



## THE ROLE OF KNOWLEDGE MANAGEMENT PROCESSES IN ENHANCING ORGANIZATIONAL REPUTATION AN EXPLORATORY STUDY OF THE OPINIONS OF A SAMPLE OF WORKERS IN THE GOVERNANCE OF SALAH AL-DIN GOVERNORATE

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<p><b>Received:</b> 10<sup>th</sup> December 2022 <b>Accepted:</b> 8<sup>th</sup> January 2023 <b>Published:</b> 14<sup>th</sup> February 2023</p>	<p>The research aims to measure the role of knowledge management processes (knowledge diagnosis, knowledge generation, knowledge storage, knowledge distribution, knowledge application) in enhancing organizational reputation (emotional attractiveness, leadership and vision, environmental performance, financial performance, social performance). The main research problem is the following question. (What is the role of knowledge management processes in enhancing organizational reputation) The research stems from the hypothesis that there is a correlation and influence relationship between knowledge management processes and organizational reputation, and the descriptive analytical approach was adopted in the research. Reached (148) individuals, relying on the statistical program (SMART PLS 3), and the research reached a set of results, the most important of which is the existence of a correlation and influence relationship between knowledge management processes and organizational reputation, but the recommendations recommended by the research is to pay more attention to knowledge management processes for the purpose of enhancing organizational reputation.</p>

**Keywords:** Knowledge management processes, organizational reputation

### INTRODUCTION

The challenges facing business organizations are very many, as a result of the rapid and successive changes in the business world and in the stationary environment in this world, so the human element must work with all its strength in order to overcome all these challenges facing business organizations, and the rapid change in Aspects of new knowledge and the increasing intensity of competition among them, that is, business organizations, as they adopt new and modern methods and tools that make the difference in bringing the organization to the highest levels of excellence, excellence and reputation, and in order for organizations to reach this level, they must pay attention to knowledge management processes (knowledge diagnosis, knowledge generation, Knowledge storage, knowledge distribution, knowledge application) and encourages working individuals to exploit knowledge management processes for the purpose of improving and enhancing organizational reputation.

The superiority of any organization and achieving excellence in the field in which it operates lies in a

number of factors, the most prominent of which is motivating the personnel working on the exchange of knowledge and more interest in knowledge management processes through the exchange of skill, expertise, experience and behavioral issues, which achieves excellence and improves the level and quality of service provided by Any of the business organizations, whenever there is exchange and cooperation in the process or operations of knowledge management, this matter will contribute to the most prominent improvement of the organizational reputation of the organization, and I mean positive reputation and avoiding this negative reputation on the one hand, and on the other hand, knowledge management processes work basically in every part One of the parts of the organization is based on the vision set by the senior management in the organization and working to achieve it. Among the basic issues that senior management is concerned with is overcoming obstacles in front of working individuals and changing different behavior and culture at various administrative levels in order to improve organizational reputation. This is achieved through knowledge



management processes that It is the basis for enhancing the reputation of the organization.

**The first axis: the methodological framework**

**First: the research problem**

Knowledge management processes (knowledge diagnosis, knowledge generation, knowledge storage, knowledge distribution, knowledge application) are the most important elements of building organizations and their survival in the business world. To pay more and more attention to knowledge management processes and make them one of the most prominent features of work for the purpose of enhancing organizational reputation. From this perspective, the research problem emerges through the following question (what is the role of knowledge management processes in enhancing organizational reputation), and two questions emerge from it, namely:

- 1-Is there a correlation between knowledge management processes and organizational reputation ?
- 1- Is there an effect relationship between knowledge management processes and organizational reputation?

