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Address: P. O. Box:

14155- 6311- Tehran, Islamic Republic of Iran

Web Site: <http://www.jitm.ir>

E-mail: jitm@ut.ac.ir

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Designing a Knowledge Management Excellence Model Based on Interpretive Structural Modeling

Mirza Hasan Hosseini¹, Mehdi Akbari²

Abstract: Despite the development of appropriate academic and experiential background knowledge management and its manifestation as a competitive advantage, many organizations have failed in its effective utilization. Among the reasons for this failure are some deficiencies in terms of methodology in inappropriate recognition and translation of KM dimensions and lack of systematic approach in establishment of causal relationships among KM factors. This article attempts to design an Organizational Knowledge Management Excellence Model. To design an organizational knowledge management excellence model based on library researches, interviews with experts and interpretive-structural modeling (ISM) was used in order to identify and determine the relationships between the factors of km excellence. Accordingly, 9 key criteria of KM Excellence as well as 29 sub-criteria were extracted and the relationships and sequence of factors were defined and developed in 5 levels for designing an organizational KM excellence Model. Finally, the concepts were applied in Defense Organizations to illustrate the proposed methodology.

Key words: *Excellence, Interpretive Structural Modeling (ISM), Knowledge, Knowledge Management (KM).*

1. Associate Prof., Faculty of Management, Payame Noor University, Tehran, Iran

2. Ph.D. Candidate in Business Management, Payame Noor University, Tehran, Iran

Submitted: 02 / March / 2014

Accepted: 15 / September / 2014

Corresponding Author: Mehdi Akbari

Email: akbari.mehdi@gmail.com

The Role of Knowledge Management in E-Business Strategy

Ali Khalouei¹, Ali Asghar Pourezzat², Mahdi Shami Zanjani³

Abstract: The purpose of this research is to study the role of knowledge management in building an E-business strategy. In terms of purpose, nature and data collection, the research is respectively an applied, descriptive-survey and field study research. The population of the research consisted of two groups. The first one included 10 experts in the field of knowledge management and E-who determined the validity of the research instrument. In the second stage and to test hypothesizes, 180 usable questionnaires were gathered from people who were related to E-business. In the first stage of the research, the role of knowledge management in implementing each stage of E-business strategy bulling model of Hackbarth and Kettinger, including initiation, diagnosis, strategic choice, and transition, was verified by experts. Then the rate of using knowledge management in building an E-Business strategy by three great Iranian companies was studied. The result of the present research shows that in these three companies, knowledge management has a significant role in all stages of building an E-Business strategy. However, the importance of the mentioned role in each activity and is far different.

Key words: *E-Business, E-Business Strategies, Knowledge Management, Strategic Management.*

1. M.Sc. Student in Human Resource Management, Tehran University, Iran

2. Prof. in Public Administration, Faculty of Management, Tehran University, Iran

3. Assistant Prof. of IT, Faculty of Management, Tehran University, Iran

Submitted: 05 / November / 2013

Accepted: 10 / March / 2014

Corresponding Author: Ali Khalouei

Email: alikhalouiee@ut.ac.ir

Factors Affecting the Development of E-Commerce Application in Textile and Clothing Companies in Isfahan

Ali Ranjbaraki¹, Gholam Reza Eskandarian²

Abstract: Development of the E-Commerce in manufacturing companies and planning in this area requires knowledge on the factors affecting the decisions made by manufacturing companies to use e-commerce tools. These factors can be divided into two categories: internal and external. The internal factors show the characteristics of domestic firms that will shape their behavior, while the external factors represent the business environment of firms and include e-commerce infrastructure and supportive agents, governmental, legal and cultural factors and social factors. In this paper, the role of internal and external factors in the use of e-commerce tools in textile and clothing enterprises of Isfahan was discussed using factor analysis technique and correlation coefficients. Field survey results indicate that internal factors (prospective and strategic management, business size, flexibility, performance and expected performance) have the greatest impact on the use of e-commerce tools. Afterwards, the appropriate supporting factors (availability of skilled work force and ease of use) and favorable social and cultural factors make greater use of e-commerce tools possible for textile and clothing companies in Isfahan.

