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The Relationship between Organizational Culture and Knowledge Management with Professional Ethic in administrative staff of Sports and Youth in Mazandaran Province

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ABSTRACT

Background: The purpose of this study was to The Relationship between Organizational Culture and Knowledge Management with Professional Ethic in administrative staff of Sports and Youth in Mazandaran province. **Objective:** The research method was descriptive correlational research. Population, 247 people were working in the Youth and Sport Office, were selected stratified random 152 people based on Morgan table. To collect data, were used organizational culture, knowledge management and professional ethics questionnaires. Statistical analysis by Pierson correlation coefficient at a significance level of $P \leq 0.05$ was using statistical software SPSS22. **Results:** Results show that there is a significant relationship between all components other than customer-oriented organizational culture and knowledge management. Also there is a significant relationship between organizational culture and knowledge management of all components. Analysis of the data shows that there is a significant relationship between organizational culture and professional ethics and between knowledge management and professional ethics. **Conclusion:** It is suggested that in the absence of information to all employees in order to improve efficiency and enhance the efficiency of their activities without concern for office. By establishing an appropriate and flexible organizational culture can be gradually altered the pattern of interaction between people in the organization and the management of knowledge as a competitive advantage with professional ethics Bulls.

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INTRODUCTION

By progress in management science, different organizations managers should recognize weakness and power points of their organizations in order to progress and coordinating organizations internal environment to challenges and external environment opportunities. These key points and sensitive one has been put in organizations by creating feasible organizational culture and coordinating organizations people in which are the body of organization to general management and its basic controller. This procedure has been done only by creating correct organizational culture and spreading it on different levels [8].

Organizational culture is the method of doing affairs in organizations for employee and provides equal understanding from organization and has been observed there and shows general and fixed characteristics in which distinguished one organization from another one. (shojaee and zivaryar, 2005)in looking to success organization, we finds key and common factors among them in which are the ground and perhaps the basic factor of their success. Researchers like sashkin [26] have known organizational culture of one of success factors in organizations. Studies show organizations and offices, does have different organizational culture even when organizational culture is different from one section to another one [3, 27].

In another dimension, knowledge management id spread spectrum of activities in which has been applied for management, interchange, creating or promotion of thought investment in general level. Knowledge management is intellectual designing of procedures, instrument, structures ...by the aim of increasing, innovation, participating or improving use of knowledge in which in every one is apparent three elements of

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thought investment including structural, human and social. In fact, knowledge management is a procedure in which help organizations to recognize, select, organize, and spread information's in which are important in organizations as organizational memory. These help managers to solve learning problems, strategic programming, and dynamic decisions making [22].

At first, only management was looked as technological view and has known it as technology, but gradually organizations found in order to use employee skills really, they require something more than information management. Human are against technology and electronic dimension, in the center of development, administrating and knowledge management success. Human factor is the distinguishable aspect of knowledge management from similar concepts like information management. Knowledge management strategies includes general management in order to efficiency of sub-systems, they should know the nature, basics and dimensions of knowledge management [1].

Knowledge management is the procedure of knowledge flow in order to promote common understanding, learning, and decision making. Knowledge flow is easily movement of knowledge in and among organization. The object of knowledge management id creating communing understanding through proper balance for people, procedures and instrument in the structure and organizational culture to increase cooperation and interaction among managers and subordinates. These results help organization's in decision making, flexibility, adaptability, integration and coordination for getting organizational targets [7].

On the other hand, professional ethic especially in organization ethic and work one has been considered by scientists, experts in religious era, cultural and society ethics. In our country, according to Islam religion, professional ethics and its discussions has been considered deeply [18].

Professional ethics is one of new ethic branches in which try to answer different problems of professional ethics (10). Professional ethics does not discuss about person responsibility against his behavior as a human and even personal responsibility against job behavior, but organization responsibility as a legal unit against all elements of internal and external environment in organization [12].