**Second: the importance of research**

The current research is an attempt to find out the nature of the theoretical relationships between

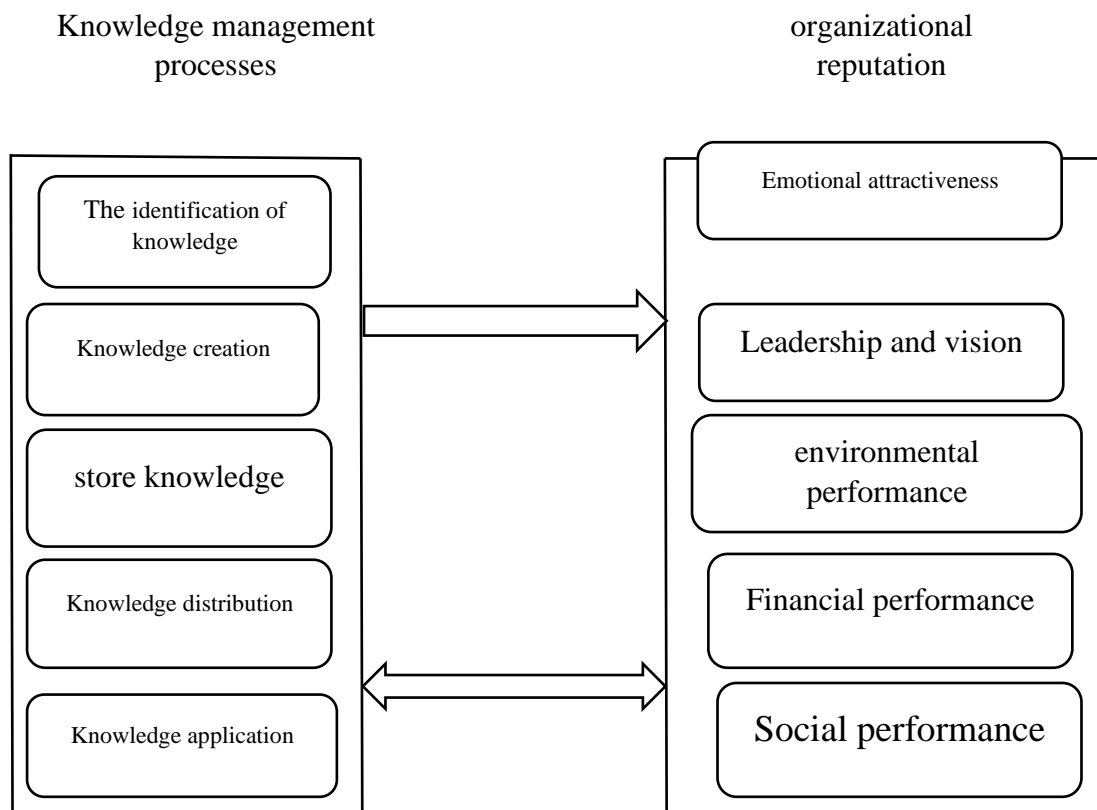
knowledge management processes (knowledge diagnosis, knowledge generation, knowledge storage, knowledge distribution, knowledge application), and organizational reputation (emotional attractiveness, leadership and vision, environmental performance, financial performance, social performance) and through a review Theoretical aspects to know the theoretical relationship between the two research variables and test the correlation and influence relationships to know the applied relationship

**Third: The purpose of the research**

The main objective of the research revolves around knowing the role of knowledge sharing and its level of influence in reducing the causes of organizational silence in Salah al-Din, due to its importance in the success of health organizations in achieving their goals.

**Fourth: The hypothetical model of the study**

The hypothetical research scheme was designed for this research in order to be expressive of the correlation and influence relationships between the research variables, in light of the problem and objectives and in conformity with the theoretical and practical aspects.



**Figure. (1) Hypothetical model of the study**



### **Fifth: The hypotheses of the study**

In order to test the validity of the hypotheses within the hypothetical scheme of the research and to achieve the objectives of the research, the research was based on the following two hypotheses:

1. "There is a significant correlation with the dimensions of knowledge management processes in the organizational reputation with its dimensions".
2. "There is a significant effect of knowledge management processes in their dimensions on the organizational reputation in its dimensions".

