A Multidimensional Structure for Describing the Influence of Supply Chain Strategies, Business Strategies, and Knowledge Management Strategies on Knowledge Sharing in Supply Chain

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ABSTRACT

The main goal of this study is to present a multidimensional structure for relationship between Supply Chain Strategies, Business Strategies, and Knowledge Management Strategies with Knowledge Sharing in Supply Chain of the Automotive Industry of Iran. This is an applied research and has done as a Survey, Correlation and cause-effect research. In this research, confirmative factor analysis, correlation test, co-linearity test, and path analysis were used. Innovation aspect of the study is making a comprehensive view to relationship between supply chain strategies, business strategies, and knowledge management strategies with knowledge sharing in the supply chain. Another innovative aspect of the study is attention to supply chain strategies in context of knowledge management, because there are few researches about knowledge management in supply chain. The paper tries to describe quantitatively all the relations in multidimensional structure. Findings show that effective knowledge sharing in supply chain is influenced by the hierarchy of strategies. Therefore, supply chain strategies influence the business strategies and business strategies affects knowledge strategies and at least, knowledge strategies influence the effective and systematic knowledge sharing in the supply chain. Therefore, knowledge sharing is most of all influenced by knowledge management strategies; but is indirectly influenced by business strategies and supply chain strategies.

Keywords: Auto Industry, Business Strategy, Knowledge Management Strategy, Knowledge Sharing, Multidimensional Structure, Supply Chain Strategy

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1. INTRODUCTION

High technologies and knowledge have had such rapid changes that many thinkers believe the acceleration in the innovation of produced goods by high-level technology and creation of knowledge and its development have exceeded learning speed of human beings. Therefore, the related organizations may not be able to confront such acceleration even if they employ their strategies, time, and human resources for learning. Knowledge is considered as a key resource for organizations in the long run. Effective management of knowledge is an issue for success (Nevo & Chan, 2007). Nonaka and Takeuchi (1995) believe that successful companies are the companies that constantly discover and create new knowledge to resolve new and unfamiliar problems. They develop Knowledge purposefully and systematically and in accordance with specific strategic objectives in all layers of the organization, and they change it into new technology and new products (Nas-sim, 2009) for making sustainable competitive advantages (Chawla & Joshi, 2011).

In this research, we deal with the relationship between supply chain strategies, business strategies, and knowledge management strategies with knowledge sharing in the supply chain of the automotive industry by presentation of a multidimensional structure. Several studies have been done about the relationship between strategies and knowledge management, but no special report has been found by the present researchers that contain a comprehensive view of three strategies of supply chain, business management, and knowledge management. The innovative aspect of the study is a comprehensive view about the relationship between key strategies of each organization to knowledge sharing in the supply chain. Paying attention to supply chain strategies within knowledge management is also another aspect of the study’s innovation. The present study has tried to deal with the introduced key criteria in each part of the structure and their quantitative relationship instead of descriptive expression of the available modeled relations.

2. LITERATURE REVIEW

Considering the basic purpose of the study, the literature has been divided to four parts: Knowledge Sharing, Supply Chain Strategy, Business Strategy, and Knowledge Management Strategy.

2.1. Knowledge Sharing

Advances in computer-based communication technologies have increased the variety of choices individuals have when sharing knowledge both within and across organizational boundaries (Di Gangi et al., 2012). Knowledge Sharing includes sharing information, ideas, suggestions, and expertise among people in an organization (Nayir & Uzuncarsili, 2008). It refers to the amount of knowledge sharing within functional boundaries. This capability can change the business processes fundamentally. Sharing information not only causes the facilitation of inter-functional interactions, but also shares knowledge repositories among the cooperators in the organizational processes. This leads to deep understanding of a process (Liao et al., 2011). Muhammed et al. (2011) explained that Knowledge sharing and application enhance operational knowledge indirectly through changes in conceptual and contextual knowledge. Supyuenyong and Swierczek (2011) found that Knowledge dissemination influences customer satisfaction and reputation. Organizations have increasingly recognized the importance of managing customer relationships (as main goal of supply chain; Chopra & Meindl, 2007), and Knowledge Management from the perspective of a process approaches assure positive impact on customer retention (Nehari-Talet et al., 2010).

Knowledge Sharing and Knowledge Transformation often play substantial role for each other. They describe the business processes that transmit and distribute knowledge among the members of an organization or collegiate groups. At this stage, care must be taken to present the distributed knowledge in a suitable, useful, interpretable, and understandable manner.
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