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The Effect of Knowledge Management Infrastructures on Innovative Performance Based on Information and Communication Technology (Study Case: General Directorate of Sports and Youth of Kermanshah Province)

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Abstract

Purpose: The purpose of this study was to examine the impact of knowledge management infrastructures on innovative performance based on information and communication technology in the General Directorate of Sports and Youth of Kermanshah province.

Methodology: The research utilized a descriptive-survey and practical approach. The statistical population consisted of 320 managers and employees from the General Department of Sports and Youth of Kermanshah province, with a sample size of 175 individuals selected using the stratified random method based on Cochran's formula. Two standard questionnaires were used for data collection: the knowledge management infrastructures questionnaire developed by Shekari et al. (2016) and the innovative performance questionnaire developed by Khakzadian et al. (2020). Data analysis was conducted using SmartPLS statistical software, structural equation modeling, and confirmatory factor analysis.

Findings: The results indicated that knowledge management infrastructure had a positive and significant impact on innovative performance based on information and communication technology in the General Directorate of Sports and Youth of Kermanshah province, with an impact rate of 0.679 and a t-value of 15.474%.

Conclusion: In order to enhance the performance of managers and employees and foster innovative behaviors, sports organizations must utilize knowledge management and other technological methods to maintain their competitive position and achieve success in their organizational objectives.

Value: This research provides valuable insights into the role of knowledge management infrastructures in sports organizations.

Key Words: *Knowledge Management, Innovative Performance, Information and Communication Technology*

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Extended Abstract

Purpose: In today's competitive and dynamic era, knowledge is considered a valuable strategic resource that can provide organizations with a source of competitive advantage if managed correctly. Utilizing knowledge not only decreases its value but also increases it. Creative use of knowledge and attention to different fields of knowledge management can enhance the presence and performance of sports organizations in various sports fields. For successful implementation of knowledge management, it is crucial for an organization to have a suitable knowledge infrastructure. These infrastructures exist in a soft and essential state rather than being physical and visible, functioning as software components of organizations. In today's technological environment, innovation plays a vital role in organizational survival. Consequently, organizations actively seek new and innovative ideas to improve their performance. Based on these considerations, the purpose of this research is to investigate the impact of knowledge management infrastructure on the innovative performance based on information and communication technology within the General Department of Sports and Youth of Kermanshah province.

Methodology: This study utilizes a descriptive-correlational research method with applied objectives. The statistical population comprises 320 managers and employees of the General Directorate of Sports and Youth of Kermanshah province, from which a sample of 175 individuals is selected through stratified random sampling using Cochran's formula. The research implements two standard questionnaires: knowledge management infrastructures by Shekhari et al. (2016), comprising dimensions such as organizational culture, organizational structure, people, processes and financial resources, and technology; and the innovative performance questionnaire by Khakzadian et al. (2020) with dimensions including increased decision-making speed, willingness to take risks, survival and market share growth, tendency towards innovation, strategic innovations, and sales growth and margin increase. Localization was performed at the province level considering local capacities, ensuring the questionnaires' validity. To determine reliability, Cronbach's alpha coefficient was computed using Smart PLS software, resulting in a coefficient of 83%. Data analysis was conducted using Smart PLS statistical software, employing the structural equation model and confirmatory factor analysis methodology.

Findings: The research findings reveal that knowledge management infrastructure has a positive and significant impact on innovative performance based on information and communication technology in the General Directorate of Sports and Youth of Kermanshah province, with an impact rate of 0.679 and a t-value of 15.474%. Innovative performance based on information and communication technology demonstrates the highest average, while knowledge management infrastructure exhibits the lowest average. The extracted variance for all variables is above 5%, indicating satisfactory convergent validity of the measurement models. Additionally, Cronbach's alpha coefficients surpass the



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minimum value of 7% for all variables, and the GOF index indicates overall desirability of the model.

Conclusion: This research explores the influence of knowledge management infrastructure on innovative performance based on information and communication technology within the General Directorate of Sports and Youth of Kermanshah province. The findings indicate that knowledge management infrastructures significantly impact innovative performance in organizations, emphasizing the importance of factors such as organizational culture, organizational structure, people, technology, processes, and financial resources. Among the constructs of innovative performance, increasing tendency towards innovation, willingness to take risks, survival and growth, strategic market innovations, sales growth and margin increase, and decision-making speed were identified as crucial. Implementing a comprehensive knowledge management system allows sports organizations to enhance various aspects of knowledge management, identify opportunities and knowledge drivers, and maximize their utilization. Information technology serves as a critical infrastructure component for knowledge production, necessitating the establishment of databases in different departments of sports organizations and the maintenance and archival of knowledge in these repositories. Continuously applying knowledge management in services and tasks is vital in today's dynamic and complex environment. Furthermore, investment and planning are required to develop information and communication technology infrastructure in Iranian sports organizations. By aligning themselves with the realities and requirements of information and communication technology, organizations can secure a competitive advantage in the future.

Value: This research contributes to a new understanding of knowledge management infrastructures in sports organizations. It addresses the absence of previous studies on these variables and their dimensions in the field of sports, highlighting its novelty. Considering the strong connections and interactions that sports and youth departments have with athletes, individuals, and other organizations, improving knowledge levels and enhancing the informational and communication capabilities of managers and employees is essential for fostering innovation and promoting growth.

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