### **Sixthly: Study Methodology**

The main goal of any research is to track what was presented by writers and researchers, and then a vision is formed on the basis of which research hypotheses are derived and which represent temporary solutions to research questions, as the researcher relied on the analytical descriptive approach in the content of the theoretical aspect of the research and the practical field approach And analytical in the applied side, then the headquarter of Salah al-Din governorate was chosen as an important department at the governorate level, and then conclusions and recommendations were reached.

### **Seventh: The study population and sample**

In order for there to be an integrated process with the intention of the research, the community sniffed the individuals working in the main headquarters of Salah al-Din province, which amounted to 243 individuals, and the sample was selected according to the random sampling method, by (148), Kr ejcie & M organ, 1970: 608). ) A questionnaire was returned from it (148), with a rate of 100%, as the five-point Likert scale was adopted.

### **The second axis: the theoretical framework**

#### **First - knowledge management processes**

##### **1-The concept of knowledge management processes**

The knowledge generation process is one of the most important practical management issues that emerged and spread in the nineties of the last century (Lee & Choi, 2-3, 2000). Knowledge management processes include knowledge creation, organization, storage, sharing and use, and these processes are the systematic stages that provide knowledge to organizations in order to achieve success (Nawab, & et al, 45.2015). The ability of knowledge management operations, which are not among the attributes required for the purpose of the success of knowledge management operations (Alosaimi, 65, 2016)).

Knowledge management is not a technology-based concept. Technology supports knowledge management, but it is not the driving force for action. Knowledge management is based on working individuals who produce knowledge in the context of the organization's goals, while technology comes with its available tools as an enabler, as successful knowledge management begins to work in tandem with the promotion of organizational culture that enables and rewards the generation and dissemination of knowledge value (Dumitru, 15, 2016). The concept of knowledge management has been developed and used in expert systems (Martinez, & et al, 281, 2018). Knowledge management processes are defined as related actions to create, acquire, store and share knowledge, and use them to improve employee performance (Nagina, & et al, 1020, 2021). The purpose of knowledge management is to collect, process, organize, store, share and benefit from knowledge in a way that improves the decision-making process and the activities of the individual and the organization, and to manage the knowledge offered and includes in its various stages the technical side and the more flexible side in reality and in practice, this is often the case There is a great need to meet the challenges facing the organization (Helander, et al.5528,2022) that knowledge management can be understood as an individual process or collective conceptual construction, on the other hand, it can be understood from a normative perspective. According to the latter point of view, knowledge is generated and produced through printed and digital texts and databases, and it can also be understood in different natures, forms, and methods (Machdo.&et at, 321, 2022). The impact of knowledge management on management decisions to support and provide insight into How knowledge can workers contribute to better results as organizations should search for knowledge that can add value (Limsangpetch, 4, 2022). The development of criteria to aid knowledge system design, eg, heterogeneity of requests, reinforcement factor, emphasis on data trade (formal and episodic), differentiated capabilities, continuous input, participatory management of knowledge networks and practice through intranet chat meetings (V & Bhatt, 918,2022).

#### **2-Knowledge management processes**

##### **A- The Identification of knowledge**

Knowledge acquisition is the first step in the knowledge management process. Knowledge Acquisition The ability helps organizations to discover



