The relationship between knowledge management and intellectual capital to gain competitive advantage employees

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Abstract.
The population of this study included all employees of National Bank branches in Golestan province that includes or high school diploma, diploma, undergraduate and postgraduate and higher that number is 600. The sample size was determined using 234 farmers and Morgan table and stratified random sampling for the study. Library and field research data were collected using standard questionnaires was used tools. The reliability of the questionnaire using Cronbach and validity have been confirmed by the content The Spearman correlation test to analyze the data using SPSS software is used. The results show that among all the components of knowledge management and intellectual capital to gain competitive advantage in Golestan National Bank branch staff there is a significant relationship.

Keywords: knowledge management, intellectual capital, competitive advantage

1.Introduction.
In an economy based on knowledge, products and organizations live and die based on knowledge and the most successful organizations are those of intangible assets better and faster use. Studies have shown that, contrary to decrease the efficiency of traditional resources (money, land, machinery, etc.), knowledge really is a resource for enhancing business performance. From a strategic perspective, knowledge and intellectual capital to create and enhance organizational value and success of an organization depends on its ability to manage this scarce resource. In this study, the role of knowledge management and intellectual capital to gain competitive advantage in Golestan National Bank branches will be discussed.

2. Statement of the problem.
Revolution "information technology", the formation of information society and the rapid development of network technology, especially in the field of communications, computing and engineering, from the 1990s have changed the pattern of global economic growth. As a result, knowledge is the most important asset, financial and physical capital in the global economy has been replaced (Ranjbari, 2014).

Recent studies have shown that despite the diminishing returns of traditional resources (eg, money, land, machinery, etc.), knowledge is a source of increased business performance. What is remarkable it is important that the market value of other intangible factors has recognized the value creation process. The amount and proportion of these "hidden value" has changed (Akhavan&heaideri, 2010).

Accordingly, the present and future success in the competition between organizations, as a small and largely based on physical and financial resource allocation will be based on knowledge management. Therefore, the task of leading an organization is creating an environment for knowledge management. To put it more clearly, in the current era challenges facing managers prepare a suitable environment for the growth and development of the human mind in the knowledge-based organization. Therefore, the most basic skills for managers in the knowledge-based Management of knowledge "is with all this, unfortunately, a Since the intangible nature of knowledge and intangible, it can not by any measure of the scale of traditional financial accounting, risk 'forget' knowledge and other intangible assets are for managers. It can be said only 20% of senior managers in their organizations use.

In fact, knowledge-based business environment in many countries of the world, requires a new model name that is included intangible factors. In this situation, the emerging field of "intellectual capital" has attracted increasing attention to the strategic perspective, the creation and application of knowledge, intellectual capital can be used to increase the value of the organization. Today, the field of developing intellectual capital is an exciting topic for researchers and practitioners to institutionalized. (Bontis, 1998).

In today's world, the main economic resources, capital, natural resources and labor. . . , But the main economic resources, knowledge will be. After the twentieth century was the century of the industrial economy, twenty-first century is the century of knowledge economy (Teymornezhad, 2012).

In an industrial economy, factors of production, economic wealth, a series of physical and tangible assets such as land, labor, and money is the combination of economic factors, wealth was generated. In this economy, the use of knowledge, as a factor of production, had little role (Bontis, 2000). But in the knowledge

economy, knowledge or intellectual capital as a factor of production in comparison with other tangible assets and physical wealth, is more preferable. (Blumeberg,2009).

Unlike the industrial economy to knowledge economy, intellectual property and human capital in particular, is among the most important assets of the organization and the potential success of organizations rooted in their intellectual ability. So how to manage intellectual capital of organizations and their role in achieving competitive advantage can play a significant role in advancing organizational goals (Abbasi, 2013).

This study investigated the intellectual capital and its components, ie human capital, structural capital and relational capital of Bank Melli in Golestan Province, KM initiatives impact of these components on the organization's competitive advantage, a step towards greater emphasis on the need Reload organizations on how their attitudes to how to manage knowledge. The main question is whether the intellectual capital and knowledge management competitive advantage Baksb National Bank branches in Golestan province, there is a significant relationship?

3. History Research.

Amin Moghadam (2011) in a study entitled The effect of intellectual capital on the current and future financial performance of companies listed in Tehran Stock Exchange And.tbq done a resource-based perspective, intellectual capital and strategic resources Hstnd.ntayj test hypotheses this research using partial least squares regression suggests that regardless of company size, debt structure and financial performance of the past, between intellectual capital and current and future financial performance of the company, both at the level of all companies in the industry, thenon-metallic is not specified.

