



The relationship between social capital & knowledge Management Company in the Iranian national refining and distribution of oil

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ABSTRACT

Aim of this present study is to investigate the relationship between social capital & knowledge Management Company in the Iranian national refining and distribution of oil. Our model has four dimensions of knowledge management and a model for social capital. The statistical sample of this study was the manager and employees of the Iranian national oil refining and distribution company based in the proposed model of research, we examined the hypothesis of the research, which consisted of a main hypothesis and five hypotheses of submarines. At last, the research hypotheses were tested By Spearman Correlation Factor and four hypotheses were accepted and one of them weren't accepted And their significance factor was confirmed. Afterward, by the multi factor data analyzer, it was noticed That the independent variables of research has multi dimension correlation with km as a dependant variable

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Introduction

Social Capital, one of the new concepts that have important role in human resource development within organizations. Today the capital used in the various fields of sociology and economics. also in science and management organization, has done much research. The concept of social capital considers communications and relationships of members of the network while creating a valuable resource of normal ties and mutual trust provides the achievement of the goals of members.

Without social capital, other assets may also lose their effectiveness in development, and therefore economic development would be difficulties. Social capital can be used in management as a new cognition macro socio-economic system, and helps to do the job better and drive the system. Guidelines for social capital were mentioned. one of the directions is that social capital makes a significant capacity to meet potential in a wide range of jobs (Nathalie and Gushily, 1998).

Modern management

The modern management modern management has found a resource endless benefits and competitive advantages in knowledge to an organization, considering the wide and growing extent of this need for accurate commission organization and management of this important aspect of the organization, the concept and appreciation of their effect on the factors and the factors the affect would be considered. Known to management knowledge for knowledge storing, collecting, creating and facilitating it process is used, so the organization can use it effectively (turban, and others 2000). Also, social capital can facilitate the movement of intellectual capital; intellectual capital as various aspects are based on the combination of knowledge and experience, the existence social capital facilitates the creation of intellectual capital. Social capital has been theorized to play a role in developing axial merits, because they are

necessary to create knowledge (Kogut and Zander, 1996). They have suggested other definitions of knowledge management definitions that the difference could be observed on the dimensions expressed, but in any case. Knowledge is an important part of organizations and could be expressed as knowledge acquisition, recording, transport, create and lead (-c Erik DeJong and January Filiusrenee A. Roelofs, 2000). The existence of social capital can help the knowledge that recodes, compiling, and transportation. Social capital promotes these processes of knowledge management with the distribution capabilities of the organization to create the model of innovation by facilitating value exchange and pooling of resources in an organization (Kanter, 1988, Kogut and Zander, 1996).

Capital

Capital: In 1916, the capital was first suggested for the fun of honey, West Virginia University. Despite its significance in social research was ignored until 1960 that Jacob denim used in the civil program. Larry and in the year 1970 he entered in the economic realm. Social capital is a course of interconnection, e.g., is used in sociology, economics, psychology and other social realms (renani, 2006). The idea axial Communication capital is summarized in the expression of relationships, society members communicating with each other and making it sustainable are capable of cooperating and thereby get something that just cannot get in, or very difficult obtainable. Humans communicate with each other through an assembly of networks are arranged to have a common connection with other members of this network. Separating the communication, they form a kind of feature that considers it as a kind of capital. Obviously, more points of view among the richest individuals is social capital. On the significance of social capital and the need for significant social capital in the organization can be said that the passenger social merit was not a necessary part of the organization.

But at the moment, full of rapid changes of information technology, increasing daily needs information and education, the requirements for creativity, learning and continuous improvement, change to the design of a flat organizational structure and flexible a close relationship between the organization and customer networks do occupy the capital of an unavoidable for leaders of organizations (Rahmanpor, 2003).

Capital resource

Capital resource of social capital is a resource available in internal networks and business work. Resources include: information, thoughts, instructions, work opportunities and business financial capital, power of influence, emotional support, compassion, trust, and cooperation. The social expression denoting the title of social capital and these resources are not private property itself. No person is its sole owner. These resources are located in the center of the connection network. The expression denotes that the capital as human capital or economic capital is productive and generative nature, ie it allows human beings to achieve their goals brings, and create additional value. Social capital means that one cannot succeed (Baker & wine, 2002). Defining social capital is a collection of real and potential advantages are created by membership in social networks of activists. In other words, is a montage set of normal values or informal, that a member of a group is sharing, which is authorized and allowed cooperation (Fukuyama, 2005).

Burdio social capital suggests packaging of valuable social relations between people (Ritz, 1999). Social capital is considered as structures, relationships, and that is the normal quantity and quality of social interactions in a society and as the glue the sticks to one another (the World Bank, 1999). Social capital is the capital and resources that individuals and groups can achieve with communication with each other and consideration of the relations (Coleman, 1998).