the outside world more quickly in a dynamic context, as well as allows them to do so. To broaden the range and depth of available knowledge, and improve their technical capabilities Knowledge storage has been defined as procedures and systems for storing and managing information. These systems are often based on information technology, which helps store and retrieve operational knowledge (V & Bhatt, 918, 2022) The diagnosis of knowledge is one of the important things in the management of the organization and in the knowledge management program, and in light of the proper diagnosis of knowledge, other operations policies and programs are developed In the organization, as it is possible to diagnose knowledge, to sort out the type of knowledge that is available, and through a comparison between actual and planned knowledge, i.e. that the knowledge gap is bridged, and that strategic success in knowledge management depends largely on the success of the process of diagnosing knowledge in terms of its time and the fact that it includes the largest A possible number that can be taken advantage of, and the successful diagnosis process is one of the most important challenges facing business organizations, because success in knowledge management depends on the accuracy of the diagnosis of the required knowledge (Nawab, & et al, 45.2015), and that the knowledge diagnosis process is necessary and obligatory for organizations because its goal It is discovering the knowledge that the organization needs and identifying the people who hold it and their job positions. It also determines the location of this knowledge in the rules, procedures and contexts. Complex mechanisms are relied upon in the diagnostic process. The purpose of discovering the required knowledge. The process of diagnosing knowledge is a key to the success of management for organizations seeking to excel in aspects of knowledge.

### **B-Knowledge creation**

Knowledge is not easy to be shared and collected but needs to be transformed to be used in the business environment first, Without common standards of representation, no coherent dialogue of knowledge exists, and this would make it difficult to manage it effectively. Second, knowledge must be consolidated and integrated if strong organizing capabilities are to emerge. (Alosaimi, 67, 2016)) defined knowledge generation as "organizational, social and collaborative work which is a dynamic interactive process between explicit and tacit knowledge, rather than the process of tacit or explicit knowledge alone (Buqais, &, et al, 18,

2018). Knowledge of an idea presented by one of the working individuals, or that it begins with the Department of Research and Development and creative creative thinking that seeks innovation, and that generating knowledge means generating new knowledge through the participation of work groups or teams that work for this work goal or generating new knowledge capital (Nawab, & et al , 45.2015).This matter would enhance the necessity of understanding that knowledge, innovation and creativity are a process that contributes effectively to achieving the goals of the individual, the organization and society.

### **C-Store knowledge**

Knowledge storage is defined as the process of forming organizational memory, in which knowledge is formally stored in physical systems that are maintained informally as values, rules, and beliefs associated with culture and organizational structure (Buqais, &, et al, 18, 2018) The important thing here is that knowledge is stored In the minds of working individuals, and it appears in their behavior, work, equipment, and all their actions, and is documented in various documents for the purpose of storing them as information to enhance their work or enhance the production process (Nawab, & et al, 45.2015), and thus we find that important knowledge will shift towards competitors, and this leads to a threat to competitive advantage Therefore, confidentiality, protection and security of knowledge are important issues for the management of business organizations, and here we must emphasize the importance of the availability of knowledge in a timely and accurate manner and its required size and in the correct and effective way, which reduces the effort to search for it.

### **D-Knowledge Distribution**

Knowledge exchange alludes to "showing that information is made accessible to other individuals in the organization, that all knowledge exchange practices accumulate both giving and obtaining information and in the same vein, knowledge sharing can be characterized by the culture of the organization between individuals, which means correspondence with individuals to exchange learning (Buqais, &, et al, 18, 2018) The knowledge distribution process refers to ensuring that the appropriate knowledge reaches the individual who is looking for it at the right time, and then reaches the largest possible number of individuals working in the organization. There are several conditions for the distribution of knowledge, including the existence of means to transfer knowledge, and these means may be an individual, or they may be anything else, and that these means are aware and





tangible of this knowledge and its content and are also able to transfer or distribute it, and that these means have sufficient incentive for the purpose of doing so. The thing, and there should be no obstacles to the transfer of this knowledge.

