

Effect of Share Knowledge and Organizational Ethics in the Innovation in Tose'e Credit Institution

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Abstract: Given that knowledge as one of the strongest forces competitive advantage in the modern economy is introduced, various studies show that in an organization, innovation is closely related to knowledge sharing. On the other hand, ethic is serious and important issue that has not resolved this flourishing scientific, industrial development and social welfare will not occur. The purpose of this study is to examine and analyze the components of sharing knowledge with the moderating role of organizational ethic associated with the ability to innovate in Tose'e credit institution. This research model is the model by Naresh Kumar (2012) is designed to be used. This study examines the motivational component to share knowledge, organizational ethic and organizational innovation capabilities in the organization of motivational factors in sharing knowledge 'enjoy helping others, interaction, self-image, confidence, general norms of sharing, visualization and reward self-organization' can be mentioned. Present study is descriptive-correlation method that has been done in 2015. In this study, statistical sample the volume of 152 employees of the Tose'e credit institution, stratified random sampling method was used. The collected data using SPSS software through regression analysis was used. Results of this analysis show high correlation between motivation and share knowledge and knowledge sharing. Also, the results regression analysis shows positive relationship between knowledge sharing and innovation with Islamic organizational ethic as moderating variable.

Key words: Intrinsic motivation to share knowledge, share knowledge, organizational ethic, innovation capabilities, random

INTRODUCTION

Maybe for some people are hard to accept the view that innovation can be organized in a wide competition that exists today (Subramaniam and Youndt, 2005; Shoham and Fiegenbaum, 2002) In fact, in the current competitive organization's ability to implement innovations is an important factor in the survival and success of the organization (Wang and Ahmed, 2004).

On the other hand, scientists believe that having knowledge and technology and sharing the wealth, prosperity and economic benefit unless the presence of entrepreneurs and creative innovations with inefficient practices prior to demolition and create new methods. In other words, the cycle of economic development has always been driven by innovation development and innovation engine of growth and development.

Also, due to the shortening of product life cycles in these organizations, innovation and development new and innovative products, the life blood of successful plays in this type of organizations (Kim and Kim, 2009). In addition to these innovations in different sectors of trade

and services such as banking, increasingly companies are trying to increase and in this environment, to maintain their competitive advantage. As such, innovation for competition in the field of trade and services is crucial (Wang and Ahmed, 2004).

Optimal use of innovation and creativity at every point of organizational performance requires infrastructure in this field. Needless to say that knowledge as one of the infrastructure helps organization to achieve motivation continuous innovation to achieve (Ipe, 2003; Nonaka and Takeuchi, 1995; Wasko and Faraj, 2005)

Knowledge can be seen as a fluid mix that includes experiences, values, contextual information and expert insight and a framework for evaluating and incorporating new experiences and provide information (Davenport and Prusak, 1998; Naresh Kumar, 2012). Root organizational knowledge is tacit knowledge. If tacit knowledge held by individuals or group of individuals remain, the organization can enhance its value.

Given that knowledge as one of the strongest forces competitive advantage in the modern economy have been introduced, knowledge sharing that knowledge sharing between individuals and teams implies a voluntary basis.

Vital in the management of knowledge and leaven to entrepreneurship, new ideas and its operation is considered.

Although, sharing tools, knowledge management alone cannot guarantee success in the organization of knowledge. Therefore, researchers will focus on organizational factors that are decisive, tend to increase knowledge sharing within the organization (Ling *et al.*, 2009).

It can be said that the ability and willingness of people in knowledge sharing is important for the organization. One of the critical constraints managers in the organization is inability and unwillingness to share and distribute knowledge among employees. It should be noted that encourage employees to share knowledge voluntarily, it is not easy and many factors affect the willingness of employees to share knowledge.

Salvik states that if we want the people in the organization to share what they learn, must create the conditions in which the organization and sharing, thus supporting substrate and a normal working environment within the enterprise and in other words the result is a work ethic. Victor and Cullen believe that the ethical climate is one of the essential factors in the trend or lack of adherence of an organization to different behaviors.

