

THE SCIENTIFIC RELATIONSHIP BETWEEN THE PROCESS OF KNOWLEDGE MANAGEMENT COMPONENTS AND THE EFFECTIVENESS OF INDICATORS OF COMMUNICATION SKILLS OF THE MINISTRY OF SPORTS AND YOUTH: WITH THE AIM OF INVESTIGATING THE ROLE OF APPLYING AND USING INFORMATION AND COMMUNICATION TECHNOLOGY SKILLS

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Abstract

Aim and Background: The use of information and communication technology can lead to the development of required skills in sports employees, and the present research aims to approach the relationship between the process of knowledge management components and the effectiveness of indicators of communication skills of employees of the Ministry of Sports and Youth. The role of applying and using information and communication technology skills was investigated. **Method:** The research is a descriptive research and the research method is correlational and practical in terms of purpose. The statistical population of this research is made up of all the employees of sports and youth departments, which according to the statistics in 2022, were 280 people. To analyze the data, K-S, Kruskal-Wallis, Yeoman-Whitney, Spearman correlation and regression tests were used. **Results:** 52.85% had graduate and undergraduate degrees, 38.85% had master's degrees, and 1.72% were doctoral and doctoral students. The correlation coefficient between ICT and knowledge management components is 0.369 and ICT with communication skills indicators is 0.361. **Conclusion:** The results of statistical data showed that the level of access and use of information and communication technology in men is higher than women, but the level of communication skills in girls is higher than boys. Therefore, it is suggested that the country's employees in general and physical training organizations in particular pay special attention to information literacy and communication skills.

Keywords: ICT, knowledge, employees, communication

INTRODUCTION

Today's world is a world of great changes and the future seems impossible without the support of information and communication technology. In the last decade, there has been a revolution in information and communication, so that as a result of the changes, a century has been registered in the name of information technology and communication. All over the world, technology is creating a new revolution that has created new and remarkable abilities in the human domain and created tools that have changed the knowledge of work and life and created informational developments in all social fields. and humanity has followed (Niyazri et al., 2012).

Educational information and communication technology in the era of education is better than any method that can be used to teach useful and interactive methods and methods better than any other system to answer educational needs, taking into account the possibilities and opportunities. Information and communication technology with a system in education, use all the factors that somehow play the best role in the education

process, and by carefully designing the factors, they try to create favorable educational conditions according to the goals and opinions. It has purposes (Shariatmadari, 2013). In the past years, science and knowledge in the world are changing rapidly and great successes in the field of information have turned the world into a global village. Things that were impossible and unimaginable in the recent past have now become a part of everyday life (Murtaza et al., 2011). What is observed today is an indication of an astonishing growth in the rate of transformations with the help of information and communication technology and the ever-increasing increase in human knowledge and awareness (Mehdinejad et al., 2019). The most important and efficient advantage of using information and communication technology is to reduce the information poverty in the society and to make available all kinds of information, knowledge and as a result the level of general awareness of the society, and this is considering that the next century is the century of information and information. The coordinates of the information society in reducing the information poverty and expanding the comprehensive

information in the society, the effect can play a great role in the efficiency and part of the society (Chen and Olsen, 2013).

The correct use of information and communication technology can have a positive effect on the events of learners, positive attitudes. Therefore, information and communication technology as one of the sources of tools and ways to quickly share information in today's society can be used to increase communication skills in social systems (Edimi, 2012). On the other hand, information technology can be related to different policies and play an important role. Also, technologies can be the domains of human communication in the fields of expansion and development in the last decades, the subject of information and communication technology and communication skills from the subjects of scientific subjects, attitude, values and even covers can be considered as human domains. has influenced (Sidiq, Sarer and Tander, 2015). Information technology itself is a tool in the hands of employees to increase their knowledge, but in many organizations these tools have become the main goal and employees are focused on using technology (Abadi Jafari et al., 2019). On the other hand, considering the rapid growth of information and communication technologies and the need of organizations for their survival in today's era, any organization that ignores this issue will decline. Paying attention to this technology is indispensable and necessary to reach the organization (Nadi Fard and Shah Talabi, 2016). In this regard, work is considered as organizational resources and attention is paid to them, which is also necessary in order to achieve the goals; Employees with access to correct and appropriate information are able to perform their duties and information and communication technologies provide this possibility. you will create to prepare, process and store information (Namayan and Emami, 2016). Due to the increasing growth of computer use in management environments in recent decades, information technology has been related to all aspects of our lives. Usually, Harry and any particular organization values a person's computer skills and literacy (Jaafari et al., 2015).