Denotes the capital resources available in the internal social structures including trust, mutual bonds of normal interaction and the goals that prepare individuals to meet the collective pain and emerges as a byproduct of social and civil organizations contract informal (Kawachi, 2001). Social capital consists of social networks and their related normal that influences social welfare, it denotes the horizontal relationships among people (Putnam, 1993). Bert defines social capital as friends, colleagues, and general relationships with them opportunities to use economic and human capital can be reached (ports, 2005).

The "ports" consider social capital as activist capacity to achieve the benefits that can be completed by membership in social networks or other social structures (Narayan Cassidy, 2001). Social capital consists of social relationships and positive, while based on trust (Winter, 2000). Social capital is the individual's relationships, social networks, mutual normality, and social trust that you get with this (Putnam, 2000). Knowledge Management: Malhutra believe that, the knowledge includes a process of organization seeking a combination of co-increased capacity of the processing of data and information by the information technology, and capacity for creativity and innovation of human beings.

(SE Buctiz William, 1999) defines knowledge management as a process that an organization which produces and abundance value using intellectual abilities and trusting their own knowledge. (Pukek, and others, 2000) following his own experimental research defines knowledge management as the process you use and offering the skills and specialties of the

individuals in an organization that is supported by information technology. (Bahat, 2001) considers knowledge management as the process of individual 'creation, offering, distribution, and use of knowledge of s in an organization.

Although all the above definitions have several differences in the definition and explanation of knowledge management, it appears that these cases have equal consideration of knowledge management, eg, a process to circulate knowledge between individuals and the organization as a tool for achieve innovation in the service process and product decision-making knowledge and organizational compliance with the dynamic environment of the competitive market. A proxy sever several main activities of knowledge management. (Bahat, 2001) mentions five main processes as follows:

- creation of knowledge:
- confirmation of knowledge: knowledge
- Offer:
- distribution of knowledge;
- use of knowledge. (Filius, and others, 2000) separates the five major kingdoms of knowledge management as follows:
- Acquisition of knowledge: knowledge
- Recording:
- Transfer of knowledge:
- Creation of knowledge:

application of knowledge:(Alvani, 2007).

In agreement with the management of the knowledge (Simon, 1992) it is an intelligent design of the processes, tools, structures, etc. by the intention to increase, to the reconstruction, the subscription or the improvement of the use of the knowledge that appears in any of the elements of the intellectual capital, for example, structural, human and social. In agreement with (sint, 2004), the definition of the management of the solution of the knowledge of the puzzle is the one that omits any article that the management of the knowledge cannot be inserted in the management of the knowledge includes the knowledge creation, the acquisition, the subscription of storage, publication and use (Jafari Moghadam, 2004).

From the point of view of the other part, the management of the knowledge is the process of knowledge creation, the confirmation, the provision, distribution and application (GANP, 2005). Also the directors to assign to the management of the knowledge are the following one (Jafari Moghadam, 2004):

- The knowledge is originated in the thoughts and it is in the people:
- The knowledge interchange requires of confidence:
- In order to do that the conducts of the new knowledge are possible by the technology:
- To share the knowledge must be a value and warded:
- The support to the management and the resource allocation for the management of the knowledge are necessary, the knowledge must be created;
- of the programs of management of the knowledge, of experimental form it is better for the first time;
- the management of the knowledge increases and is compatible with the elements applied and important in a powerful organization (Ray, 1994).
- The discovery of new knowledge or processes of creation, the purification of the knowledge available, and the creation of the availability of the knowledge;
- To share the knowledge between the individuals and to manage the circulation of the knowledge in all the levels of the borders of the organization;

• The creation and the use of the knowledge as it leaves the daily routine and the individuals, since it leaves the decision making to do that the applicable knowledge.

Creation of a system of management of the effective knowledge is a key factor to improve the processes of work and businesses. The majority of the requirements of the management of the knowledge is only available of explicit form, and its conversion in the clear models is a difficult test and at the same time it is important. Specific of the organization one will form for the management and distribution of the knowledge, and to create the necessary processes for the promotion of the management of the knowledge.

Too much money in these structures is dedicated to improve the productivity of the user. This is especially certain in the work of simulation of systems of the company and the interchange that in the formation through Internet (management of the knowledge constitutes the landlords of interaction between the technologies, techniques and individuals). For example, the technology of the information regarding the collection of data, storage and distribution works well, but he is not able to interpret (Bhatt, 1998).

The benefit of the technical solutions is possible, but for the management of the knowledge, the organization must create the association, the attendance, and the interchange of knowledge surroundings. The human beings the change of being the behavior is one of the present problems of the management, reason why in the projects of management of the knowledge, the traditional change of the processes and structures to improve and technologies are recommended. (Archivist, 1998). First of all, we thought that the subject of the knowledge is a social phenomenon, the computer science technology, the information, and on the other hand it cannot ensure the success of the management of the knowledge.