### **E-KNOWLEDGE APPLICATION**

Application-oriented knowledge management processes are those that are "oriented towards reality for the purpose of using knowledge, and making knowledge more active and appropriate in the organization." (Alosaimi, 67, 2016). Here we come to the important stage and the critical step, which is the application of knowledge. Effectively, obtaining knowledge, storing it, and sharing it among working individuals is not enough, and what is important is to convert this knowledge into implementation, that is, in the sense of converting it into products, and knowledge that is not reflected in the correct implementation, that is, in the sense that it is not transformed into products, becomes just a lost cost that is difficult to compensate. And the success of any business organization in its knowledge management depends on the amount of knowledge implemented in comparison to what is available to it, i.e. the quantity of products and benefits that the organization obtains as a result of its application of the knowledge management program (Buqais, &, et al, 19, 2018) and the gap between what it knows What you have implemented from what you know is the most important assessment criteria in this field, and the knowledge contribution must be directed directly towards improving organizational performance in all cases of decision-making and decision-making. This refers to the available knowledge, that is, to the knowledge that the organization's management can obtain.

### **Secondly - Organizational Reputation**

#### **1- The Concept of Organizational Reputation**

Defining organizational reputation as a system consisting of personal assumptions belonging to members of a social group. Organizational reputation can also be described as shared beliefs about an organization's identity and prominence (Polat, et al, 215, 2019). Reputation refers to the impressions of members of a group society about a particular organization, with regard to the organization's ability to achieve its expectations, visibility and popularity on the media and the identity of the organization (Marcinkowski, et al, 123, 2020). Reputation has a number of elements, the most important of which are the opinions held of the organization by its two main stakeholders, the working individuals, and the

customers (Davies, & et al, 61, 2003). A company's reputation has been defined as 'stakeholders' in general evaluating the company over time based on the experience of stakeholders in the company or organization (Tshivhase,13,2011). An organization's reputation is the institution's accumulated attributes and images over time, from the past to the present (Piriyakul & Wingwon, 742, 2013). And the reputation of the organization is such that apart from the possibility of overvaluing the financial dimension, there is the possibility of ignoring or underestimating the value of other non-financial dimensions that are said to be important elements of the company's reputation. These other dimensions of reputation include: the social responsibility of organizations (Tracy, 27, 2014). Strategic analyzes reflect reputation as an intangible asset (David, &, et al.6,2018) defines the company's reputation as a comprehensive individual assessment of the company that defines the company's reputation as the evaluation of customers in general when dealing with the organization, (Petkevicienc,176,201019). Defining a company's reputation as "watchers" The company's collective judgments based on assessments of financial, social, and environmental impacts attributed to the company over time (Deniiz,104,2020) From a practical perspective, understanding actions that can modify a company's public image among its peers is of paramount strategic importance to companies (Truong ,&, et al.4-5,2020) POS can encourage sustainable organizational behaviors of workers (Hossin, & et al.18,2021). The concept of reputation is the expression of what is generally said or believed about the skills and/or qualities of something or a person (Meirinhos, & et al,2,2022).

### **2- Dimensions of Organizational Reputation**

#### **A-Emotional Attractiveness**

An organization is assessed as an attractive place to work through which potential working individuals are described by the concept of organizational attraction. This concept is accepted as an important factor affecting individuals' choice of their place of work and their decision-making process regarding work progress (Polat, &, et al, 216, 2019) from the perspective of Psychological, image and reputation are closely related from the point of view of the receiver, it all starts with the set of characteristics, beliefs and values of the organization, which, when conveyed by different traditional and / or digital media, produce individual and group perceptions, albeit variable (Meirinhos, & et al ,2,2022) Being part of an organization that must have a good reputation encourages pride and



ostentation, and strengthens the bond between the working individual and the organization. Thus, the working individuals who work in an organization feel personal pride (Hussein, &, et al, 837, 2022).

