

Mediating Effect of Customer Knowledge Management System and Knowledge Sharing on Organizational Innovation

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Abstract

Market knowledge has become one of the most important strategic resources for organizations. Moreover, the ability to effectively manage and transfer such knowledge within an organization can help to improve organizational innovation. Especially, the ability to manage market knowledge through customer knowledge management (CKM) and knowledge sharing can positively affect innovation outcomes. However, the use of CKM and knowledge sharing (KS) has not been very popular in SMEs. This study aims to investigate the mediating effect of CKM and KS on the relationship between market knowledge and organizational innovation. SmartPLS version 3.8.2 was used to analyze data collected from 204 SMEs. The study found that both CKM and KS mediate the relationship between market knowledge and organizational innovation. The results also show that KS contributes more to creating innovation in an organization.

Keywords: Market Knowledge, Customer Knowledge Management, Knowledge Sharing, Innovation