

The Impact of Knowledge Creating Activities on International Business Operational Performance: An Example of the Machine

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ABSTRACT

Facing the era of knowledge economy, knowledge already substituted for the natural resource and the labor-intensive form industry, becomes the most important source for economic growth, the Organization only has by the knowledge creation. Organization can establish the lasting competitive advantage, only through knowledge creation (Wong, 2000).

This research mainly investigated the relation between knowledge creation activities and business operational performance. A Variable (organization learning ability) was adopted between knowledge creation activities and business operational performance. An adjustable variable (knowledge characteristic) was also included for further investigating how knowledge creation activities affect business operational performance.

The study object of this research is machine tools industry. 300 copies of questionnaires were sent out totally, but only 237 copies were returned. Eliminating the ineffective 32 copies of questionnaires which were not completed, total effective questionnaires are 205 copies. Effective return rate is 68.33%.

Through multiple regression analysis and ANOVA, the mutual relations of various factors had been tested. Tested results indicated that knowledge creation activity has positive effects on business operational performance and organization learning ability. Organization learning ability also affected apparently business operational performance. Organization learning ability played a part of media role between knowledge creation activity and business operational performance. Knowledge characteristic has no moderating effect between knowledge creation and organization learning ability. However, the hypothesis was not supported by the empirical data.

Keywords : knowledge creation、 organization learning ability、 business operational performance、 knowledge characteristic

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