

The Research of Relationship Learning, Relationship Memory and Organizational Learning Capability

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ABSTRACT

In a knowledge-based economy, knowledge is the motivation of remaining sustainable competitive advantage. Due to the highly competitive environment and the fluid property of knowledge, the organizational learning is demonstrated not only by intraorganizational learning but also by interorganizational learning. An effective interorganizational learning consists of interorganizational learning competence and interorganizational willingness. The relationship among networking organizations is the key factor in facilitating the willing to share knowledge, and promoting the dissemination and accumulation of knowledge. On the basis of the relationship among leaning, memory, and capability, this study attempted to examine the impact of relationship learning and relationship memory on organizational learning capability by expanding organizational learning from internal learning system into external learning activities. This research focused the investigation on the firms which have signed the contract with the Incubation Centers for Small and Medium Enterprise Administration (SMEA), Ministry of Economics Affairs (MOEA). From June to July 2006, a total of 550 questionnaires were distributed, and 249 effective samples were collected during this period. The major findings of the study are as follows. Relationship learning is positively related to relationship memory. Relationship memory is positively associated with the formation of organizational learning capability. And there is significantly positive relationship between relationship learning and organizational learning capability. At the same time, relationship memory serves as a mediating factor between relationship learning and organizational learning capability. Furthermore, the knowledge dissemination of relationship learning has significantly positive impact on various types of memory. The cognitive perception and potential transformation of relationship memory have significantly positive impact on the formation of organizational learning capability. And the knowledge dissemination and information sharing of relationship learning have significantly positive impact on the formation of organizational learning capability. According to the study results, the theoretical, managerial implications and suggestions for future research are discussed and provided.

Keywords : relationship learning ; relationship memory ; organizational learning capability

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