

Chapter 14

Impact of Knowledge Management on Human Resource Performance: Case of the Company Maroc Télécom

Ahmed El Hammoumi

 <https://orcid.org/0000-0002-4249-9909>

FPT Taza, Morocco

El-Ouali Adil

 <https://orcid.org/0009-0008-6615-1828>

Faculty of Social, Legal, and Economic Sciences of Fès, Morocco

ABSTRACT

This study aims to identify the role of knowledge management in improving human resources performance within the company Maroc Telecom, based on an analytical approach using a questionnaire as a data collection tool. The study produced significant results, notably confirming a statistically significant relationship between knowledge management and human performance within Maroc Telecom. It highlights the important role that knowledge management plays through its processes (knowledge diagnosis, generation, storage, dissemination, and application) in enhancing the company's organizational performance by raising the performance level of its employees.

1. INTRODUCTION

Today's companies are confronted with challenges where knowledge is the central pivot around which the keys to success and the stakes of survival and advancement revolve in a rapidly changing and fiercely competitive world. According to Bessieux-Ollier, C., et al. (2014), “intangible capital has become the centre of gravity from which companies derive their distinction, due to its direct link with the human element, regarded as the true wealth of companies and the sole driver of their other resources.” It is therefore imperative for them to tackle its various issues, especially as developments in management thinking have confirmed its role as a strategic partner of the company and an essential asset whose value

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increases as it is utilised. Given that excellence in human performance in general, and organisational performance in particular, is a goal that companies of all kinds strive to achieve, it is crucial for them to explore the key mechanisms, methods, strategies, and modern trends that could assist them in reaching this objective. It can be asserted that knowledge management now plays a crucial role in this quest, as it enables the acquisition, distribution, storage, and sharing of human knowledge through its application, thereby contributing to the development of skills, experiences, and expertise, and thus ensuring an improvement in performance levels.

1.1 Study Question

The research question can be posed as follows: What is the impact of knowledge management on the improvement of human resource performance at the company Maroc Telecom ?

- What is knowledge management?
- What do we mean by human performance?
- Is there a relationship between knowledge management and human performance in the studied company?
- Is there a statistical relationship that reflects the role of knowledge management in improving the human performance of the company Maroc Telecom?

1.2 Hypothesis of the Study

Based on the research question, we propose the following hypothesis: there is a relationship that reflects the impact of knowledge management and its applications on the improvement of human resource performance within the company Maroc Telecom.

From this hypothesis, the following secondary hypotheses arise:

- There is a statistically significant relationship at the significance level of $\alpha \leq 0.05$ between knowledge diagnosis and human performance within the company Maroc Telecom.
- There is a statistically significant relationship at the significance level of $\alpha \leq 0.05$ between knowledge generation and human performance within the company Maroc Telecom.
- There is a statistically significant relationship at a significance level of $\alpha \leq 0.05$ between knowledge storage and human performance within the company Maroc Telecom.
- There is a statistically significant relationship at a significance level of $\alpha \leq 0.05$ between the distribution of knowledge and human performance within the company Maroc Telecom.
- There is a statistically significant relationship at a significance level of $\alpha \leq 0.05$ between the application of knowledge and human performance within the company Maroc Telecom.

1.3 The Importance of the Study

The importance of the study stems from the significance of its variables ; indeed, knowledge management represents a modern approach of great importance in the practices of contemporary businesses. The effective process of its system and the development of its human resources go through operations of knowledge creation and sharing, leading to an increase in the experiences, skills, and knowledge of its

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