


Chapter 6

Knowledge Management Effect on Customer Experience by Mediation of Strategic Leadership in Private Banks in Ethiopia

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ABSTRACT

The objective of this paper is to investigate how management of knowledge, strategic leadership, and experience of bank user interact inside Ethiopian private banks, so addressing the difficulty of raising bank user gratification by means of efficient leadership and knowledge application. The investigation uses a quantitative analysis using structural equation modeling to evaluate the associations among the variables. The main conclusions manifest that management of knowledge has a major influence on both strategic leadership and experience of bank user, with strategic leadership acting as a critical bridge among the two. Strong direct and indirect influences are manifested by the analysis, underscoring the associations among these constructs. These outcomes imply that augmenting management of knowledge procedures and

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cultivating strong strategic leadership can substantially augment the banking industry's experience of bank user.

INTRODUCTION

Corporates are realizing how imperative management of knowledge (KM) is to augmenting experience of bank user (CX) in a world that is becoming more and more competitive. Corporates need to implement influence management of knowledge (KM) procedures, especially in the banking industry where bank user expectations are always changing (Dubey et al., 2020; Sutrisno, 2019). The integration of management of knowledge (KM) with strategic leadership has become a decisive field of investigation as Ethiopian private banks look to augment their offerings. In order to manifest understandings that can guide future strategies for banks operating in Ethiopia and comparable market places, this investigation intends to investigate how KM influences CX through the mediation of strategic leadership (Quansah and others, 2022; Yas and others, 2023) Theories of intellectual capital and corporate learning served as the foundation for the idea of management of knowledge in the early 1990s. KM first concentrated on the explicit codification of information, but it has subsequently broadened to encompass corporate ethos, social interaction dynamics, and tacit knowledge. In 2021, Kumar and Mokha; in 2023, Mustapha et al. Influence management of knowledge strategies and better experience of bank users are positively correlated, according to empirical investigation. According to studies, corporates that use management of knowledge (KM) may manifest individualized services, react swiftly to bank user demands, and augment bank user loyalty. Although the theoretical foundations are well known, there is still a great deal to learn about how these dynamics manifest in the unique setting of Ethiopian private banks (Sadikin and colleagues, 2023; Ganotakis and colleagues, 2023)

Even with KM's acknowledged consequence, there are still a number of real-world obstacles. Many banks encounter obstacles such inadequate technology infrastructure, staff members who are unaware of the advantages of management of knowledge, and reluctance to adapt culturally (Kiptoo & Jeptoo Sawe, 2022; Medina Aguerreber et al., 2020) As well as, Ethiopia's distinct market place and legal landscape adds to the complexity that makes it difficult to apply KM tactics successfully. These difficulties call for a more thorough investigation of how KM, strategic leadership, and experience of bank user interact in this particular setting (Pollák & Markovič, 2022; Petrović, 2020) By examining the mediating function of strategic leadership in the association among KM and CX in Ethiopian private banks, this investigation seeks to close the current investigation gaps. Through tackling these obstacles and deficiencies, this investigation will offer substantial perspectives to practitioners and

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