Bidokhti Amin et al (2011) in a study entitled The relationship between culture and knowledge management education done in Semnan city And.nv descriptive and correlational study population consisted of all managers and deputies girls and boys in elementary, middle, high school and college in the government. And a population of over 186 people in the covers. To analyze the data, Pearson correlation coefficient test and t-test and analysis of variance test Shd.ntyjh The hypothesis suggests that there is a significant relationship between organizational culture and knowledge management test results and other assumptions tribal indicated that among all types of corporate culture, hierarchy, market-oriented and knowledge management situation there is a significant positive

Ansari et al (1392) in a study entitled The Role of Knowledge Management on the creativity of teachers in middle school did And.hdf of this study was to investigate the role of knowledge management and creativity of teachers in secondary schools 87-88. Methods Golestan province in Nhsyly the research is descriptive and correlational. to analyze the data from the spss software in descriptive and inferential statistical methods. results from the survey show that research questions. There is a relationship between Secretary. As well as the impact of knowledge management on creativity female and male teachers is no different.

Nona (2000). Concluded that despite the growing importance of intellectual capital known as a vital source of competitive advantage, have little understanding of how organizations actually create intellectual capital by actively managing knowledge there. Knowledge creation requires a shared environment, shared environment that can be physical, virtual or mental separated from its environment. This knowledge, unlike information can indicate that knowledge management practices in their organizations must comply with the requirements of knowledge creation.

4. Research methodology.

Study the purpose and the method of survey research and correlative

The relationship between knowledge management and intellectual capital to gain competitive advantage in Golestan province pays employees National Bank branches. The information obtained in this way is considered as approved and solidarity.

Data collection method: using library studies and field takes place.

To gather the information on this research given the subject matter and the methodology that the survey questionnaire used as research tool

For measuring intellectual capital from a standard questionnaire Bontis (2000) used standard questionnaires to measure knowledge management Lawson (2001) is used. And to measure the competitive advantage of a standard questionnaire Robbins (1998) has been used.

The population sample size and sampling: In this study, all employees of National Bank branches in Golestan province, 600 people sample size was determined based on Morgan table, sampling performed in this study randomly that the number 234 was chosen.

Data analysis methods to analyze the data in this study to describe the information on the characteristics of the population of the method used descriptive statistics. And to measure the relationship between variables and inferential statistics such as hypothesis testing methods (correlation and other statistical methods) and to analyze the data used spss software.

Hypotheses:

First hypothesis: National Bank branch staff between intellectual capital to gain competitive advantage in Golestan province, there is a significant relationship.

The second hypothesis: between knowledge management staff to gain competitive advantage in Golestan National Bank branches There is a significant relationship.

Findings:

Test Hypotheses:

Examination of the hypotheses:

The relationship between competitive advantage and intellectual capital of Bank Melli in Golestan province, there is a significant relationship.

H0 :There is a significant relationship between between competitive advantage and intellectual capital.

H1: There is a significant relationship between between competitive advantage and intellectual capital.

Table 1: Correlation between competitive advantage and intellectual capital

Spearman's correlation coefficient table			
Intellectual capital	Competitive Advantage		Competitive Advantage
.926**	1	Correlation Spearman's	
.000		Significance level	
234	234	Total	
1	.926**	Correlation Spearman's	Intellectual capital
	.000	Significance level	
234	234	Total	

According to Table 1 ** 926.my and correlation assumptions with respect to the level of significance of the test 000 / 0sig = is because (sig <α) and 01/0 = α the HO hypothesis is rejected and H1 hypothesis is confirmed that 99% say there is a relationship between components.

To investigate this hypothesis, the regression analysis is used:

Table 2: Regression analysis between competitive advantage and intellectual capital

The standard deviation error estimates equation	Determining factor correction	R2	R factor	
2.83060	0.821	0.882	907(a)0.	1

According to Table (2) correlation coefficient 907 / 0r = 822/0 R2 = coefficient and variable in the sense that competitive advantage can predict 82% of the variability of intellectual capital.

Table 3: Analysis of variance between competitive advantage and intellectual capital

Significance level	F statistic	average of squares	Degrees of freedom	sum of squares	
0.0000 (a)	513.674	4115.714	1	4115.714	Regression
		8.012	233	889.366	Remaining
			233	5005.080	Total

According to Table (3) F value equal to the value of the degrees of freedom 714/513 has one significant 0.000 level and the level is less than 0.01 Thus, we conclude that competitive advantage can be intellectual capital predict.

The second hypothesis test:

The relationship between competitive advantage and knowledge management National Bank branches in Golestan province, there is a significant relationship.

H0: There is a significant relationship between competitive advantage and knowledge management.

H1 There is a significant relationship between competitive advantage and knowledge management.

Table 4: Correlation coefficient competitive advantage and knowledge management

Spearman's correlation coefficient table

knowledge management	Competitive Advantage		
.980**	1	Correlation Spearman's	Competitive Advantage
.000		Significance level	
234	234	Total	
1	.980**	Correlation Spearman's	knowledge management
	.000	Significance level	
234	234	Total	

* Correlation is significant at the 0.01 level(2-tailed).

