

# Knowledge Management and Customer Satisfaction in Automobile Importer Companies

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**Abstract:** Lack of sufficient understanding of knowledge management system including the definitions, parts, and the factors for success are the main factors of failure in the projects of knowledge management. Knowledge management is a never-ending process that begins from a simple visit and conversation, it gradually takes place on the angles of thought, conscience and employees' behavior, and it finally becomes a new way of life. The first steps of this process have been taken for many years in our country, but it has been abandoned like many other areas of thought and action in the beginning. According to available models of knowledge management, needs of public sector to implementation of knowledge management, and lack of a fixed framework for knowledge management, the this research aims to study the influencing factors of the implementation of knowledge management on Airtoya Company in order to enable the organization to take the first step in achieving its goal of becoming a knowledge-based organization to create sustainable competitive advantage for the organization trough the customer satisfaction.

**Keywords:** Knowledge, Knowledge Management, Customer Satisfaction.

## Introduction

Knowledge management is a never-ending process that begins from a simple visit and conversation, it gradually takes place on the angles of thought, conscience and employees' behavior, and it finally becomes a new way of life. The first steps of this process have been taken for many years in our country, but it has been abandoned like many other areas of thought and action in the beginning. Now, in the early years of the twenty-first century, only some public and private organizations have paid attention to the endless process despite all the shortcomings to help them in renovation of their ability and effective use of competitive advantage (Delavar, 2008). It should be noted that the present world is in need of rapid response. Immediate adjustment, hasty conclusions, and the need for personal growth as the most important factor affected by the changes that need knowledge and creativity. Introducing the element of knowledge as the main source of funding organizations and the importance of knowledge workers, a new area has been spread in the administration and management of organizations (Adli, 2004).

Information age, development of tools and applications of new communications and information technology led to the formation of a new approach in organizational management issues, and it should be noted that the knowledge and intellectual capital are the base of the main competencies for better performance. To achieve

sustainable competitive advantage, considering the available knowledge and use it is effective in creating a framework for the use of new knowledge. Organizations must have regard to all these matters because knowledge management operates as a working strategy and a tool of progress at the same time in an organization. This tool provides the ability to meet external challenges. Peter Drucker believes that the secret to success in the 21st century is knowledge management (Burgon, 2008). Therefore, in the third millennium organization, implementation of knowledge management is an integral part of achieving the goals and it needs careful planning for the proper execution of the issue. Knowledge management is the key of success in the 21 century. Knowledge has more extensive meaning than data and information. Knowledge is a set of information, practical solution, results of its use in different decisions, relevant training, and the people's view on jobs and responsibilities. Knowledge of every person even if in a specific case may different from others. Knowledge is the base of skill and experiment for each one. Every organization uses of a set of knowledge in order to achieve its goals that this knowledge is in the mind of each employee.

If the knowledge is not used, the failure of organizations, high costs due to replication of some decision processes can be expected. Therefore, the pioneer organizations try to collect the hidden knowledge that is called the intellectual asset. Today, the assets of organizations are not only the physical and financial assets, but these assets are intellectual assets and individuals' knowledge that are more important and can be justified by the managers. In other word, human resources management is the complex issue of knowledge management (Burgon, 2008). In the late of 2000s, knowledge management has been concerned as the new method of management. This method has been the evolution of other management methods not as a subject which is explored recently and run in six months. The successful organizations have found that knowledge is their most important assets; there are some principles of knowledge management that are known as the key factor of success, as they have invested for that. Considering the other aspects of the plan of the Fourth Economic, Social and Cultural Islamic Republic of Iran (2005-2009), the first part of this plan emphasizes on the growth of knowledge-based national economy interacts with the global economy "and the fourth season of" knowledge-based development ", knowledge management should be considered as one of the most important processes and the organizational structure is intended to be a place for knowledge management and knowledge so that as the trustee prevent the hoarding of knowledge in libraries and in the minds of employees and help to share it with others. The main aim of this research is the lack of customer satisfaction in Aitoya Company that has been found in different areas, but no correct measurement has been taken for that. Due to the continuous change of managing the organization, it is essential to pay attention to knowledge management according to the expectations of country. It seems that it is possible to promote Aitoya Company by study and identification of the effective factors on implementation of knowledge management. Now, knowledge is scattered, but it is possible to share knowledge by the precise study and identification of the effective factors in order to satisfy customers.

## Review of literature

### ***Definition of data, information, and knowledge***

The data is source the knowledge creation; Data are facts and raw numbers (Merwick, 2001) as per student. Data is abstract and concrete facts about the event. Data is the reality of a situation or a case from a special field without contact with other things. The data reflects the unified interactions and exchanges as a minor part of them. The components stored and managed in databases. Data have minimal text and do not induce the larger issue to be processed. Jan 12 and 100110 and are examples of data. Without offering further explanation, there is no conception of these three data. Each of these data may indicate the time, amount, weight, amount, size, part of the year, etc (Hassanzadeh, 2007).

While the information is created by data in a specific context or environment (Davenport et al., 2000). For example, the cost per student at a high school in a particular academic year is considered information. The combined data are associated with interpretation. Communication of data indicates information that may not lead to the information unless you understand their meaning. In fact, the information is summarized data that is grouped, stored, refined, organized and analyzed so that they can clear the context. We can decide by review of information. Information show numbers, words and statements in brief (ibid).

