THE IMPACT OF KNOWLEDGE MANAGEMENT PROCESS ON ORGANIZATIONAL CITIZENSHIP BEHAVIOR
AN EMPIRICAL STUDY ON MANUFACTURING FIRMS

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ABSTRACT

This examination went for exploring the Knowledge Management (KM) forms and their effect on organizational citizenship behaviorprivileged the locale of the manufacturing firms in Coimbatore. KM forms inside the setting of this exploration incorporates originating, dialoguing, exercising and cyber. In the point of view of organizational citizenship behavior this study mainly focus on altruism and team building. Statistics was congregatedexploiting a survey. 265 questionnaire were conveyed and 223 were gather round and destitute down. In view of the results of regression analysis, it is revealed that dialoguing have no huge factual effect on work performance inside the setting of the manufacturing firms in Coimbatore. On differentiate, originating, exercising and cyber can altogether impact work performance inside the setting of the manufacturing firms in Coimbatore. The KM formulaeanticipated and annoyed in this investigation clarified 80% of the change in organizational citizenship behavior which in authenticitysocket out for more KM usage as a powerful instrument to enhance organizational citizenship behavior.

1. Introduction

The possibility of knowledge management(KM) has created as a way to deal with isolated and appreciate the possibility of KM, which may incorporate separating beneficial information and the best way to deal with use them for all intents and purposes. KM techniques might be seen as the methods in which individuals, gatherings and definitive subsystems interface, make, store, share, and effectively use learning. Reasonable various leveled condition and KM strategies should fabricate the quality and likewise the measure of both unequivocal and construed data of individuals, gatherings and the whole affiliation. KM frames in like manner might be seen as a convincing framework to steadily change deduced data into supportive and fitting express learning. Regardless, notwithstanding the potential favorable circumstances

that can be gotten from utilizing KM in the workplace, there have been couple of examinations separating the way by which progressive execution can be affected by KM shapes. A broad overview of these examinations revealed the nonappearance of concentrates inside the setting of assembling firms, and here comes the dedication of this investigation consider. As such, this examination will attempt to survey the impression of delegates concerning KM shapes and to explore the impact of KM frames on organizational citizenship behavior.

2. The importance of the study

The criticalness of this examination starts from the hugeness of learning as a basic progressive part that must be dissected and used beneficially and satisfactorily to settle on decisions and deal with issues. Likewise, this examination gives off an impression of being imperative in light of the importance of the point of KM frames and their potential impact on the execution of affiliation and it is power in a rapidly advancing learning based working condition.

What's more, the subject of KM frames is so far a progressing issue inside the setting of assembling organization in Coimbatore. This examination in like manner gets its criticalness from its potential pledge to draw the thought of boss in the assembling relationship of Coimbatore about how to sanction the strategies of KM with the true objective to upgrade the dimension of legitimate execution. This examination, according to the researcher's learning, might be one of just a bunch couple of concentrates that explored the issue of KM frames inside the assembling condition in Coimbatore. Thusly, it might be seen as a starting stage for scientists to be relied on in following examinations.

3. Statement of the Problem

In spite of the way that a significant proportion of many research examinations have pointed out the positive occupation of KM and its potential impact on organizational citizenship behavior, fabricating firms is up 'til now insufficient with respect to the insightful examinations dealing with this subject. A study of the available examinations revealed the irregularity of the possibility of KM and the dimension of openness of its diverse assignments, and furthermore the weakness enveloping the impact and the natural association between KM structures and organizational citizenship behavior. Since the present world is depicted as a vast expanse of data economy, producing firms must search for ways to deal with manage their knowledge suitably to fit into the present world.In like way, coherent research must add to clear up the possibility of KM and its methodology with the true objective to improve the dimension of care concerning the potential occupation of KM towards updating organizational citizenship behavior. Subsequently, the issue of the present examination is essentially to address the going with request: What is the dimension of KM frames and the impact of KM shapes on organizational citizenship behavior.

4. Objectives of the study

1.　　　To review the theoretical framework in relation to the concept of knowledge management process and organizational citizenship behavior.

2.　　　To investigate employees' acuity regarding KM processes within the special reference to Coimbatore district.

3.　　　To analyze the impact of knowledge management process on organizational citizenship behavior.

4.　　　Giving crediblytreasuredpropositions to leaders to enrich the sustainability of KM forms

5. Theoretical Background

The learning the board writing proposes that since mid-1970s, economies and society have turned out to be more data and knowledge concentrated (Neef, 1999). In the post mechanical society, hypothetical information has turned out to be progressively vital sort of learning. Hypothetical information speaks to extract learning and standards which can be codified or at least installed in system of guidelines and structures for activity. In this way overseeing both implicit and express information came into training. With the appearance of most recent advances in manufacturing firms, the plan and advancement of appropriate forms for overseeing authoritative information has moved forward.

