A Model of Measure Customer Knowledge Absorptive Capacity: A Food Industry Survey

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Abstract: Today, customer knowledge is one of the most important resources to innovation and organizations whose capabilities should be improved to absorb this knowledge. The acquiring and applying the customer knowledge are not facile and all forms of the customer information and knowledge do not result value creating. Thus, current study introduces a model to measure Customer Knowledge Absorptive Capacity (CKAC). Hence, a survey using exploratory factor analysis and confirmatory factor analysis are conducted to determine dimensions of CKAC concept and verify the proposed model. To show the efficiency of model, a case study is presented in a food company. The results demonstrate CKAC is related to customer knowledge acquiring capacity, customer knowledge organizing capacity and customer knowledge employing capacity dimensions. Also, the Customer Knowledge Organizing Capacity has the highest correlation with the concept of customer knowledge absorptive capacity.

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Ranking the Barriers of Implementing Information Security Management System and Investigation of Readiness Rate of Exploration Management

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Abstract: As information has the role of organization asset, its protection is the key to the survival of any organization. Information Security Management System (ISMS) defines protection of information in three specific concepts: information confidentiality, accuracy, and availability. Many failures in implementing ISMS rooted in organizational problems and lack of attention to the state of readiness of the organization before implementation. A descriptive design (method) was used to perform the study. Barriers to implementing ISMS were ranked based on analytical hierarchical process and organization's readiness rate to implement ISMS was determined by questionnaire. The results indicate that the non-compliance of organizational structure with the ISMS requirements is the most important barrier and employee's fear of difficulties of these processes is lowest important barrier. In addition, the readiness rate of exploration management in the ISMS implementation is lower than average.

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The Relation between Implementation of Knowledge Management Infrastructures Organizational Change Capacity with (Case Study: A State University in Tehran)

Lotfali Jabari [1]

Abstract: The infrastructures used for knowledge management in universities are important. Nowadays, higher education institutions must be innovative and have appropriate capacity to change as well as adapting with constantly changing external conditions. Therefore, the aim of the present study is to assess the relationship between infrastructures and Organizational Change Capacity (OCC) and study their status. The research has been done with survey method. The statistical population includes faculty members of studied University. 167 members were selected as a sample. To collect data, a researcher-made questionnaire was used. Data analysis indicated that there is a significant and positive correlation between the knowledge management infrastructures and organizational change capacity which are totally appropriate. Based on the findings of this study if the University has proper infrastructures, it can facilitate knowledge management. So, efficient management of knowledge can be effective on organizational change capacity.

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Developing a Multi-issue and Flexible Negotiation Mechanism Based on Multi-agent Systems in the Automated Interchange

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Abstract: Agent-based negotiation is one of the interesting approaches in the field of automated negotiation in the E-Commerce world. Establishment an automated negotiation needs to develop a mechanism for it and it is obvious that users would accept a mechanism that is reliable alternative for negotiating individual. Therefore, the need to developing efficient and reliable agent-based negotiation mechanism is being felt. In this paper we present a multi-issue negotiation mechanism. In each round of this mechanism a twofold proposal is presented that caused the time of negotiation decreases while increasing the efficiency of negotiation and probability to reach better solutions. To do this, we focused on reasoning model of negotiation; First the decision making model of each agent about received offer is developed and then a novel method for generating counter offer is proposed. Validity and efficiency of proposed negotiation mechanism is indicated via predefined conditions of literature and a numerical example is solved.

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Identifying and Selecting the Most Appropriate Social Media for the Development of SCRM Systems

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Abstract: Undoubtedly, information technology is one of the main factors for change in modern societies. As the other components involved in the community, organizational customers have undergone changes to the extent that they are referred to as "social customers"; So, the inability to follow the desires needs and tastes pertaining to them which presents challenge for organizations using the previous tools, such as CRM. In fact, the emergence of the concept of SCRM in early 2009 is considered to be a response to such a requirement. However, regarding the variety of social media, the process for developing such systems seems more difficult to track. Hence, in the present study, we are seeking for the identification of the best social media to develop aforementioned systems, using the concept of multi-criteria decision making. To do this, survey data were collected from experts working in two areas, namely, marketing and informatics of Bank Melli Iran. Then, the collected data were analyzed. The results represented "social sites and networks" as the most appropriate media for the development of SCRM systems.