Today, knowledge management is considered as one of the useful tools to improve the quality of organizational productivity and increase organizational effectiveness. In order to achieve success in the environment, government organizations need the knowledge, opinions and creativity of all employees, from front-line employees to high-level managers. In order to achieve this, the executive organizations of the country act through the knowledge management

of the relevant subset in order to encourage them to take initiative without exerting pressure, to respect the collective interests of the organization with the least supervision and to perform their duties as the owners of the organization (Abedjafari and colleagues, 1390). The process of knowledge management brings certain attitudinal and behavioral consequences for organizations and increases their power in the field of internal and external competition. Knowledge management is an important strategy for the development of various organizations to adapt to external changes and is one of the main issues of organizations; This has caused successful organizations to try to provide sub-group knowledge programs by using different tools and mechanisms (Mohaddis Kesai, 2017). According to the potential capabilities of information and communication technologies in meeting executive needs in this field, successful managers use these technologies to develop their employees' knowledge management in order to achieve the organization's goals (Dyotnik et al., 2011). Knowledge is a process that causes a sense of self-efficacy among a group and identifies conditions that cause disability in people and eliminates those conditions through formal organizational practices and informal techniques (Moy, Hankin and Egley). , 2005). Knowledge management is a category of performance, ultra-structural and technical and management tools, design to create a situation, participation, the way to use knowledge and relevant knowledge throughout all organizations (Tahir et al., 2010). The use of knowledge management in organizations is dependent on some prerequisites, one of the most important prerequisites for knowledge management is the use of available information and communication (Maing et al., 2007). Understanding the real role and position of knowledge in organizations helps to find an answer to the question why some organizations are always successful. It seems necessary to understand what factors are the basis of continuity that make it possible for organizations to have a lively existence. The age of knowledge or the age of information, which is the result of mankind's transition from the industrial age and its entry into the third millennium, requires a different education than what existed in the past. Information and communication technology, which is expanding more and more, can positively affect executive organizations and change its strategies and methods (Olatukan, 2007).

Today's changing world requires that executive organizations at the macro level look for a new tool to survive, one of the tools that can help

organizations achieve these goals is knowledge management; So that the executive institutions can easily change their shape, despite all the scientific researches, unfortunately, many of the views of the organizations have a passive and static state. (Shi and Ching, 2005). Communication and information technology, as a new approach, complements managers in order to improve the functional system, not replace it, the purpose of its development is to improve and make resources, especially human resources, more efficient. The expansion of information and communication technology and the use of new tools and concepts provide the basis for the expansion of information and easy and low-cost access for learners, including managers at the macro level and employees online, and enable the rapid exchange of information and cultural interactions. Akhwan and Dost Mohammadi, 1389).

Since the Ministry of Sports and Youth plays a significant role in the growth and excellence of the society and considering the great importance of the subject, the present research aims to approach the relationship between the process of knowledge management components and the effectiveness of indicators of the communication skills of the employees of the Ministry of Sports and Youth: with the aim of investigating The role of applying and using the skills of information and communication technology was done so that, along with theoretical understanding and detection of communication barriers, by providing appropriate solutions, improvement and promotion of these skills will be possible and ultimately lead to an increase in the quality level of the sub-group of organizations.

MATERIALS AND METHODS

In terms of the purpose of the research, the present research is of the type of applied research and in terms of the nature and method of the research, it is descriptive of the correlation type, which was carried out in the field. The statistical population of this research was made up of 280 employees of sports and youth departments in 2022, and the statistical sample was equal to the statistical population in full. According to Morgan's table, 273 people completed the questionnaire. To collect information in this research, library methods and field methods have been used. Also, according to the objectives of the research, in order to collect the information needed to test the hypotheses of the research, suitable measurement tools have been used and appropriate to the subject of the research.