One of the characteristics of information is that it can be documented in writing or files stored in the database. In contrast to data, information is meaningful. In the words of Peter Drucker: "the relevance and purpose are the characteristics of information". Peter Drucker noted that data means "the relevant data". In other words, in his view, data are not lonely "relevant" and "objective". The data is converted into information, when the provider gives them special meaning. By adding value to the data, in fact we convert them into information (Davenport et al., 2000).

Knowledge is ideas and thoughts, understanding and lessons learned over time. Knowledge is understood from experience, reasoning, insight, learning, reading and listening. When others are sharing their knowledge with people, knowledge grows; and when one's knowledge is combined with other knowledge, new knowledge is created. Knowledge has the individual nature because it is involved with the values and beliefs of people and their perceptions of the world and others. In addition, knowledge appears in the context of interpersonal relationships. Knowledge is richer and more meaningful than data (Habibi, 2008).

"Knowledge" is fluid mix of experiences, values, and attitudes of systematic available information that creates a framework for evaluating and utilizing the experiences and provides new information. Knowledge not only in documents but also it is created in the organizational processes and practices. Knowledge exists within people and is part of the complexity of human unknowing. Converting the data into information and knowledge is the main mission of knowledge management (ibid).

Therefore, knowledge is an organized combination of "data" through rules, procedures and operations, and the experience. In other words "knowledge" is a sense that has emerged the idea which without that it is considered data. Only through this concept, "information" has come to life and becomes knowledge (Hassanzadeh, 2007).

### **Definition of knowledge management**

Process through which organizations in the field of learning (internal knowledge) coding knowledge, distribute knowledge, and acquire skills (Malhotra).

A process through which organizations have the ability to turn data into information and information into knowledge, it has been able to operate acquired knowledge effectively in their decisions (micro) (Steve Hales, 2001).

Knowledge management is a process that is based on four components (Haider Ali, 2006).

A. content: the knowledge (or outright lies being) is concerned.

B. Skills: access to skills, knowledge extraction.

C. culture organizational culture should encourage the distribution of knowledge and information.

D. Organization of existing knowledge.

Establishing processes to identify and capture data, information and knowledge needed by organizations from internal and external environment and transform them into decisions and actions of organizations and individuals.

According to the definition: we can say that subject of knowledge management is social phenomena; computer, information technology, and the like are not guaranteeing success of knowledge management. Knowledge management is inexhaustible because the data into information and information into knowledge never come to an end. Employees and organizational managers (internal environment) clients and other stakeholders (external environment) are in the realm of knowledge management.

Customer: The customer is the person or entity that we directly or indirectly supply goods and give services to them (Moshabbeki, 2008).

- Satisfaction: Satisfaction is achieved through different understanding between customer expectations and actual performance of the product or organization (Khaki, 2007).

Customer satisfaction is the result of the customer's perception of value in a transaction or relationship so that the price is equal to the ratio of quality to price the cost of customer service.

Another group of researchers believe that customer satisfaction is not only to fulfill their expectations, but it is to pay attention to their basic needs such as safety requirements, respect, and justice because needs are different from the expectations. Expectations are consciously, specifically, and short-term, while needs are unconsciously, overall, deep and long lasting until they get active. When expectations are not met, they will be frustrated and unhappy, but when basic needs are not supplied, they may be angry or exasperated. If the customer is not satisfied, he will not be happy, but if you do not supply her need, you will lose him. So customer satisfaction is to supply needs completely at the same time and in the same way that he wants (Monavarian & Asgari, 2004).

### **Discussion and Conclusion**

This article aims to explain the relationship between knowledge management and customer satisfaction in the car companies of country. Creating new business and innovation in the organization are activities that result in improving the competitive position of the organization and performance. Innovation in Organizations include: the ability of a company to produce new products or product changes in the markets that the company could answer to new demands and needs future. Another aspect of entrepreneurship phenomenon is strategic renewal that is the symbol of corporate entrepreneurship (Momeni & Azar, 2005).

The purpose of an organization's strategic modernization is to reform mission and extensive planned changes in the organization. Renovation is realized through redefinition of organization's mission and resources. On the other hand, Renovation needs adoption of new organizational structures to improve and promote innovation. Corporations for entrepreneurial activities have problems that relate to the extent and the specific nature. The first problem is that "size" of such companies requires the administrator to control and to create a clear structure. The second problem arises when the same kinds of companies grow and management positions are added. "Increasing levels of management" leads to increasing the vertical distance between the executive management and employees of lower levels. Weakness relationship between manager and workers or lower level managers makes difficult personal relationships (Nonaka, 1994).

When entrepreneur manager loses his relationship with the workers, necessary levels of entrepreneurship in the organization can hardly be guaranteed. Third, "need to control" is observed in large organizations. When a company is large, it is necessary to control it more. As a result, the executive director of the company is forced to create scale up and quantifiable standards. Therefore, bureaucracy and reports transcend planning and reports are more monitored than the results, and the rules and standards are more important than entrepreneurial behavior. There are only a few entrepreneurs in large organizations because they are not attracted by large organizations and prefer the independent entrepreneurial life than the secured life. They are people who worked primarily in companies, but they leave after a few years.

### **Conflict of Interest**

The authors declare no conflict of interest.

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