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### The Survey Relationship between Organizational Structure (Communications Course) of Mazandaran Youth and Sport offices and Strategy of Knowledge Management

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#### ABSTRACT

**Background:** This study was aimed to survey the relationship between organizational structure (Communications Course) and knowledge management strategy among experts of Mazandaran Youth and Sport offices. **Objective:** Subjects of this study were selected among experts and managers of Mazandaran Youth and Sport offices (N=50). The current research was survey type in nature and performed as a kind of descriptive-analytical research. Data were collected by using a researcher-made questionnaire ( $\alpha=0.82$ ). After that, collected data were analyzed by using inferential statistics i.e. Spearman rank order Correlation and Analysis of variance. **Results:** The results showed a significant difference between organizational structure (Communications Course) and Knowledge Management subscales (Knowledge creation and Knowledge transition) among the subjects. The results also showed a significance relationship between communication course and knowledge management factors (knowledge creation and knowledge transition). Alpha level is considered 0.01. **Conclusion:** In other words; this factor can be effective in creation and transition of knowledge in Mazandaran province Youth and Sport offices. Considering the results of the present study and the existence of positive relationship among variables, communicative facilitation can increase and improve creation and transition of knowledge among the subjects.

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#### INTRODUCTION

In way of the present changes, one point is certain and it is clear different that our nowadays society will be with our tomorrow. Since, we look to mankind civilization history, we will see whatever we call management, papers weren't new and had been discuss as a necessity for man and it often was in his life fields, with this different that this type of modern is not used as management views and organization [3].

Nowadays, due to fast changes of business space, organizations by need to change feed to self-performance. Chances of get new sources or arriving in acquiring and works, competition threats or governmental rules effect on organizations. For face to these challenge, variety sources organization and different use that access to it [5].

In late years of 1980, Nonaka stated theory that in it innovation and new-making of organizational structure relate to others. Based on this theory, organizations that weren't change and remain dull, die. They who remain, they are organizations which change, attract new talents, perform new teams and new knowledge arrive in organization. In early years, different companies and organizations started join to knowledge trend and warn new concepts as knowledge work, knowledge worker, and knowledge management [16].

Peter Draker is warned organization of creating new type by using of these words that in them instead of arm power govern mind power. Based on this view in the future, society that will be expectation development that approved more share of knowledge to self. A knowledge organization gain ability that is able creates great power of few forces [11]. Dawoonport & Draker (1999) believe that knowledge play increasing important and role in successful of organizational and sin able omitted ant age as the most important source, so that knowledge effectiveness management will turn to organizations main change [10, 11].

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Purposes of knowledge management from view persons as Gandi Smith (2004), Nargond (2005), Shaker (2007) and Khaled-Hafez (2007), find of new views in learning, creation of knowledge and development of internal & external barrier competitions with rabbit approach is in the present world, also, providing of new knowledge and to share experiences is usable information turning in organization that easily put in accessing [12, 13, 17, 19]. By finding of management since can find that successful and organizational and new strategy in organization effectiveness attainable is in wager of organization recognition, organizational factors and optimum use of organizational potential forces. To Bge idea, mixed structure is excellent of relationship. These relationships are between parts that perform organizations activities base.

According systematic approach, see to structure shows that structure on the one hand is performed hard parts and on the other hand of soft parts. In hard side of it, put parts of offices and hierocracy groups and in soft side put structure that observes by judgment of persons [2].

World after crossing of industrial revolution that was key source in that time and industrial revolution that was capital and force of main source work of it, it been information revolution that in it, value source of income creation is knowledge [8]. In knowledge economy, today axes of knowledge accounts as key source that must be management as cash flow, humanistic or first material. In such condition, only organizations can be successful performance that can profit of knowledge as a stable competition advantage [7]. Hence, knowledge management is turned to one of the most important duties of organizations that try turn to learner's organization. Organizations that effectively act to acquitting, creation, knowledge transfer and use of knowledge for improving of activities and self-performance [1].

