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THE IMPACT OF KNOWLEDGE STORAGE, SHARING AND APPLICATION ON ORGANIZATIONAL PERFORMANCES VIA MODERATING ROLE OF KNOWLEDGE MANAGEMENT TOOLS IN “CARNIVAL CRUISE LINES” COMPANY

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Abstract: Nowadays, knowledge management (KM) and IT tools been acknowledged as a valuable resource in addition to other resources for the survival and competitive advantage of organizations. Therefore, this study was conducted with the aim of examining the relationship between knowledge storage, sharing and application on organizational performances via moderating role of knowledge management tools in Carnival Cruise Lines company. This research employed quantitative research design and primary data were collected through a questionnaire survey from 310 employees on board three Carnival Cruise Lines ships. The questionnaire was developed based on past research. The collected data was processed using the PLS-SEM software. The results showed the positive impact of knowledge sharing and application on organizational performance. Furthermore, was found that knowledge management tools as moderating variable have an influence on the relationship between knowledge sharing and application towards organizational performances. On the other side, knowledge storage does not impact organizational performances and knowledge management tools does not moderate relationship between knowledge storage and organizational performances. However, the research is limited to Carnival Cruise Lines in Miami, FL, USA, only. Future research may examine studied variables in another industry, context.

Keywords: Knowledge Management, Organizational performance, PLS-SEM.

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