



# Model presentation to feasibility measurement of knowledge management implementation with ANP approach (case study of Post bank)

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## ABSTRACT

*The key factors to success of knowledge management are strategy, culture, technology, organization and people. knowledge and strategy both are dynamic and multilateral concepts. Nowadays knowledge is equal to power and knowledge management is created as a strategy to enhance the organizational competitive advantage and to describe the relationship between the knowledge and strategy of organizations, at first it is necessary to design a strategic plan. choosing this strategy is a multi-criteria decision making which needs to consider some complicated factors. in this research after paired comparisons analysis and weight analysis of each index and alternatives rather than key indexes, and choosing each subsidiary indexes according to each index, and finally by using the ANP technique and super decision software the last combination of the model is created and the proper option according to all indexes and sub-indexes existing in the organization is created and at last regarding to research assumptions human resources, information technology, organizational learning and organizational culture have been prioritized as key factors in establishment of knowledge management in Post bank of Zanjan province.*

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## Introduction

Knowledge is essential to organizational survival, the key factor of organizational success is to achieve a deep understanding at any levels, however there are many organizations with lack of proper consideration of KM. as Peter Drucker says : " the mystery of organizational success in 21 century is KM ". nowadays organizational capitals are not only the financial and physical capitals but also knowledge capital is more important rather than both of them. Knowledge management in each organization, is consisted of processes and approaches that are able to respond the whole needs of knowledge among the personnel and customers. in the recent past, power and competitive advantage of an organization or human society was considered as a bigger portion of financial resources but nowadays everything has totally changed and at the present the main competitive advantage of organizations is their power of managing the knowledge.

There are certain and definite types of procedures about applicable processes of Zanjan Post bank and especially in the process of service presentation to the customers. also in some situations we need to have access to the individuals with banking experiences to help the others with their previous experiences in confronting problems. these kinds of procedures have failed become of not having enough and exact documents and information management system. so

when the clerks of an organizations leave the organization, they will fail and impose different types of financial costs to the banks and on the other hand because of the inference of human factors in the processes they can make different types of social and legal problems. this problem can be solved with using machine and knowledge management system in different types of banks that will lead to time decrease and costs of services to the customers and this factor will be one of the most important factors in the establishment of knowledge management in Zanjan post bank.

## 2. LITERATURE REVIEW

Nowadays smart and knowledgeable clerks are the most import assets of an organization and based on their creativity power and initiatives, creation of new organizational process, new technologies and development of new services will lead the organization into a type of competitive situation and their creative efforts in the organization is the result of objective investments in the process of learning and improvement of knowledge management. Some features such as complexity, variety and fast environmental changes have created such situations that ignorance to them will lead to the failure in the organizations. Knowledge management is referred to the ability of one organization in using spiritual assets (personal knowledge and experiences) and collective knowledge to achieve personal goals through some procedures such as knowledge production, knowledge share and its application by