According to, Victor and Cullen organizational climate refers to common perceptions of an organization of what is morally correct, several researchers such as Deshpande and colleagues demonstrated that the ethical climate within an organization, staff ethical behavior in the workplace are significantly affected.

Most research in this area has been done on organizational ethic focused on the Protestant ethic and in West, American and European countries. Weber's Protestant ethic concept offered the causal relationship between organizational ethic and success in the development of capitalism in Western societies (Yousef, 2001). While in view of the organizational ethic of virtue and honor has been bestowed. One of the characteristics of the organizational work ethic emphasize that this based on collaboration and partnership working.

Now, despite understanding the need within the organization at least in terms of work ethic studies (Islamic) and its impact on organizational aspects such as innovation and knowledge sharing within the organization is doing (Kumar and Rose, 2010; Rokhman, 2010). This study aimed to evaluate the organizational ethic of sharing knowledge on the role of innovation in Tose'e credit institution. Iran as an Islamic state is handout for doing research.

Sharing knowledge: In recent years, one of the tools for effective use of knowledge and optimize the performance of organizations were of great interest is knowledge management (Esmail *et al.*, 2013). Knowledge management is a set of technical and management methods and tools for creating, sharing and using knowledge across the organization (Bounfour, 2003). In fact, knowledge management is management's efforts to facilitate business activity, production, storage, sharing, deployment and application of knowledge by individuals and groups (Zheng *et al.*, 2010).

In the meantime, the sharing of knowledge as one of the main aspects of knowledge management is considered by some researchers (Fullwood *et al.*, 2013). Sharing knowledge is to share knowledge of human behavior that causes a direct flow of information such as the exchange of experiences, express or implied, is provided ideas and skills that lead to innovation in the organization (Cabrera and Cabrera, 2002; Wang *et al.*, 2008)

Also, by definition of Schilligo knowledge sharing is a collection of actions that include knowledge sharing and information exchange knowledge and assistance to others. Knowledge sharing, organizational citizenship behavior is similar voluntary organizations done. One of the methods of measuring knowledge management by the sharing of knowledge (including knowledge explicit and implicit) is done in organizations.

Wah (2000) states that one of the major obstacles to the creation of knowledge sharing knowledge is the tendency of people to save knowledge, in fact, people tend to store their knowledge because they believe that knowledge is power. One of the main challenges of the knowledge-sharing process is forcing people sharing what they know (Kim *et al.*, 2005).

But, between transfer of knowledge and sharing of knowledge there are differences. Knowledge transfer occurs when specialist knowledge to a novice, for example, when a user with a consultant to implement an enterprise resource planning system will provide assistance. Sharing knowledge is similar to the transfer of knowledge but sharing the word, often to exchange knowledge without a specific objective to pursue.

Although, person to person transmission may be relatively inefficient but when the target is taken to convey clear, it can be very effectively treated (William, 2008). Individuals to be inherently motivated to share knowledge to help solve problems if they believe that others are meaningful and interesting and this is human nature that enjoys helping others and love them match (Lin *et al.*, 2008). Trust of others is based primarily on the honesty, fairness, responsibility, commitment, perseverance and efficiency.

Overall, the results show an increase in confidence among employees to improve the chances of sharing knowledge (Webster *et al.*, 2008; Porter, 2010). However, in organizations requires the attitude and culture of knowledge sharing between employees is honest and sincere. Without such knowledge sharing between staff morale in the organization almost seems impossible.

Hamel (2009) stressed that organizational adaptability, innovation and employee engagement can be a culture of trust and fear grow down in the organization. In such an environment, information to be shared widely and freely expressed ideas and risk-taking is encouraged.

Based on the content expressed or model incentive structures for sharing knowledge within the organization include pleasure in helping others, interaction, self-concept, self-knowledge, public trust and norms share (in organization) and organizational reward has been formed (Kankanhalli *et al.*, 2005).

- H₁: There is correlation between motivational factors and the sharing of knowledge

Innovation: According to, the definitions in the field of “creativity and innovation” can be creative and unusual ability to see things with a new look, see problems that no one else knows they are available to identify and then provide new approaches, unusual and effective. Innovation, creative thinking and is operational (Politis, 2005).