### **B-Leadership and Vision**

Leadership is defined as the process of influencing a group of individuals towards achieving organizational goals and directing them to make them more cohesive and cohesive. and motivate them to act and change the world, (David, &, et al.8, 2018), and as a result of many factors, such as organizational processes, managerial decisions, attitudes and behaviors of managers, the quality of products and services provided, stakeholder relationships and operations, the reputation of the cleaner is achieved over a long and arduous period to treat. However, it can get lost in a very short time as well. Thus, here work is done by managers and leaders focusing on producing and providing high-quality products and services, (Deniiz, (105, 2020

### **C-Environmental Performance**

Environmental protection is finding corrective solutions to the effects of harmful resource use on the environment by not simply complying with environmental laws and regulations, but adopting the recycling of raw materials and energy, it involves a long-term commitment for the purpose of achieving sustainability in assessing the production process to lead to a decrease in waste and toxic gases emitted This can be done by effectively utilizing the available assets and resources in order to preserve the existing resources for the next generation (Piriyakul & Wingwon, 740, 2013). When organizations work to reduce the use of solid environmental resources such as trees and reduce water waste, reduce carbon emissions, reduce the use of polluting and harmful inputs, and reduce the frequency of environmental accidents; and reduce the general environmental negative impact through regulatory activities (Hossin, & et al.18, 2021)

### **D-Financial Performance**

It is also very important for the protection and preventive that reputation provides to organizations in times of crises and scandals. Having a strong reputation has a downside, especially when companies

face a problem, because these companies suffer more than those less well-known when they make mistakes, which may be due to the effect of discrepancy from lack of Confirmation of high expectations that if it is observed that the organization is making excessive profits at the expense of stakeholders who have no choice but to remain loyal and supportive of the organization Monetary indicators such as profits, sales growth, return on assets, return on equity, and return on investment are tools for measuring financial performance (Hossin, & et al .18,2021) The second issue of only general order of corporate reputation is that apart from the possibility of overvaluing the financial dimension, there is the possibility of ignoring or undervaluing other non-financial dimensions that are said to be important elements of a company's reputation. These other dimensions of reputation .(include governance and disclosure (Tracy, 27, 2014

### **E-Social Performance**

Community involvement is caring for and helping the community in many ways, such as cooperation/alliance with the community, employment, global community involvement, charitable work, donations, public volunteer work, poverty aid and community visitation (Wingwon, 740, 2013) due to organizations awareness of corporate social responsibility (CSR) that the social mission of the organization is translated into reality. Mental points are measured by the individual workers such as safety and health, improving the quality of life of the surrounding community, vocational training for community members, and training for individuals on health and safety [(Hossin, & et al.18, 2021) investing in Human and social capital has a positive impact on the company's reputation.Such investments serve to convince stakeholders, in particular investors in the case of human capital.(Tshivhase,22,2011).

#### **The third axis: the practical side**

#### **1. Presentation of the results of the descriptive analysis of the knowledge management infrastructure variable**

This axis includes the descriptive aspect of knowledge management processes and dimensions of organizational reputation through arithmetic means and standard deviations



**Table (1): The arithmetic mean and standard deviations of knowledge management processes n = 148**

Dimensions	Arithmetic mean	standard deviations
The identification of knowledge	3.223	0.521
Knowledge creation	3.453	0.614
store knowledge	3.542	0.588
Knowledge distribution	3.256	0.512
Knowledge application	3.781	0.511
Total knowledge management processes	3.451	0.549

**Source: Prepared by the researcher based on the statistical program**

Table (1) shows that the total knowledge management operations achieved an arithmetic mean of (3.451) and with high consistency in the answers of the research sample, as the standard deviation of the total answers of the research sample was (5.451), while the lowest arithmetic mean for diagnosing knowledge was (3.223). With a deviation of (0.521), the highest arithmetic mean was for the application of knowledge, which amounted to (3.781), and a standard deviation of (0.511).

**Table (2): The arithmetic mean and standard deviations of organizational reputation n = 148**

Dimensions	Arithmetic mean	standard deviations
Emotional attractiveness	3.847	0.525
Leadership and vision	3.899	0.612
environmental performance	3.441	0.526
Financial performance	3.415	0.514
Social performance	3.525	0.536
Total dimensions of organizational reputation	3.625	0.543

**Source: Prepared by the researcher based on the statistical program**

Table (2) shows the point of view of the research sample individuals, as the organizational reputation achieved a general arithmetic mean of (3.625) with a standard deviation of (0.543), and it was the lowest arithmetic mean of financial performance, as it achieved (3.415) and with a standard deviation of (0.514), while it was the highest mean. My calculation for leadership and vision achieved (3.889) with a standard deviation of (0.612).