Key words: *E-Commerce, Environmental Factors Influencing the Use of E-Commerce, Theory of Technology Acceptance and Use, Textile and Clothing Industries in Isfahan.*

-
1. Associate Prof., Faculty of Economics, Institute of Human and Social Research of Jihad, Tehran, Iran
 2. Instructor, Faculty of Economics, Institute of Human and Social Research of Jihad, Tehran, Iran
-

Submitted: 20 / May / 2014
Accepted: 14 / September / 2014
Corresponding Author: Ali Ranjbaraki
Email: a.ranjbaraki@ihss.ac.ir

Segmentation of Internet Banking Users Based on Expectations: A Data Mining Approach

Shahriar Azizi¹, Vahid Hosseinabadi², Mohammad Balaghi³

Abstract: In recent years, Internet-based banking services have become the focus of competition in Iran's banking system. In this respect, Internet banking users' identification and segmentation leads to better understanding of users' needs and expectations and planning to meet them. This in turn will result in improving the image of the bank and obtaining competitive advantage. In this research, seven banks of Pasargad, Mellat, Parsian, Saman, Eghtesad-e-novin, Tejarat and Melli are selected as rival brands. According to scrutiny, the expectations of internet banking users were identified in the form of 17 indicators. Using closed questionnaires, necessary data was collected from 274 users of Internet banking services in selected banks. At the first stage, based on exploratory factor analysis, five factors were identified which include: ease of use, variety of e-banking services, security, speed of providing services and reliability. In the second stage, by applying k-means procedure, optimum number of clusters was detected equal to 6. Then the expectations of each cluster were evaluated. The result showed that the average of expectations and frequency of demographic variables between clusters are different. So the extracted clusters have good quality.

Key words: *Clustering Analysis, Expectations, Internet Banking, Segmentation.*

1. Associate Prof., Faculty of Management, Shahid Beheshti University, Tehran, Iran

2. Ph.D. Candidate in Business Management, Faculty of Management, Shahid Beheshti University, Tehran, Iran

3. MSc, Business Management, Faculty of Management, Shahid Beheshti University, Tehran, Iran

Submitted: 10 / December / 2013

Accepted: 23 / June / 2014

Corresponding Author: Shahriar Azizi

Email: azizi.sbu@gmail.com

Investigating the Impact of Virtual Communities on Furtherance of Customers' Buying Behavior

Mohammad Fathian¹, Mohammad Hosseini²

Abstract: In recent years, virtual communities have been significantly popular and almost all of them are targeted for business profitability. In our study, the profitability of these communities for businesses has been analyzed from a commercial perspective. The study considers virtual community as a business model which can have a great impact on consumer purchase decision process. With respect to reference groups and word-of-mouth recommendations in virtual communities, contributing factors have been detected and a model of impacts and relationships between these factors has been presented. Hypotheses of the mentioned model are evaluated by making use of a questionnaire completed by 110 members of virtual communities. Using AMOS program and path analysis method, statistical analysis of received responses showed that factors such as virtual community's information quality, trust between people, sense of belonging, virtual community members' perceived benefit and members' permeability are effective to different degrees, and there is no significant relationship between social identity of members and their permeability.

Key words: *Buying Behavior of Customer, Electronic Business, Information Quality, Virtual Community.*

1. Prof, Iran University of Science and Technology, Tehran, Iran

2. Instructor in IT, University of Kermanshah, Kermanshah, Iran

Submitted: 30 / May / 2014

Accepted: 27 / August / 2014

Corresponding Author: Mohammad Fathian

Email: fathian@iust.ac.ir

An Investigation into the Portal Content Universality of 5 Big Municipalities in Iran: A multi Case Study

Shahin Ghasemi¹, Somayyeh Bakhshandeh², Parvaneh Komijani³

Abstract: Nowadays, a movement has begun toward offering services by means of portals to realize the goal of making the electronic city, and Iranian municipalities have already entered this scope. This investigation aims at measuring the realization of above-mentioned goal by investigating into municipality portals, since the typical view of an e-city and the user interface between management processes of an e-city and citizens is a portal that all city services will be available through. A multi Case study using structured observation is the method used for the current investigation. Municipality portal services of five most populated cities in Iran including Tehran, Mashhad, Isfahan, Shiraz and Ahvaz were investigated, and then they were compared with municipality portal services of four none-Iranian municipality portals. According to the results of the present research, less than 50 percent and 60 percent of the world e-city services were found to be offered in Iranian municipality and none-Iranian municipality portals, respectively. The results obtained from the current investigation would have some suggestions for improvement of Iranian municipality portals.