In fact, innovation is a production flow production goals, evaluation, development and implementation of new techniques and products. Sometimes, this is referred to as “knowledge” is known. The process of innovation in recent years has been investigated at the same time, increasing competition among enterprises many companies have focused more attention. Innovation significantly is associated with change and learning and hence sometimes confused with organizational learning. Nevertheless, creativity is focused on learning the manufacturer while the main focus of organizational learning is adaptive learning.

Theoretical foundations of innovation that organizational creativity (generation of new ideas through business partners) can be significantly increased. The purpose is to maximize the useful organizational innovation through creative activities focused on ideas to strengthen the new products, new processes and new solutions for its problems (William, 2008).

- H₂: There is correlation between sharing of knowledge and innovation capabilities in the organization

Organizational work ethic: Learning good mood which provide human spiritual and worldly happiness is one of the fundamental teachings of divine religions; God in the Quran, Prophet Muhammad (PBUH) guide us to have good character praises. Organizational ethic is a cultural norm that positive moral values imposed for a job and work has an intrinsic value.

The views of the Islamic work ethics, virtue and honor are given to work. Organizational work ethic, work is regarded as worship. Organizational work ethic emphasizes collaboration and partnership working. At work and consult counsel with them and finds a way to overcome obstacles and avoid errors. Social relations at work in order to satisfy the needs of the people and a balance of personal and social life of individuals are encouraged. Islamic values and traditions in the Quran also emphasizes that include equality, responsibility, virtue, kindness, trust, respect, commitment, honesty, fairness, hard work, humility, discipline, perseverance and cooperation with others.

- H₃: Organizational ethic affect the relationship between knowledge sharing and the ability to innovation

Sharing knowledge, organizational ethic and ability to innovate: Innovation, knowledge is inevitable so organizations for their innovation capabilities should be a priority behaviors, knowledge sharing and interactive behavior of their employees. Explicit and tacit knowledge sharing to promote innovation and enhance organizational effectiveness is very effective (Barachini, 2009; Ling *et al.*, 2009).

In this study, ability to innovate is degree of belief in the organization’s new ideas to improve services and create new products to understand the organization (Lee and Choi, 2003; Naresh Kumar, 2012) When sharing knowledge, which is realistic and applicable in the context of culture, ideology and religion form. Yao a case study in Hong Kong offer a model for knowledge sharing in the public administration sector organizations.

Onil and Adia examined knowledge sharing and psychological contracts implicitly found that psychological contracts are effective knowledge sharing knowledge workers. Smith evaluated the importance of sharing knowledge and thought leadership in strategic investment orientation. Yuen and Majid models of knowledge sharing among graduate students have studied in Singapore.

Lin *et al.* (2008) in a fundamental study to assess the organization’s knowledge sharing and innovation capacity in this study, the effect of individual factors like

the joy of helping others in the effective transfer of knowledge and support of senior management and organizational rewards and technological factors such as the use of ICT on knowledge-sharing processes and whether they are increasing or not increasing the capacity of innovation is concerned.

Rizk states that ‘moral teachings of most religions are largely compatible with each other’. Religious beliefs refer continuous behavior to learn, a desire to connect with others and share knowledge without any distortion of the content. Islam is the way of life of some of the ethical values in personal and social level is not prescribed (Ali, 2010; Beekun and Badawi, 2005).

Ali and Al-Owaihan (2008) in their study entitled ‘Islamic Business Ethics’ states that managers working in the public sector work ethic of most of the managers in the private sector are respected. Recently, Mohamed, etc. have found in their research that organizational ethic depends on the academic environment significantly with the mindset of people in the field of ethics, job satisfaction and organizational commitment.

Kumar and Rose (2010) in their study on the effect of organizational work ethics in the public sector, Malays’s creativity and results show correlation and positive correlation between these variables.

Khalil and Abu-Saad (2009) reported significant positive correlation between organizational ethic and individualism scale in their study. Jalil argue that ethical behavior can be maintained if the organizational work ethic is well established among staff.

Initial investigations by Ali in 1988 and 1992 to show the relationship between organizational work ethic and organizational thinking, as well as other research in the following years on the basis of this research has been done, (Ali and Al-Kazemi, 2007) shows the positive association between these variables.