Knowledge Management (KM) is defined as an efficient and sorted out endeavor to utilize learning inside an association to change its capacity to store and utilize learning to enhance performance (Robinson, Carrillo, Anumba, and Al-Ghassani, 2001). Hlupic, Pouloudi, and Rzevski (2002) recommend that Knowledge Management would give associations the operational capacity to distinguish their qualities and shortcoming, draw out the concealed potential of the representatives, comprehend and react as seen by the end purchasers. Information the board centers on arranging and making accessible essential learning, wherever and at whatever point it is required. The conventional accentuation in Knowledge Management has been on learning that is perceived and as of now verbalized in some frame, however progressively, KM has likewise incorporate overseeing critical implied information.

The formation of new hierarchical information is progressively turning into an administrative need (Spraggon and Bodolica, 2008). Information creation ability assumes a crucial job for improvement of individual execution (Huang, Liu, and Warden, 2005). Organizations endeavor to make new information to stay focused. Henderson and Clark (1990) propose that firms need to create and restore their insight persistently to keep learning from getting to be out of date. Information creation is the way toward delivering new learning by absorbing and incorporating the current learning. Mitchell and Boyle (2010) stretch that information creation is the age, improvement, usage and abuse of new thoughts. Information creation and learning exchange are predecessors of learning misuse and investigation (Horng, Tswei, and

Chen, 2009). Styhre, Roth, and Ingelgard (2002) defines Knowledge Creation as the technique through which new thoughts are produced, fusing exercises, communications and other hierarchical instruments. Learning is made in work practices. Encountering and afterward reflecting on the encounters are the key procedures in learning creation.

6. Research Model and Hypothesis

Based on the review of the literature and the previous studies, this research proposed the following six main hypotheses:

H1: Employees observe KM processes (Originating, Dialoguing, Exercising and Cyber) positively.

H2: Knowledge process (originating, dialoguing, exercising, cyber) has a significant statistical impact on organizational citizenship behavior.

H3: Knowledge originatinghas a significant statistical impact on organizational citizenship behavior.

H4: Knowledge dialoguinghas a significant statistical impact on organizational citizenship behavior.

H5: Knowledge exercisinghas a significant statistical impact on organizational citizenship behavior.

H6: Knowledge cyberhas a significant statistical impact on organizational citizenship behavior.

7. Research Methodology

This predictor can be portrayed as anempirical and dissimilar contextual investigation question about. The essential stage included collecting of auxiliary information to give better understanding of the investigation focus inciting the separating evidence of the examination free factors (KM strategies) and ward factors (organizational citizenship behavior) and likewise the proposed research appear. This stage in like manner engaged the enhancement of the examination outline which was settled on a choice by academic people. The second stage included assembling of the fundamental data from the investigation setting using the study. Cronbach' alpha as a reliability measure for diagram things was used as showed up in table 1.

Table 1: Reliability analysis

Variables	Cronbach's Alpha
Knowledge Originating	.87
Knowledge Dialoguing	.69
Knowledge Exercising	.83
Knowledge Cyber	.82

Organizational Citizenship Behavior	.87

Quantitative analysis was accompanied using aspects of Statistical Package for the Social Sciences (SPSS). This encompassed the use of descriptive statistics and frequencies, correlation analysis, and multiple regression analysis to test the research hypotheses.

Convenient sampling strategy was used to select the participants. The suitable sample size was determined based on credentials of the research population. 265 questionnaires were personally distributed. 223 questionnaires were collected and analyzed. Table 2shows the demographic profile analysis.

Table 2: Demographic profile analysis

Demographic Variables		Frequency	Percent
Gender	Male	197	88.3
Female		26	11.7
Age	Less than30	41	18.3
	30-39	75	33.6
	40-49	61	27.1
	50 or more	46	21.3
Educationlevel	Secondary	48	21.5
	Diploma	88	39.5
	Bachelor	60	26.9
	Postgraduate	27	12.1
Experience	Less than1	25	11.2
	1-4	40	17.9
	5-8	75	33.6
	More than 8	83	37.2
Total		**223**	**100**

8. HypothesesTesting

H1: Employees observe KM processes (Originating, Dialoguing, Exercising and Cyber) positively.

Test: One Sample T -Test

Table 3:   The Result of One-Sample T Test, employee'sdiscernment of KM processes

In. Variables	Mean	Std. Deviation	df	T	Significance
Originating	3.49	.75		5.998	0.000
Dialoguing	3.46	.95		4.213	0.000
Exercising	3.67	.74	183	5.313	0.000
Cyber	3.78	.73		12.333	0.000

As shown in the table 3, the employees professed knowledge management processes (Originating, Dialoguing, Exercising and Cyber) positively. Since the value of calculated t - value was greater than the value of the critical t - value which is equal to (1.96) at the significance level ($\alpha \leq 0.05$), hypothesis 1 was accepted.

H2: Knowledge process (originating, dialoguing, exercising, cyber) has a significant statistical impact on organizational citizenship behavior.