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Explaining Model of Affecting Factors on E-learning Effectiveness in Post Graduate Courses

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Abstract: The quality of learning is one of the basic elements in every society to reach achievements. This subject has more importance on e-learning. Accordingly, the present study explains the affecting factors on e-learning programs' effectiveness. Regarding the aims, the present research is descriptive and regarding the application is practical. Data collection method is research made questioner. In order to reach this aim, 106 samples including deans, experts and lecturers of e-learning programs have been randomly chosen and by application of partial least square method five different factors affecting the effectiveness of e-leaning including university-related, student features and characteristics, lecturer's features and characteristics, learning conditions and environmental factors have been determined. Yet, the consequences of the study revealed that the learning conditions factor and the university-related factor have respectively the most and the least effects on the effectiveness of e-learning.

Investigating Mutual Effects of Critical Failure Factors of ERP Implementation in Iranian Industries with Grey-based DEMATEL Method

Mohammad Gomnam Sefiddarboni [1], Seyyed Mohammad Reza Naserzadeh [2], Saeed Rouhani [3], Ali Reza Ghaherdoost [4]

Abstract: The advancement of technology and its application in various industries make the organization looking for use of key technologies such as ERP. The number of failures occur in ERP implementation in various industries including Iranian industries. The attention of many researchers has focused on identifing critical success factors or critical failure factors. Hence, these factors should be prioritized properly. On the other, these factors have mutual effects usually focus and prioritize the critical success factors. The critical failure factors is a farce regardless of the mutual effects. This paper has been tried using the Delphi method to identify and classify critical failure factors of ERP Implementation in Iranian Industries. Then 37 factors were classified in 8 groups. Mutual effects of these factors are measured utilizes Gray DEMATEL method and prioritize has been conducted each factor and sub-factors.

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A Website Evaluation Model by integration of Previous Evaluation Models Using a Quantitative Approach

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Abstract: Regarding the ecommerce growth, websites play an essential role in business success. Therefore, many authors have offered website evaluation models since 1995. Although, the multiplicity and diversity of evaluation models make it difficult to integrate them into a single comprehensive model. In this paper a quantitative method has been used to integrate previous models into a comprehensive model that is compatible with them. In this approach the researcher judgment has no role in integration of models and the new model takes its validity from 93 previous models and systematic quantitative approach.

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Acquiring Core Competencies in IKCO through Elements of Knowledge Management: Investigating the Mediation Role of Knowledge Management Processes

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Abstract: The purpose of this paper is to evaluate the effects of infrastructure and strategy of knowledge management on acquisition of core competencies through knowledge management process in 'Iran Khodro Company'. Research method was descriptive-correlation. Statistical population encompassed 400 members of supervisors, middle managers, and senior managers in Iran's IKCO. The opinions of 198 members were used as a selective sample identified by stratified sampling method. Primary data collected by questionnaire. Then, Structural Equation Modeling (SEM) was used to measure the relationship among elements of knowledge management and core competencies. Findings indicate that knowledge management strategy is directly related to core competencies and there is no significant relationship between knowledge management infrastructure and core competencies. Nevertheless, knowledge management process as mediator variable affect the relationship between strategy and infrastructure of KM and core competencies indirectly.

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Bank Card Fraud Detection Using Artificial Neural Network

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Abstract: There is no accurate data for the bank cards fraud in Iran. But, it seems to be a growing trend in this regard and in the near future it is going to become one of the critical problems in Iran's banking system. Unfortunately, not enough research works have been done in this field in our country and the banking system requires models that are efficient enough to ensure safe use of bank cards. In this paper, after identifying the most common types of bank cards frauds and fraudulent transactions simulation, Artificial Neural Network (ANN) was used for the classification of transactions into two types of legitimate (non-fraud) and fraudulent (suspicious) actions. The proposed model is a Multi-Layer Perceptron (MLP) neural network designed based on the domestic banking system and is able to classify the transactions with more than 99 percent accuracy. Measures of performance calculated in this study are compared with the results of other research models. The results show that the proposed model is quite reliable and valid.