MATERIALS AND METHODS

The study used a survey method and descriptive approach was used. This research was done in Tose’e credit institution in Tehran province in 2015. Statistical society of this research includes all employee credit union form Tose’e a sample size of 152 patients were selected based on Morgan Table.

In this study, in order to gather information and provide relevant literature of library and to collect data in order to achieve the objectives of the study and answer questions from a questionnaire survey were used. This questionnaire was designed in two parts. The first part

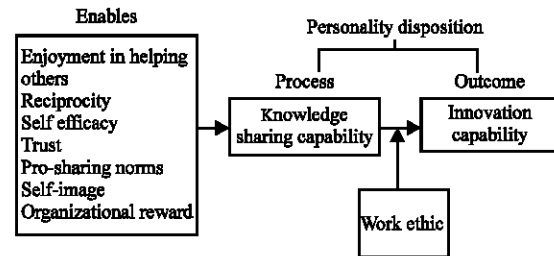


Fig. 1: Process of innovation capability

Table 1: Cronbach’s alpha table to check questionnaire reliability

Component	Cronbach alpha (%)
Motivation to share knowledge	90.0
Capability to share knowledge	76.0
Innovation	89.0
Organizational ethic	93.6
Total component of questionnaire	82.8

Consisted of questions (5 questions) about demographic, the second part of the questions (55 questions) in model variables in the form of Likert scale with scores of 1-5 (i.e., too low a score and score five means very much) was developed.

In this questionnaire to test the knowledge sharing incentive structures of model (Kankanhalli *et al.*, 2005) was used as component pleasure in helping others (4 questions), interaction (4 questions), self (self-image) (5), scientific confidence (4), public trust (4) and software share (in organization) (6 questions) and organizational rewards (4) is formed.

The ability to share knowledge using model (Kim and Lee, 2006) were studied (3 questions). To assess innovation model (Lee and Choi, 2003) was used (5). In order to examine the ethics and organizational work model (Ali and Al-Owainan, 2008) was used (16) (Naresh Kumar, 2012) (Fig. 1).

To assess its reliability and Cronbach’s alpha was used to construct the values in the table given below. The questionnaire used is then translated English fluently is used (Table 1).

Considering that Cronbach’s alpha coefficient obtained from the questionnaire is 82.8%, so the validity is confirmed. To analyze the data, descriptive and inferential analysis using software version 22 SPSS is used.

In Data descriptive analysis, frequency tables and diagrams mean and standard deviation were used in the analytical sample t-test, two-sample t-test, factor analysis and correlation analysis was used. After doing KS test and ensure normal society, then we have to analyze the results.

RESULTS AND DISCUSSION

As in Table 2, out of the total population, 49.3% were female colleagues that represent a high percentage of participation of women in economic and social activities and 50% of employees have formed men the average age of staff development credit institution with an average of 33 year and the average (nearly 36%) of workers with a bachelor's degree (42.1%) are graduate. It can also be noted that most of the staff have work experience between 5 and 10 year:

- H₁: There is correlation between motivational factors and the sharing of knowledge

The correlation coefficient in the attached Table 3, the test was performed at the level of 0.01 and no errors

Table 2: Table demographic information

Variables	No. of peoples	Percentage
Gender		
Men	76	50.00
Women	75	49.30
Age		
Average	149	33.65
Education		
Diploma	12	7.9
Associate degree	20	13.2
BA	55	36.2
MA and Phd	64	42.1
Work experience		
Lower 5 year	34	22.4
5-10 years	62	40.8
10 years and more	53	34.9
Marriage status		
Single	56	36.8
Married	95	62.5

Table 3: Table correlation of motivation and knowledge sharing

	Interaction	Self-image	Scientific confidence	Confidence	Norms sharing	Organizational rewards	Sharing knowledge
Take pleasure in helping others	1						
Self-image interaction	0.380	1					
Scientific confidence	0.112	0.456	1				
Confidence	0.214	0.187	0.545	1			
Norms sharing	0.220	0.187	0.512	0.620	1		
Organizational rewards	0.479	0.265	0.385	0.490	0.597	1	
sharing knowledge	0.365	0.061	0.189	0.394	0.480	0.580	1
Take pleasure in helping others	0.214	0.545	0.364	0.229	0.325	0.317	0.409

