENTS OF KNOWLEDGE MANAGEMENT PROCESS AND CREATIVITY OF THE FACULTY MEMBERS

| Hypotheses | Variable | frequency | r | sig |
|-----------------|---|-----------|-----|------|
| H _{a1} | Knowledge management process and creativity | 76 | .72 | .000 |
| H _{a2} | knowledge socialization and creativity | 76 | .72 | .000 |
| H _{a3} | Knowledge externalization and creativity | 76 | .74 | .000 |
| H _{a4} | Knowledge combination and creativity | 76 | .94 | .000 |
| H _{a5} | knowledge internalization and creativity | 76 | .91 | .000 |

Analysis of the results related to H_{a1} indicated that correlation coefficient between the knowledge management process and creativity of the faculty members was significant at the level of $p < 0.05$. the rate of relationship between two variables was $r = .72$. So, there is a moderate degree of correlation between two variables.

Analysis of the results related to H_{a2} indicated that correlation coefficient between the knowledge socialization and creativity of the faculty members was significant at the level of $p < 0.05$. the rate of relationship between two variables was $r = .72$. So, there is a moderate degree of correlation between two variables.

Analysis of the results related to H_{a3} indicated that correlation coefficient between the knowledge externalization and creativity of the faculty members was significant at the level of $p < 0.05$. the rate of relationship between two variables was $r = .74$. So, there is a moderate degree of correlation between two variables.

Analysis of the results related to H_{a4} indicated that correlation coefficient between the knowledge combination and creativity of the faculty members was significant at the level of $p < 0.05$. the rate of relationship between two variables was $r = .94$. So, there is a very high degree of correlation between two variables.

Analysis of the results related to H_{a5} indicated that correlation coefficient between the knowledge internalization and creativity of the faculty members was significant at the level of $p < 0.05$. the rate of relationship between two variables was $r = .91$. So, there is a high degree of correlation between two variables.

DISCUSSION

Analysis of the results related to H₂ indicated that correlation coefficient between the knowledge socialization and creativity of the faculty members was significant at the level of $p < 0.05$. the rate of relationship between two variables was $r = .72$. So, there is a correlation between two variables. The faculty members try to understand others thoughts and personal information and data. The members exchange their personal and professional experiences.

Analysis of the results related to H3 indicated that correlation coefficient between the knowledge externalization and creativity of the faculty members was significant at the level of $p < 0.05$. The rate of relationship between two variables was $r = .74$. So, there is a correlation between two variables. It indicates that the members tend to highlight their purposes by offering the objective instances. To describe the concepts and are encouraged to use the net.

Analysis of the results related to H4 indicated that correlation coefficient between the knowledge combination and creativity of the faculty members was significant at the level of $p < 0.05$. The rate of relationship between two variables was $r = .94$. So, there is a correlation between two variables. These results show that the members have little time to think about what is discussed.

Analysis of the results related to H5 indicated that correlation coefficient between the knowledge internalization and creativity of the faculty members was significant at the level of $p < 0.05$. The rate of relationship between two variables was $r = .91$. So, there is a correlation between two variables. The skilled individuals are encouraged to teach their skills and experiences to others and to cooperate with professionals in other fields.

An overview of this results knowledge combination has the highest place in the domain of km process, which is followed by externalization, socialization, and internalization.

FINDINGS

- The knowledge socialization and creativity of the faculty members was significant.
- The knowledge externalization and creativity of the faculty members was significant.
- The knowledge combination and creativity of the faculty members was significant.
- The knowledge internalization and creativity of the faculty members was significant.
- Knowledge combination has the highest place in the knowledge management process, which is followed by externalization, socialization and internalization.

RECOMMENDATIONS

- Universities could adopt the most appropriate knowledge management strategy combination with their creativity.
- Knowledge management should focus on organizational development and strengthen it.
- Spell out on the importance of knowledge management practices as a motivational factor for the creativity of faculty members.

CONCLUSION

After analyzing the main tools for managing knowledge, this research provides recommendations so that universities could adopt the most appropriate km strategy combination with their creativity. Knowledge management should focus on organizational development and strengthen it. Organizational development will enhance the knowledge management components. From the literature review, the present study helps managers to diagnosis its km implementation and implemented strategy. The complete SECI models to an organization not fully applicable. There many factors that affects the successful application of SECI models. The findings are based on only one organization. Although this study was challenged by many limitations, it enriches km literature and spell out on the importance of km practices as a motivational factor for the creativity of faculty members. Practically, this study provides a guide for practitioners on how km practices play a vital role in ensuring a quick and easy adjustment when organization circumstances change unexpectedly. Future research may focus on across organization. Future studies may also focus on frameworks of knowledge sharing in the context of teams or groups from multiple organizations. Such research efforts would help promoting learning and thereby, improving theory and practice of knowledge management.

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