Hypothesis 2 was tested using Multiple Regression analysis method. Table 4 displays the test of the rationality of the model. In table 4 the calculated f value = 50.549, and its greater than f value which indicates that the model is valid to Test the Hypothesis, also as revealed in the table, the four dimensions of knowledge management process together explained (80%) of the total variance of organizational citizenship behavior.

Table 4: Validity of Model

Model	Sum of Squares	df	Mean Square	F	Significance
Regression	56.549	6	9.783	50.114	0.000
Residual	41.563	180	189		
Total	95.356	191			

Predictors: (Constant, Organizational citizenship behavior, R Square = 80)

In table 5 the result of multiple regression analysis was exhibited. Thebeta values of originating, exercising and cyber = 0.410, 0.567, 0.429 at P < 0.001 shows that there is a significant impact of originating, exercising and cyber on work performance. And there is no significant impact of dialoguing on organizational citizenship behavior.

Table 5: Multiple Regression

Independent variables	Unstandardized Coefficients		Standarddized Coefficients	t	Significance
	B	Std.Error	Beta		
Originating	.357	.052	0.423	7.136	0.000
Dialoguing	.178	.043	0.278	1.135	0.601
Exercising	.501	.031	0.589	5.359	0.000
Cyber	.457	.077	0.511	4.679	0.000

The Stepwise Multiple Regression was also used to test the hypothesis 2.

Table 6: Stepwise Regression

Independent Variables	R square	F-Value	Significance
Originating	0.716	167.453	0.000
Exercising	0.680	50.458	0.000
Cyber	0.810	21.650	0.000

From table 6 it is observed that 72% of the variation in organizational citizenship behavior is accounted by knowledge originating with F = 167.453 and P < 0.001. Beta values of originating at P < 0.001 shows that knowledge originating is having significant relationship with organizational citizenship behavior which support hypothesis H3.

From table 6 it is observed that 68% of the variation in organizational citizenship behavioris accounted by knowledge exercising with F = 50.458 and P < 0.001. Beta values of exercising at P < 0.001 shows that knowledge exercising is having significant relationship with organizational citizenship behaviorwhich support hypothesis H4.

From table 6 it is observed that 81% of the variation in work performance is accounted by knowledge cyber with F = 21.650 and P < 0.001. Beta values of cyber at P < 0.001 shows that knowledge cyber is having significant relationship with organizational citizenship behaviorwhich support hypothesis H5.

9. Acceptance of Hypotheses

Hypothesis	Acceptance
H1: Employees perceive KM processes (Originating, Dialoguing, Exercising and Cyber) positively.	Accepted
H3: Knowledge originatinghas a significant statistical impact on organizational citizenship behavior.	Accepted
H4: Knowledge dialoguinghas a significant statistical impact on organizational citizenship behavior.	Not accepted
H5: Knowledge exercisinghas a significant statistical impact on organizational citizenship behavior.	Accepted
H6: Knowledge cyberhas a significant	Accepted

statistical impact on organizational citizenship behavior.	

10. Discussion and conclusion

Results of this examination exhibited that some information procedure shapes have strange condition of criticalness from the perspectives of the laborers of the assembling firms. These methods, as revealed from the revelations, have an immense quantifiable impact on the differing execution estimations of organizational citizenship behavior inside these associations. All around, this demonstrates the laborers' affirmation to learning frames and their activity in improving organizational citizenship behavior. Regardless of the way that, the examiner's quick discernments and examination inside the asked about associations have shown the nonattendance of particularly mastermined and dispersed information exercises, it creates the impression that KM shapes are up 'til now seen by individuals associations and specialists. This in reality agrees with the possibility of data and KM shapes which as one could battle are existed in any various leveled and social setting where people reliably gain from their experiences and correspondences with each other's. It is our conviction that specialists try to act such that coordinates their knowledge and settle on decisions dependent on the data they have. This examination gave a proof supporting this conflict as the disclosures revealed that the laborers inside the setting of the assembling firms saw information frames positively. In addition, examination of the data revealed that laborers can isolate between the proposed KM frames and clearly where the concentrated on the hugeness of a part of organizational citizenship behavior. This examination furthermore opens the talk relating to the importance of information shapes as influential segments that may improve or discourage the execution of an association. It is a call for association thought and excitement to moreover fathom and think about information exercises and begin such endeavors as an instrument to upgrade the organizational citizenship behavior.

11. Recommendations

- Knowledge beginning, practicing and digital are basic information the board shapes that should be considered for compelling learning movement since they can improve the organizational citizenship behavior.

- Proper and especially orchestrated learning the board exercises can be seen as of marvelous essentialness to overhaul the laborers' perception and furthermore to improve their dimension of care concerning information shapes.

- Analysts must give more thought and attempts to grasp the various parts of learning the board and the way in which they collaborate with the quantitative execution estimations including

organizational citizenship behavior. In like way, favorable circumstances of any proposed information action can be recognized and especially safeguarded.

- More explore is fundamental to research how other definitive qualities including structure, system, culture and strategies are most likely going to help or disappoint progressively practical organization of learning asset.

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