

Abstract

Wonderful transformations in hardware and software technology have accelerated the move of human community toward "Knowledge-oriented Community", so that all aspects of contemporary human is ornamented with the adjective "Knowledge-oriented". Terms such as Knowledge-oriented Economy, Thought Service Economy, Age of Information and knowledge, and Knowledge-oriented Development all denote to the fact that knowledge is the main source of power and gaining authority in the contemporary world owes to the generation of knowledge and management.

Knowledge management has to be the axis of management activities in variable and dynamic environments such as media organizations. Changes in this media occur in diverse dimensions and with rapid steps. New forms of competition, globalization of programs, technological developments, emergence of new media, population-related trends, and power games in geopolitics are some of these changes, and in case media management likes to be optimally responsive to them and survive in the economic world, it should put knowledge management in the heart of its activities. Hence, in this study the influence of knowledge management on the economic effectiveness of media organizations is studied in this research. Thus research process was done in survey manner in IRIB, the greatest national medium. Library and internet sources including the literature and case studies were used to collect the data related to theoretical basics and extraction of basic factors and indices, and questionnaire was used to collect the information and data required to study the research hypotheses. Cruitt Bartlett and KMO test were used to confirm the reliability of the structure, and Alpha Cronbach was used to confirm the perpetuity of the questionnaire. Research findings prove the general influence of knowledge management on economic effectiveness. In IRIB, the dimensions of determining knowledge objectives, identification, acquisition, and sharing of knowledge have the highest influence on economic effectiveness.

Key Words: Knowledge Management, knowledge objectives, knowledge evaluation, economical effectiveness, Media Organizations

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