Nowadays, knowledge and information is turned to determined factors in successful and organizations competition power [8]. By increasing of government emphasize on creating of knowledge community and move prior side axes knowledge programs in fourth program of development, important problem that is created, is observation of this subject that how we use knowledge as an important source of competition advantage. In this among, many of organizations concentrated self-try on this problem that how they can manage knowledge in organization. Knowledge management follow many advantages for organizations that as among can address to improving of work quality, to gain updated information, efficiency increasing, effectiveness improvement, decide-making improvement, reply power increase rather than references needs, reply power increase to other organization's needs, change possible and fast accordance [5].

Successful fielding of knowledge management strategy is consists of that existence different organizational factors in an organization as organizational structure had special proprieties and enjoys necessary unity. By study and analyze of knowledge and important of its proprieties in field of organizations performance can find that enjoyment of updated information and knowledge for continuous of organizations life as sport organizations is turned to an impossible necessity. Sport organizations can be following to accessing of resulted advantage of knowledge management by concentration on knowledge management and vast capital in field of information flow and try till by fielding of knowledge management strategy improve self-performance. Education physical total offices were as provinces sport office and performance of it effect in all social, cultural dimensions and family of persons and soul and physical of people depend to performance of these offices. Well performance of these offices is developed need of a healthy society and vice versa week performance of it leads fielding for creating of type norms of social and cultural. Variety of sports, cultures, and sport facilities in country is complexes work of education physical. Management work in such an organization is very complex too and without use of knowledge management can't manage this organization successfully.

Not debt education physical managers must be equipped to knowledge management. By study and analyze of knowledge management and important of priorities of it in field of organizations performance can find that enjoyment of updated knowledge and information for continuous of organizations life is turned to impossible necessity for continuous of organizations life. Especially, if trend of knowledge changes assist in community and is necessary in today complex for organizations that in it continuously new knowledge use to form of creation, credit and using in services and self-duties. In present age, organizations for enjoyment or environmental threats, use of possibilities chances and accessing to organizational purposes lead to make a thorough analysis capacities and internal abilities and recognize them and organizational different problems improve week points and reinforce powerful points. Athletic organizations also as part of the present organizations have important role in all social, cultural dimensions and family of persons, they aren't exception of this subject and athletic managers carry this bar on shoulder. Athletic managers must provide move causes front and accessing to organizational purposes in athletic organizations. So, with due to important of knowledge management strategy in the present age and also effect of organizational structure factor on fielding of this strategy, relationship study of them with each other can help to more best fielding of knowledge management strategy. This study can favor side existence statement recognition of mentioned changes in considered organization and also existence state design and best ways giving. Fakhrian (1992), Rezazade (1993), Omidi (1996) in their researches in field of relationship between organizational structures with creative gave to under similar results: most organizational factors relate to creative and affect it and also show that the most important factor among structural factors put in opposite with creative and innovation, is formalization factor and

organizational consideration and they considered that decrease of consideration and formality include important part of structural obstacles opposite creative, innovation [5]. Also, Asgari (1995) in research under "relationship of structure and culture with knowledge management in ministry of work and social orders resulted that there is certain relationship among organizational factors with knowledge management in ministry of work and social orders [6].

Wolf (1995) during research showed that personal changes and organizational including technology, structure, strategy, culture and also environmental continuous changes effect on innovation and organization creative [21]. Baron (1998) during research showed that formalization and consideration decrease in urine process is favor and has positive effect in creative and efficiency of organization person [9]. Wiig (2002) also performed study in field of knowledge management in governmental offices and says that existence of knowledge management is important issue in public organizations, such approach allow to society that with hard try people increase self-stability and arise self-citizen's life quality [20].

Shaker (2007) during research resulted that there is meaningful relationship among consideration levels and organization managers creative and announced that in post –organizational with consideration low levels, persons give views and more data, finally, lead creating of creation views [19].