Key words: *Electronic Services, E-city, Portal, Website.*

1. M.Sc. Student in Public Administration, Collage of Farabi, University of Tehran, Qom, Iran

2. M.Sc. Student in Public Administration, Collage of Farabi, University of Tehran, Qom, Iran

3. M.Sc. Student in Public Administration, Collage of Farabi, University of Tehran, Qom, Iran

Submitted: 08 / May / 2014

Accepted: 27 / August / 2014

Corresponding Author: Shahin Ghasemi

Email: Sh.ghasemi@ut.ac.ir

Presenting a New Method for Link Prediction in Social Networks

Azam Keypour¹, Morteza Barari², Hossein Shirazi³

Abstract: Today, online social networks are very popular due to the possibility of creating relationships between people all over the world. These social networks with possibilities such as friend recommendation generally use local features derived from social graph structure. For friend recommendation, there are different algorithms with local and global approaches. In this paper, we proposed an algorithm with local approach that has a suitable performance compared to other algorithms. In addition, it has an acceptable speed, because of its being local. This new feature was examined on two large social networks: Epinions and Facebook. The research showed that this algorithm can present good predictions and acceptable recommendations.

Key words: *Link Prediction, Recommending Systems, Social Network.*

1. M.Sc. Student, Artificial Intelligence, Malek Ashtar University of Technology, Tehran, Iran

2. Assistant Prof., Malek Ashtar University of Technology, Tehran, Iran

3. Associate Prof., Malek Ashtar University of Technology, Tehran, Iran

Submitted: 16 / November / 2013

Accepted: 21 / July / 2014

Corresponding Author: Azam Keypour

Email: a.keypour@gmail.com

Investigating the Indicators Affecting the Success of Modern Banking Services Strategies from the View Point of Managers and Experts of Ansar Bank

Alireza Naderi Khorshidi¹, Yaser Ghasemi Nezhad²

Abstract: With increasing development of information technology, first level banks are searching for suitable strategies to fulfill their customers' needs. This research is centrally investigating the majority of influential aspects in this area, including internal factors and external environment factors, using system attitude and a comprehensive view. Accordingly, having analyzed the indicators affecting the strategies of modern banking services with emphasis on system attitude and experts' feedback, the indicators have been surveyed and ranked. The population of the research consisted of 80 experts and managers in Deputy of Strategic Planning and Guidance of Ansar Bank. We used a questionnaire to gather experts' opinions. Also considering the limitation of population, we used census method to survey the population. Variance analysis, explorative factor analysis method, and SPSS tool have been utilized to analyze the data. Finally, it was recognized that the indicators of competitors' identification and security of modern banking services system were the most important ones. Also, by using factor analysis, four indicators were removed and the rest was categorized into five factors.

Key words: *Bank, Factor Analysis, Indicator, Modern Banking Service.*

1. Associate Prof. in System Management, Imam Hossein University, Tehran, Iran

2. Ph.D. Candidate in System Management, Imam Hossein University, Tehran, Iran

Submitted: 30/ September / 2013

Accepted: 22 / July / 2014

Corresponding Author: Yaser Ghasemi Nezhad

Email: Yaserghn@gmail.com

Investigating Knowledge Management Infrastructure in a Military University

Gholam Hossein Nikookar¹, Mohammad Reza Soltani², Amin Pashae Holasoo³

Abstract: Knowledge management is one the most important and valuable approaches of leading organizations using which an organization can reserve its intellectual properties. Considering the importance of knowledge management, the research intends to assess knowledge management infrastructure in a military university and tries to answer the main question of: "Does the infrastructure of knowledge management play a significant role in the university being studied?" The research uses a descriptive-survey method. Research population included those who were acquainted with knowledge management and knew about the missions, structure, and functions of universities. The sample group was selected by random cluster sampling method. A questionnaire with Cronbach Alpha Coefficient of 0.84 was applied to collect data. Single variant T-test was used to analyze the data. The study indicated that the infrastructure of the university was generally appropriate with regard to knowledge management. It comprises high levels of organizational culture, top managers' commitment, employees' participation, group work, employees' empowerment, and modelling. The university is supposed to pay more attention to employees' training and their performance assessment.

Key words: *Knowledge Management, Knowledge Management Infrastructure, Management, University Being Studied.*

1. Associate Prof. in Management, Imam Hossein University, Tehran, Iran

2. Assistant Prof. in Management, Imam Hossein University, Tehran, Iran

3. M. A. in Industrial Management, Islamic Azad University, Central Branch, Tehran, Iran

Submitted: 23 / April / 2014

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Corresponding Author: Mohammad Reza Soltani

Email: mrs_soltan@yahoo.com

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مدیر داخلی: حسین ادوسی

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ویراستار فنی فارسی: مریم نائینی

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