According to the table (4) ** 980.my and correlation assumptions with respect to the level of significance of the test 000 / 0sig = is because (sig <α) and 01/0 = α the HO hypothesis is rejected and H1 hypothesis is confirmed that 99% say there is a relationship between components.

To investigate this hypothesis, the regression analysis is used:

Table 5: Regression analysis of competitive advantage and knowledge management

The standard deviation error estimates equation	Determining factor correction	R2	R factor	
2.83060	0.821	0.822	0.907(a)	1

According to Table (5) correlation coefficient 991 / 0r = 981/0 R2 = coefficient and variable in the sense that competitive advantage can be predicted 98 percent of variance of knowledge management.

Table 6: Analysis of variance competitive advantage and knowledge management

Significance level	F statistic	average of squares	Degrees of freedom	sum of squares	
0.0000 (a)	513.674	4115.714	1	4115.714	Regression
		8.012	233	889.366	Remaining
			233	5005.080	Total

According to the table (6) F value equal to the value of the degrees of freedom 5862.596 been one significant 0.000 level and the level is less than 0.01 Thus, we conclude that competitive advantage can be predicted Knowledge Management.

5. Conclusions and Recommendations.

The first major hypothesis: the relationship between intellectual capital and competitive advantages of Bank Melli employees in Golestan province is studied. The results show that the Spearman correlation coefficient between intellectual capital and competitive advantage employee relationship, there are significant branches of National Bank of Golestan province. The main hypothesis is confirmed first with 99% confidence dehumidified and because of this relationship suggests that no matter how positive it is an intellectual capital increase will also increase their competitive advantage.

The second major hypothesis: the relationship between knowledge management and employees of National Bank branches in Golestan province's competitive advantage is analyzed. The results show that the Spearman correlation coefficient between knowledge management and employees of Bank Melli competitive advantage in Golestan province, there is a significant relationshipThe second main hypothesis is confirmed with a 99% confidence interval and the direction of this relationship is positive The management confirms that increased knowledge will also increase their competitive advantage.

This study aimed to investigate the relationship between knowledge management and intellectual capital to gain competitive advantage in Golestan National Bank branches in a community of 600 employees, Shd..dr conducted this study to measure the dimensions of knowledge creation, knowledge management, business knowledge, organizational learning, knowledge sharing, knowledge and know-how was used to store

For intellectual capital, human capital aspects, organizational and relational Shdnd.ntayj intended use of the Spearman correlation coefficient indicates a positive and significant relationship between knowledge management, intellectual capital and the scale of the two variable-gain competitive advantage in the branches of National Bank in Golestan province."a greater impact on competitive advantage. in the dimensions of intellectual capital, relational capital gain competitive advantage have a greater impact than other variables.

Then, using regression analysis, knowledge management and intellectual capital dimensions were ranked among the aspects of knowledge management, "sharing and transfer of knowledge" and "Save the children" and the dimensions of intellectual capital, "relational capital" and "Capital humane "from organizational strengths were higher than in the capital.

According to the results obtained can be offered the following suggestions:

Since the role of knowledge sharing on gaining a competitive advantage over other variable, the National Bank branch managers in Golestan province is suggested that

More emphasis on this issue, and thus achieve higher gain competitive advantage.

In addition to the amount of organizational learning in the organization is less than the average positive impact on competitive advantage. So you can say "create the basis for the exchange of knowledge, experiences and skills through work teams" as well as "cultural development to facilitate effective learning" and "create the appropriate field and enhance organizational learning" to improve learning organization, play an important role.

Among the variables intellectual capital, relational capital had the greatest impact on competitive advantage. So, can claim to planning and scheduling to improve external communications with customers, suppliers and investors to measure customer satisfaction and loyalty, investors and suppliers, informing the staff in the areas of target markets and customers, and feedback of customers, suppliers and investors across the enterprise and knowledge management relationship (including customer knowledge, knowledge of investors and suppliers companies), another step toward achieving a competitive advantage.

Since human capital and organizational influence on competitive advantage, we can provide training, consulting and organizational opportunities to improve human capital through education and customer-oriented behavior appropriate to employees who have direct relationship with customers as well as continuous follow-up and timely respond to the expectations and customer complaints, take steps to promote investment relationship.

To facilitate the implementation of knowledge management solutions including the creation of knowledge bases can also be used to create an atmosphere of trust to implement knowledge management, knowledge-creation to create working groups to minimize biases and experiences subsidiary role in profitability results (due to the multiple perspectives people on the working group) and IT-oriented view of the data classification, and coding of information provided.

In general, it is observed that the results of the present study with further research findings outlined in the background, such as prayer and Abraham (1388) Bidokhti Amin et al (1390) Nona (2000) is consistent. So its results can be generalized to the entire population. Accordingly can be made a few suggestions below:

- setting strategic priorities for knowledge management.
- engage senior managers to support the learning environment and organization.
- create a process for managing intellectual capital.
- gather quick information about customer satisfaction.
- Global and integrating knowledge management.

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