Liebowitz & Chen (2003) from Canada Carlton University performed other study in field of knowledge management in public organizations. One of main findings of this survey this is that steps which perform in public organizations in field of knowledge and data, was very policy and has deep effect on public part factors and different groups of reference in public part [15]. Roland, Seyed Ehsan (2004) performed in study or field of knowledge management in public organizations, they paid to study of relation among Organizational parts and ability of knowledge creation in military of development and Malaysia efficiency. Results show that there is important relationship among some of these changes and ability of knowledge production and transfer. So, it is necessary for playing of knowledge management attain to some of these factors that have important relationship with knowledge management [18].

Arzeh (2007) in research under as relationship study of organizational factors, education physical organization of country resulted to strategy of knowledge management that there is meaningful relationship among mentioned organizational factors with knowledge management strategy in education physical organization [5]. Next studies in field of knowledge management performed in public organizations that all fined in this study that knowledge facility in public organizations is very important an individual change.

#### Methodology:

Based on purpose, present survey is from using kind and description-analyze research method. Study society in this survey consists managers Mazandaran Youth and Sport offices to number of 50 persons. Statistical sample in this research equals study statistical society. For this aim, researcher questionnaire provided making with five –value scale of Likert and after emphasizing of narrator by expert professors with Cronbach Alpha collected 0/82 among statistical society. From description statistic used for to summary and category data and average accounting ,abundance of data, scale and graphs design and tables in software of SPSS22. Then, from implementation statistic used Spearman correlation co ordinance, variance analyze and needed statistical methods in survey process for analyses of data.

#### Results:

With due attention to table 1, results showed that there is meaningful relationship among communications flow and knowledge management compilers in Mazandaran Youth and Sport offices.

**Table 1:** Correlation coefficient between the component elements of knowledge management and organizational structure

Components of the organizational structure		KM Component	
Stream Communications	Spearman Correlation	Knowledge creation	Knowledge Transfer
	Sig	0.126	0.153
	N	0.005	0.008
		50	50

#### Discussion and conclusion:

By study and analyze of knowledge management analyze and important of its proprieties, field of organizations performance can observe that enjoyment of updated knowledge and information for continuous of organizations life is turned to impossible necessity. Especially, if trend of knowledge changes in society assist and in today complex and motional environment is necessary for organizations that in it use continuously new knowledge to form creating, credit and use in services and self-duties. In the present age, organizations especially athletic organizations for face or environmental threats, use of possibilities chances and access to organizational purposes lead to recognize capacities and internal abilities and investigate organizational different dimensions, improve weak points and pay to reinforcement of powerful points. Athletic organizations also had important role in all social, cultural and person's family's dimensions as part of present organizations

and athletic managers carry this bar on shoulder. Athletic managers must provide front movement causes and accessing to organizational purposes in athletic organizations. Gained results show that meaningful relationship been effect between communications flow with knowledge management compilers in level. In other word, statement of this factor had been effect in amount of creation and transfer of knowledge in Mazandaran Youth and Sport offices. This order had harmony with researches results of Arzah (2007), Asgari (2005), Libotez (2003), and Lee & Choy (2003).

Based on resulted conclusions and with due attainment to existence of positive relationships among changes, facility of communications flow lead increase and facility of creation and transfer of knowledge. Since, there is meaningful and direction relationship among communication flow with creation and knowledge transfer in Mazandaran Youth and Sport offices, for increase of creation and transfer of knowledge must be knowledge and data in organization, without limitation put in authority of staffs, also with due attention to existing of relationship between communications flow with knowledge management compilers, decrease amount of rules and written trends ,relationships increase and informal factors lead increase and facility of creation and knowledge transfer in Mazandaran Youth and Sport offices. Thus, with due attention to mentioned cases can provide data among staffs, liable and possible increase of staff accessing to information and their need documents, improvement of side communications and creating of relationship bridge between different unities, to determine knowledge transfer way, print news, publication of internal new in suitable field for successful implementation of knowledge management strategy in Mazandaran Youth and Sport offices. This office can play effect role in improvement and sport development among different people of society and rise suitable humanistic abilities with new condition and technologic developments.

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