## 2. View and analyze correlation results

In this part, the correlation hypothesis is tested at the level of dimensions and at the macro level in order to ensure the validity of the first hypothesis, which states, "There is a significant correlation of knowledge management processes with their dimensions in the organizational reputation with its dimensions

**Table (3) results of the association between knowledge management processes and organizational reputation n = 148**

knowledge management processes	Dimensions organizational reputation					The number of correlations
	Emotional attractiveness	Leadership and vision	environmental performance	Financial performance	Social performance	
The identification of knowledge	0.51**	0.62**	0.49**	0.63**	0.54**	5
Knowledge creation	0.62**	0.52**	0.54**	0.60**	0.54**	5



store knowledge	0.57**	0.57**	0.55**	0.61**	0.63**	5
Knowledge distribution	0.56**	0.50**	0.52**	0.62**	0.61**	5
Knowledge application	0.48**	0.47**	0.54**	0.56**	0.54**	5
Total knowledge management processes	0.58**	0.52**	0.53**	0.54**	0.59**	5

**Source: Prepared by the researcher based on the statistical program**

**\*\* Significant at the level (0.01)**

**\*Significant at the level (0.05)**

It appears from Table (3) that knowledge diagnosis has achieved five out of five correlations at a significant level (0.01), knowledge generation has achieved five out of five correlations and at the same previous significant level, while knowledge storage has achieved five correlations at Significant level (0.01), while the distribution of knowledge also achieved five

significant correlations at the level (0.01), while the application of knowledge achieved five correlations out of a total of five and at a significant level (0.01), while the total knowledge management operations also achieved five correlations Correlation out of five at a significant level (0.01). This proves the validity of the first hypothesis

### 3. VIEW AND ANALYZE THE RESULTS OF THE IMPACT

In the last part of the practical side, the hypothesis of multiple regression is tested to ensure the validity of the hypothesis that states, "There is a significant effect of knowledge management processes in their dimensions on the organizational reputation in its dimensions

**Table (4) the results of the multiple impact of knowledge management processes on organizational reputation n = 148**

Variables	Dimensions organizational reputation					
	$\alpha$	$\beta$	F	R <sup>2</sup>	the impact	Sig.
The identification of knowledge	21.478	0.61	32.285	0.69	Sig.	0.00
Knowledge creation	23.258	0.54	31.145	0.64	Sig.	0.00
store knowledge	21.175	0.59	34.215	0.65	Sig.	0.00
Knowledge distribution	27.323	0.56	34.518	0.70	Sig.	0.00
Knowledge application	23.856	0.62	32.248	0.65		
Total knowledge processes management	22.365	0.61	25.343	0.74	Sig.	0.00

**Source: Prepared by the researcher based on the statistical program**

**Table (4) shows the effect of knowledge diagnosis on organizational reputation dimensions.** The calculated (F) value was (32.285), and it is a much larger value than its tabular value, which indicates a statistically significant effect, in addition to the value of the slope ( $\beta$ ) of (0.61). ) and it was thus shown that increasing the diagnosis of knowledge by one unit will increase the organizational reputation (61%) and this value is confirmed by the coefficient of determination (R<sup>2</sup>) as its value reached (0.69), which means that the diagnosis of knowledge explains (69%) of the changes in reputation

Organizational, while the remaining (31%) is due to factors that were not included in the model.

