Journal of Knowledge-Research Studies

The Effect of Organizational Intelligence on Improving the Performance of Bushehr Public Library Staff

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Abstract

Purpose: This study aims to explore the impact of organizational intelligence on the performance of public library employees in Bushehr Province.

Methodology: This research follows an applied purpose and a descriptive-correlational approach. The population consists of 164 employees from public libraries in Bushehr Province. Given the small size of the population, a census method was applied. Data were collected using two questionnaires: Karl Albrecht's (2003) organizational intelligence scale and an employee performance questionnaire based on the Echio performance model. Data analysis involved Kolmogorov-Smirnov, linear regression, Friedman, and chi-square tests.

Findings: The results revealed that organizational intelligence components, such as strategic vision, desire for change, morale, unity and agreement, application of knowledge, common destiny, and performance pressure, are significantly correlated with employee performance in public libraries. Additionally, no significant differences were found regarding demographic variables (gender, education level, and work experience) in relation to the effect of organizational intelligence on employee performance.

Conclusion: The study concludes that organizational intelligence significantly influences the performance of librarians in public libraries. Identifying and strengthening the various components of organizational intelligence can enhance library staff performance.

Value: This research emphasizes the importance of human resources and highlights the role of organizational intelligence in improving performance, which is particularly relevant in the context of public libraries.

Key Words: *Organizational Intelligence, Employee Performance, Librarians, Public Libraries, Bushehr Province.*

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Extended Abstract

Introduction: Organizations are dynamic social units designed to achieve specific objectives through continuous activities. In an era of rapid technological advancements and constant change, traditional management approaches have struggled to meet the evolving needs of modern organizations. Consequently, the concept of intelligence has increasingly become central to management discourse. Organizational intelligence, specifically, facilitates decision-making and organizational effectiveness in complex and rapidly changing environments.

Purpose: Just as individuals with higher intelligence tend to succeed in turbulent and competitive environments, organizations with higher organizational intelligence tend to perform better. In today's era of rapid scientific progress and technological innovation, organizations are growing more complex, and effective management is becoming more challenging. This complexity is amplified by the integration of intelligent technologies alongside human intelligence. The combination of human and artificial intelligence within organizations, especially in libraries, is crucial for enhancing performance. The purpose of this study is to examine the impact of organizational intelligence on the performance of public library employees in Bushehr Province.

Methodology: This research adopts an applied purpose and a descriptive-correlational design to investigate the relationship between organizational intelligence and employee performance in public libraries in Bushehr Province. The statistical population consists of 164 employees, and due to the limited size of the population, a census approach was used. A total of 143 respondents participated, representing an 87% response rate. Data were collected using two main instruments: Karl Albrecht's organizational intelligence questionnaire and an employee performance questionnaire based on the Achio performance model. The analysis was conducted using SPSS software (version 20), with descriptive statistics (e.g., frequency tables, bar charts) and inferential statistics (e.g., linear regression, Friedman, and chi-square tests) to test the hypotheses.

Findings: The study found that organizational intelligence significantly influences the performance of public library employees in Bushehr Province. Karl Albrecht's framework of organizational intelligence, which includes seven components—strategic vision, shared destiny, desire for change, morale, unity and agreement, application of knowledge, and performance pressure—was validated as an important predictor of employee performance. Furthermore, demographic variables such as gender, education level, and work experience did not significantly alter participants' perceptions of the impact of organizational intelligence.

Table 1. Summary of the model from the strategic perspective and improving the performance of public library staff
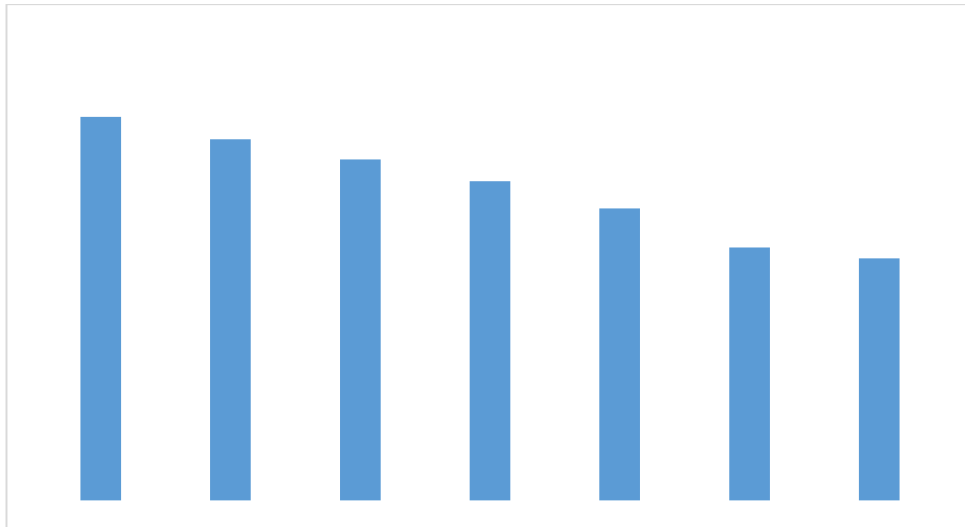
Model	R	R Square	Adjusted R Square
1	.67	.659	-.872

unity and agreement   performance pressure   morale   application of knowledge   strategic vision desire to change   shared destiny

Diagram 1. Prioritization of organizational intelligence components

Conclusion: The findings underscore the importance of organizational intelligence in shaping employee performance. When organizations foster an environment of cooperation and communication, employees are more likely to feel a sense of ownership and alignment with organizational goals, enhancing their motivation and performance. This collaborative culture, driven by organizational intelligence, facilitates the application of knowledge and the achievement of organizational objectives.

Value: This study is the first to explore the role of organizational intelligence in public libraries, highlighting its impact on library staff performance. Given the central role of human resources in organizational success, understanding and improving the components of organizational intelligence can significantly enhance public library effectiveness. The findings emphasize the necessity of strategic management in leveraging both human and artificial intelligence to optimize performance in complex organizational settings.

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