Based on above discussion, is there any relation among organizational culture and knowledge management to professional ethics among sport and youth employees in Mazandaran?

Methodology:

The study has been done by descriptive-correlation and field method. Statistical society of research is 247employees from sport and youth organization's in Mazandaran in which has been selected randomly about 152 based on Morgan table. In order to gather information, we have used of Sashkin organizational culture questionnaire ($\alpha=0.91$) Sahraei knowledge management questionnaire ($\alpha=0.75$) and professional ethics of Rezaeian and ghazi questionnaire ($\alpha=0.81$) (20, 22, 26). Statistical analysis by Pierson correlation coefficient at a significance level of $P\leq 0.05$ was using statistical software SPSS₂₂.

Results:

The mean score in organizational culture in physical education 97.5 by standard deviation 21.in this case, men tastes score from organizational culture is 96.5 and standard deviation is 20.9 and about women teste , they are 98.6, 21.3, respectively. The mean score of tastes are 187.15 by standard deviation of 10.43 and about professional ethic is 67.42 and 3.06standard deviation.

The result shows there is positive meaningful relation among coordination and knowledge management ($r=0.214$, $p=0.001$) the result showed there is positive meaningful relation among reaching targets and knowledge management. ($r=0.254$, $p=0.042$) there is positive and meaningful relation among coordinated group work and knowledge management ($r=.032$, $p=0.124$) at last, there is positive and meaningful relation among organizational culture and knowledge management ($r=0.347$, $p=0.001$) in other hand, the result showed there is positive meaningful relation among organizational culture and making knowledge. ($r=0.631$, $p=0.007$) there is positive and meaningful relation among organizational culture and knowledge prove ($r=0.324$, $p=0.001$). There is positive and meaningful relation among organizational culture and knowledge providing ($r=0.338$, $p=0.001$). There I positive and meaningful relation among organizational culture and knowledge distribution ($r=0.372$, $p=0.001$). There is positive and meaningful relation among organizational culture and knowledge applying. ($r=0.324$, $p=0.001$)

Table 1: The result of research hypothesis test.

Variable	N	Mean	Standard deviation	Determination coefficient	Correlation coefficient	Meaningful level
Organizational culture	152	3.71	0.78	0.563	0.317	0.001
Knowledge management						
Organizational culture	152	3.93	0.91	0.617	0.381	0.004
Professional ethics						
Knowledge management	152	3.89	0.83	0.597	0.357	0.006
Professional ethics						

At last, there is meaningful and positive relation among organizational culture and knowledge management ($r=0.317$, $p=0.001$) (table1) also, there is positive and meaningful relation among organizational culture and professional ethics ($r=0.381$, $p=0.004$). Also, there is positive and meaningful relation among knowledge management and professional ethics ($r=0.357$, $p=0.006$).

Discussion and conclusion:

Study findings showed there is positive meaningful relation among all indicators of organizational culture except customer orientation to knowledge management. The result of this study is the same as Keshavarzi & Ramezani [13], Highlight Monfared & Hoshyar [9]. Organizational culture as a character and organization framework does have influential role in knowledge management. In order to effectively improve organization knowledge system and spreading in all the organization, we should pay attention to organizational culture and more strong organizational culture, would establish more successful knowledge management.