**Table (4) shows the effect of knowledge generation on the dimensions of organizational reputation,** as the calculated (F) value was (31.145), and its value is much greater than its tabular value, which indicates the presence of a statistically and morally significant effect. In addition, we find that the value of the propensity coefficient ( $\beta$ ) of (0.54) indicates that increasing knowledge generation by one unit will increase organizational reputation (54%) and this is confirmed by the value of the determination





coefficient ( $R^2$ ) amounting to (0.64), which means that knowledge generation explains (64%) of the changes that occurred in organizational reputation, while (36%) were not included in the study.

**It is clear from Table (4) the effect of storing knowledge on the dimensions of organizational reputation** that the calculated (F) value is (34.215), and its value is greater than its tabular value, which indicates the existence of a significant effect, and that the value of the slope coefficient or beta ( $\beta$ ) of (0.59) indicates that increasing the storage of knowledge by one unit will increase the organizational reputation (59%) and what is confirmed by the coefficient of determination ( $R^2$ ) amounted to (0.65), which means that storing knowledge explains (65%) of the changes that occurred in the organizational reputation. The remaining (35%) is due to factors that were not included in the regression model or factors that were not controlled.

**Table (4) shows the effect of knowledge distribution on organizational reputation dimensions** that the calculated (F) value amounted to (34.514). 0.56) indicates that increasing the distribution of knowledge by one unit will increase the organizational reputation (56%) and what confirms it is that the coefficient of determination ( $R^2$ ) has a value of (0.70), and this explains that the distribution of knowledge is (70%) of the changes that occur in the organizational reputation. The remaining (30%) is due to factors that were not mentioned in the regression model.

**From Table (4) the effect of applying knowledge on organizational reputation dimensions**, the calculated (F) value is (32.248), and its value is much greater than its tabular value, which indicates a statistically significant effect, in addition to the value of the slope coefficient ( $\beta$ ) of (0.62). ) indicates that increasing the application of knowledge by one unit will increase the organizational reputation by (62%) and what confirms it is that the coefficient of determination ( $R^2$ ) reached a value of (0.65), which means that the application of knowledge explains (65%) of the matter that occurs in reputation Regulatory factors, while the remaining (35%) is due to uncontrollable factors.

**From table (4) the effect of total knowledge management processes on organizational reputation dimensions**, the calculated (F) value of (25.343), which is a value greater than its tabular value, indicates a statistically significant effect, and the value of the propensity coefficient ( $\beta$ ) of (0.61) indicates that increasing the total knowledge

management processes by one unit will increase the organizational reputation (by 61%) and what is confirmed by the determination coefficient ( $R^2$ ) amounted to (0.65), which means that the total knowledge processes explain (65%) of the changes that occurred in Organizational reputation, while the remaining (35%) is due to factors that were not included in the model.

This validates the second hypothesis and its branches

#### **Fourth Axis: Conclusions and Recommendations** **First: The Conclusions**

1. The need for the governorate administration to pay attention to knowledge management processes and to work hard to exploit the opportunities provided by these processes in enhancing the organizational reputation of the governorate by investing in knowledge management processes.
2. The need for the governorate administration to pay attention to knowledge management processes and to work hard to take advantage of the opportunities provided by these processes in improving the organizational reputation of the governorate by investing in knowledge management processes
3. All knowledge management processes as an explanatory variable achieved a significant correlation between all dimensions of organizational reputation.
4. All operations were shown as an independent or explanatory variable in interpreting or influencing the dimensions of organizational reputation, which enhances organizational reputation in the future.

#### **Second: Recommendations**

1. Exploiting and investing the opportunities provided by the knowledge management processes in enhancing the organizational reputation by investing the capabilities of the governorate in order to achieve this goal
2. Work to encourage knowledge management operations in the various fields of work in order to maintain
3. Giving great importance to the purpose of encouraging knowledge management processes by the governorate administration in order to urge the individuals working in the governorate to maintain the importance of activating knowledge management processes.
4. Preserving the employment of knowledge management processes by encouraging the exchange of tacit and explicit knowledge in a way that enhances the quality of service provided to the citizen by providing all communication networks in a much larger manner than it is at the present time.



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