Table 4: Table correlation independent variables and the dependent variable knowledge sharing innovation

Model	Unstandardized coefficients		Standardized coefficients of β	t	Sig.
	B	SE			
Constant	2.454	0.417	-	5.882	0.000
KSC	0.092	0.114	0.066	0.806	0.002

a) dependent variable: Innovation

Table 5: Regression coefficient knowledge sharing and innovation

Correlation coefficient	Square of correlation coefficient	Modified correlation coefficient	F change	ER
0.066	0.004	-0.022	0.649	1.052

were found in the area. As the Table 3, the correlation coefficient between each of the motivational aspects of knowledge sharing and knowledge sharing as an independent variable as the dependent variable there. As can be seen, knowledge sharing and interaction of the organization with the highest correlation is 0.545. Also in the above table can be seen that there is a positive correlation between the dimensions of the incentive by sharing knowledge:

- H₂: There is correlation between sharing of knowledge and innovation capabilities in the organization

As the attached Table 4 and 5 shown above regression relationship between poor sharing of knowledge and innovation capabilities is reported:

- H₃: Organizational work ethic has a positive relationship on the relationship between knowledge sharing and innovation capability

Correlation table is in Table 6. Then variables problem, using regression table enter into Table 7.

As mentioned above knowledge sharing correlated with the degree of interaction in the organization is 0.545. The result of the outcome of the investigation (DeLong and Fahey, 2000) is different. They concluded in their study that correlated with knowledge sharing software to share in the organization to share knowledge.

Table 6: Correlation sharing of knowledge, innovation and organizational work ethic

Parameters	Knowledge sharing	Innovation	Organizational ethic
Knowledge sharing	1		
Innovation	0.066	1	
Organizational ethic	0.075	0.032	1

Table 7: Regression coefficient knowledge sharing and innovation and organizational work ethic Enter Method

Model	β	R ²	Adj. R ²	F	R ² change
Knowledge sharing	0.066	0.004	-0.002	0.649	0.004
Knowledge sharing	0.068	0.006	-.008	0.423	0.002
Organizational ethic	0.037	-	-	-	-

Significant at: *p, 0.01

Reason of this disorder, it can be stated that mutual relations between staff is important and makes a very strong incentive for sharing knowledge creates. The findings of the studies (Ardichvili, 2008; Choi *et al.*, 2008; Lin *et al.*, 2008) show us that sense of trust among people by stimulating the sharing of knowledge between them will change.

Results of present study can be taken as a sense of reciprocity (trade-off) among employees, creating a sense of trust among employees and resulting in more sharing of information and knowledge among employees. Existence of a positive correlation between academic self-confidence and knowledge sharing in this research study (Wang and Ahmed, 2004) is consistent. Also existence a positive correlation between organizational reward and sharing of knowledge with research results (Ling *et al.*, 2009) matches.

Results of this study show that the relationship between the relationship between knowledge sharing and innovation, to some extent, can affect organizational work ethic. This result can be due to lack of knowledge and lack of execution commands of Islam is correct. In the Islamic culture, perseverance, enjoyment of work, commitment, task-oriented, patient and advised the employees for various reasons do not follow these recommendations. Islam is a way of life that can affect all aspects of life of individuals and even organizations (Kumar and Rose, 2010).

Therefore, to improve and promote innovation as well as promote a culture of knowledge sharing is essential to organizational management, particularly human resource managers on aspects of Islamic culture stress. In fact, given the current competitive environment, organizations are encouraging employees to share their knowledge with others, develop the skills and capabilities are members of your organization and also increase their competitive advantage by increasing innovation, hence, banks as well as other organizations must have sufficient attention to the process of knowledge sharing.

CONCLUSION

In fact, the organization views are not final nature but a means to strengthen personal development and social relations. With a view to the interaction between individuals and groups in the organization is shaped in such a manner optimal for the organization brought changes.

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