Also, there is positive meaningful relation among all knowledge management indicators and organizational culture. The result of study is the same as Saedi & Nadalipour [29], Nikpour & Selajeghe [16], Nazari *et al.* (2010), Rahmati-asl *et al.* (2010), Amin-Bidokhti *et al.* [4], Sadeghi *et al.* [21], Moosavi *et al.* [14], Salmani-moghaddam *et al.* [25], Balthazard & Cook [5], Brandet [6], Razeghi *et al.* [19], but is not the same as Goudarzi *et al.* (2009), Pavlen & Mason [17], Saedi & Nadalipour [21], found knowledge management is one of new management approaches in developing new century companies and help them to exploit effectively resource and act effectively, too. the most important investment of an organization are physical resource, organizational resource and human resource. Intelligent employee and knowledgeable are those who pay attention to new organizational procedure, new technology and developing new products. Innovation tryis the result of investment in human resource and knowledge management. Nazari *et al.* [15], Rahmati-asl *et al.* (2010), Sadeghi *et al.* [21], has found, there is positive and meaningful relation among organizational culture and knowledge management. Also, there is positive and meaningful relation among organizational culture and subscales of knowledge management (making knowledge, knowledge spreading, knowledge attracting, knowledge store, organizing and applying knowledge).

Amin-bidokhti *et al.* [4], has concluded change in organizational culture is for establishing knowledge management in organization in which situation based organizational culture and ethnic organizational culture has been paid attention more than other cultures. Moosavi *et al.* [14] has concluded knowledge quota, learning culture, organizational belonging culture in organizational culture section and understanding human resource, employee education, encouragement and motivational factors and using people full capacity in human resource, and knowledge outlook and supporting knowledge management projects and targeting knowledge transferee in strategy section and leading and sub structure, IT data store, electronic-business technology development is the basic factor in establishing success knowledge management in sport organizations.

Zheng [32] has shown, strategy, structure and organizational culture are influential continuously on knowledge management. Among these three factors, organizational culture is the most influential on knowledge management. organizational strategy has the least influence and organizational structure has the most influence on knowledge management. Organizational strategy does have the least influence and organizational structure the least influence on knowledge management. Brandet [6] has found in order to reach required productivity, requires official program in knowledge management, but in order to have efficiency, requires coordination to organizational culture.

Razaghi *et al.* [19] has found considered factors like knowledge commonality culture, cultural learning and dependency to organizational culture and understanding knowledge human resource, employee education, feasible motivation and exploiting full peoples capacity in human resource and communication canals including open organizational spaces, flexibility in organizational structure, and knowledge outlook imaging, supporting knowledge management projects, by the aim of knowledge transferring and information technology sub structure, database, electronic business and technology development are of factors in which sport organizations could exploit them in knowledge management successfully.

In other hand, Goodarzi *et al.* (2009) result showed there is no meaningful relation among quota culture and knowledge creating, but there is meaningful relation among quota culture and knowledge transformation and high level of this culture is related to high level of transforming knowledge. Knowledge quota culture existence and education and continuous learning of managers is basic step in creating and transforming knowledge and applying it. Pavlin & mason [17] concluded organizational culture is one of obstacles in knowledge management in organizations.

The result of data analysis shows there is positive and meaningful relation among organizational culture and professional ethics. The result of study is the same as Hoseini & Abbasi [11], Rahimi & Aghababaei [18] but is not the same as Shourvarzi & Lotfi [31], Rahimi & Aghababae [18], has found organizational culture is influential on personal behavior, organizational performance, job motivation, innovation and creativity, professional ethics and commitment. managers in nonpublic organizations has emphasized on preconditions of non-ethical behavior and ethic basics. They has extracted methods in which employee could apply ethics as a

habit in organizations. In organization for encouraging employee to ethical behavior, they have used it as a reward measure, in order to decrease the possibility of creating non-professional ethics in organizations.

The result of data analysis shows there is a positive and meaningful relation among knowledge management and professional ethics. The result of research is the same as Rezaeian & Ghazi [20] and Salavati *et al.* [24]. Rezaeian & Ghazi [20], has found there is a relation among ethics indicators and applicable dimensions of knowledge management. Salavati *et al.* [24] has found there is a positive and meaningful relation among knowledge management and professional ethics. It means more employee commitment to ethical basics would facilitate establishing knowledge management and if fact employee control automatically predominant mentality in organization. The best approaches for establishing knowledge management is improving professional ethics and defining ethics codes in organizations.

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