Valid questionnaires were used to collect the data required for this research. The information and communication technology questionnaire of Kargar (2013) contains 18 questions. This questionnaire consists of four subscales (software, information systems, organizational automation, and information network system). To collect data related to knowledge management components, Ranjbar's valid questionnaire (2018) was used. This questionnaire consists of twenty The question and four subscales form the grade. Application of knowledge, registration and stability of knowledge, acquisition of knowledge and transfer of knowledge are formed. This questionnaire is standard and has sufficient validity to conduct research. The dimensions are verbal, listening and feedback, it measures and has 18 items. Each answer is given a score from 1 to 5 (from very high to very low) in the Likert scale, self-efficacy questionnaire (this questionnaire contains 17 items, items number 3 and 8, 9, 13, and 15 from right to left and the rest from left to right, their score increases). In order to determine the face validity of the questionnaire and the correctness of the questions, the questionnaire among a number of experts and specialists (12 people) was distributed and after confirming the results, the questionnaire was distributed to the statistical population of the research According to the reliability of research measurement tools, Cronbach's alpha coefficient value is reported to be above 0.90 in all three questionnaires. To analyze the data of this research, at first, the information was analyzed based on descriptive statistics methods (frequency distribution, frequency percentage and cumulative percentage) and to achieve the research goals and determine the relationship between the variables Kolmogorov Smirnov statistics were used to determine the normality of the data and to test the hypotheses of the research, Kruskal-Wallis test, Yeoman-Whitney test, Spearman's correlation test and regression test were used. All statistical operations have been done using spss version 23 software.

RESULTS

The output of statistical data showed that the level of use and access to information and communication technology among employees is average in most indicators. (Table. 1).

As can be seen in the tables below, the level of communication skills in employees, the listening and verbal skills of employees are average and the feedback skills and communication skills of employees in general are lower than average and

between the amount of information technology use by employees and the amount Their verbal skills, listening skills, feedback skills and communication skills have a positive and meaningful relationship at the level of one percent. This means that by increasing the amount of use of

information technology by physical education staff, their verbal skills, listening skills, feedback skills and communication skills will be increased. Also, the access and use of information and communication technology in boys is higher than girls. The level of communication skills in girls is higher than boys.

Table 1: Access to information and communication technology among employees

Variables	t	df	Sig	Mean
Access to internal digital magazines	2.39	273	0.031	3.98
Access to foreign digital magazines	3.24	273	0.478	2.47
Access to educational software	2.67	273	0.096	3.17
Access to required databases	4.91	273	0.146	2.64

Table 2: The level of communication skills in physical education workers

Variables	N	r	Sig
Communication skills	273	0.421	0.001
feedback	273	0.357	0.001
Verbal	273	0.456	0.001
listening	273	0.456	0.001

Table 3: The relationship between the amount of information technology use and the amount of communication skills

Variables	N	r	Sig
Communication skills	273	0.369	0.001
feedback	273	0.412	0.001
Verbal	273	0.258	0.001
listening	273	0.427	0.001

Table 4. The result of the Kruskal-Wallis test, the level of education of the subjects

Variables	Level of Education	Average output	chi-square	Sig
Components of knowledge management	Diploma and sub-diploma	29.21	2.79	0.49
	Graduate and undergraduate	38.41		
	Master's degree	46.45		
	PhD student and Ph.D	46.17		
Information and communication technology	Diploma and sub-diploma	32.14	2.89	0.67
	Graduate and undergraduate	29.41		
	Master's degree	39.14		
	PhD student and Ph.D	33.56		
Communication indicators	Diploma and sub-diploma	40.23	3.47	0.96
	Graduate and undergraduate	36.14		
	Master's degree	39.45		
	PhD student and Ph.D	34.49		

Table 5. Spermman's correlation coefficient between information and communication technology variables and variables

knowledge management	P	0.478
	r	0.326
Communication skills	P	0.327
	r	0.269

DISCUSSION AND CONCLUSION

The present research was carried out with the aim of the communication approach between the process of knowledge management components and the effectiveness of indicators of communication skills of the employees of the Ministry of Sports and Youth. The results of this research showed that there is a significant relationship between the research variables. The use of information and communication technology

can help employees to see future challenges. In many countries, the use of information and communication technology in the management system has been given special attention in order to improve the quality of communication methods. The current research was also carried out in order to investigate the effect of using information and communication technology indicators with the components of communication skills and knowledge management. The results of this research showed that the use of information and communication technology has been effective in

increasing communication skills and knowledge management.

Today, information and communication technology is rapidly affecting life patterns, research and education methods, and other areas of human life, and as the results of this research showed, it can make environmental and individual learning flexible and Providing feedback on the communication skills process of physical education staff in a direct and informal way is effective. Information and communication technology helps employees to know what is happening around their lives. They are aware of the role of information and communication technology in their daily lives and are familiar with similar information technology tools and use these tools independently and in groups (Youssef et al., 2008). In the explanation of this approach, it can be said that in the 21st century and with the advancement of the world of technology, perhaps the greatest impact of technology has been on the way of human relationships, and humans can communicate with each other anywhere on this planet with the help of this technology (Meeker, 2011).

As information technology becomes more pervasive in society, citizens need to manage their impact on their social, personal, professional and civil lives. Technologies such as computers, mobile phones, the Internet, multimedia and other conventional media have affected the outward and inward aspects of human life in the current era, and these enormous changes in information, communication, construction; It has rearranged the cultural and social fabric of the society and has left a profound impact on the existential dimensions of the people of the society (Chen and Olsen, 2013). Through appropriate communication skills, employees of an organization can communicate with others in a way that leads to positive responses and avoids negative responses. The social nature of man requires that a person communicate with various aspects of society and the groups within it (Tezsi, 2010). Communication skills affect the relationships, useful and effective performance of employees in society and university. In this research, it was shown that a significant relationship has been observed between the use of information and communication technology and the communication skills of physical education workers, which is consistent with the research of Sediq, Sherer, Tander, (2016), Goktas (2012), Meeker (2011), Tezsi (2010) and Nia Azeri (2013) agree, that one of the main reasons for the significance of these two variables is having and using verbal skills, having listening skills and giving feedback to others, and the ability to receive

suggestions and criticisms, among other characteristics of people. It has highly skilled employees.

Many researches have shown that since the 1980s, organizations have increasingly changed in terms of performance, the increase in global competition and the rapid growth of information technology have led to organization managers seeking to strengthen their skills. communication skills of employees to achieve their organizational goals (Afeshe, Kianfar and Shoaidi, 2011). It is necessary to have strong expressive power and proper listening skills and feedback skills, which are the most important and practical tools of physical education workers, who will not be able to instill concepts for students and art students without these skills; Therefore, strengthening the mentioned skills is of double importance (Bobang-Ando, 2012). On the other hand, today's sports organizations are exposed to continuous changes. The relationship and interaction of these organizations with various factors such as the government, financial sponsors and other national and international sports organizations and most importantly social, economic, political and cultural factors have created a turbulent environment for these organizations. Creating knowledge and creative organizations in sports can protect sports organizations to a great extent against environmental changes (Johnson, 2005).

The results of this research showed that there is a statistically significant relationship between information and communication technology and knowledge management. According to the results obtained from this research with the results of research conducted by Johnson (2005), Wang et al. (2011), Walsh et al. (2009), Maink et al. colleagues (2013), is consistent. In explaining the consistency of the results of this research with other researches, it can be concluded that, in the new approach to higher education, knowledge is the center of all activities and human capitals are of special importance compared to natural and financial resources; In such a way that in this intellectual system, the role of knowledge, information, innovation, creativity, order and management is recognized as the real sources of creating economic and social values. This has put a heavier responsibility on the shoulders of universities and scientific and research centers, so that the need to create intellectual changes in management and review the perspective of the missions and strategies of the higher education system has become a basic necessity. Therefore, creating and providing a suitable platform for the establishment of information technology system in universities is

a factor for creating and nurturing the creative thinking of employees in universities, and it increases the expansion and attention of employees to the details of the problem and the employees investigate the issues from the root. and paying attention to the details of the problem in addition to the general aspect of the questions, causes the emergence of systemic thinking of the employees.

According to the results of the research, it is recommended that the employees inform their information needs and deficiencies in the field of information and communication technology to the officials in order to enrich their information load.

Respected officials should develop and modify infrastructure structures and provide the necessary facilities for the development of computer literacy of employees. In general, based on the inference of the obtained data, it is suggested that the country's organizations in general and the Ministry of Sports and Youth in particular pay special attention to information literacy and communication skills and knowledge management. This can be organized in the form of conferences, educational workshops and short-term training courses by educational officials in management centers.

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