The management of the knowledge is infinite, because never the movement of the data to the information and the information to the final knowledge. The personnel of the organization and the administrators (intrinsic environment), of the clients and other beneficiaries (surroundings extrinsic) belong to scope of the management of the knowledge (Abtahi and Salavati, 2006). The investigations about the social relation per capita with the management of the knowledge in an investigation realized by (Robert D. May field, 2008) titled "the culture of the organization and management of the knowledge in the production of the energy industry", that considers great challenge of the electrical power industry as the lack of knowledge and abilities and knows the organizational culture like one the main factors in the majority of the acquisition of the knowledge, means of transport, and the area of application. In the Iranian petroleum refining and the company of distribution (Shiraz).

Four Determiner the relation between share capital and the creation of knowledge in the Iranian national refinement and the distribution of the oil one (shiraz). Five Determination of the relation of the capital with the application of the knowledge in the Iranian petroleum refinement and the distribution (Shiraz).

Hypothesis of investigation:

As far as the objectives of the investigation and on the base of the relation between the indices of share capital and the essential knowledge of the management of the processes of several hypotheses, in combination with one plus one more a more significant hypothesis and five specific hypothesis they have compiled the following way:

The main hypothesis of the investigation: a significant relation between the capital and the management of the knowledge in the Iranian refinement of nationality and the distribution of the oil exists (shiraz). Specific hypotheses:

- a significant relation between the capital and the knowledge acquisition in the Iranian national refinement and the distribution of the oil exists (Shiraz).
- A significant relation between the capital and the registry of the knowledge in the Iranian national refinement and the distribution of the oil one exists (Shiraz).
- A significant relation between the capital and the transference of knowledge in the Iranian national refinement and the distribution of the oil exists (Shiraz).
- A significant relation between the capital and the creation of knowledge in the Iranian national refinement and the distribution of the oil exists (Shiraz).
- A significant relation between the capital and the application of the knowledge in the Iranian national refinement and the distribution of the oil one exists (Shiraz).

Method of investigation:

The investigator in this study one takes care of the habitual and irreplaceable description of the share capital and the management of the knowledge in the Iranian national refinement and the distribution of the oil one (shiraz), and analyzes in the base of the results of the investigation, the organizational culture in which the human resources of the management processes, the education, the use, and the imitation proprietor is the essential principles, can be he treats that it like a factor important to demonstrate the objectives of the management of the knowledge. In an investigation realised by (Hee, 2009) titled "the social communication and its paper in the application of the management of the knowledge.

It affirms, in spite of the management of the knowledge has been a due importance in the organization, it does not guarantee that the personnel of the intention to spend time and money for his application. And it continues: "we have found that" insists on the management of the knowledge in the social relations. The theory of the share capital is used specifically to create the social communication and the dimensions (the strong relations, the common norms, and the confidence).

In the continuation, it says that in an investigation of a company that uses the systems of management of the knowledge, the importance of the social relations has the shortage and the personnel of systems of management of the uses of the knowledge. The reconnaissance targets: this on the question of the share capital and its relation with the management of the knowledge, follows the following intentions: the primary objective:

To determine the relation between share capital and the management of the knowledge in the refinement and the Iranian national distribution of the oil of (Shiraz). As far as the main intention of the investigation, the following secondary targets are offered:

1. The determination of the relation between share capital and the knowledge acquisition in the Iranian national refinement and the distribution of the oil one (Shiraz).
2. The determination of the relation between share capital and the registry of the knowledge in the Iranian national refinement and the distribution of the oil one (Shiraz).
3. The determination of the relation between share capital and the transference of knowledge of the present situation of the directives of tow in the mentioned society, reason why this study

is based on the data summary of descriptive type and measurement.

The number of members of the statistical society in this investigation includes the improvement of Iran of which the employee and the distribution of the oil one (Shiraz), which 103 people contains the sample of the study.

This based on the following formula is 60 people. The required data to fulfill this study so much in the following methods took refuge: In this method, the resources necessary to collect data, books, articles of these, data bases and Internet that make reference to subject Literature and the used bottom of investigation were: method of the Library. Field of method: In this procedure, the main tool for the measurement is questionnaire, since it is a common tool for the investigation and the direct method for the investigation of the data summary. Types of tow of the questionnaire were used for the measurement of the variables, the preparation to measure the share capital must and to determine its type, and the other to measure the directives of management of the knowledge.

Survey of experts of the capital of the Mullaii (2001) consists of 31 questions that they have to do with the share capital. The questionnaire of the management of the knowledge constitutes 33 questions that, on the base of the model of Filius (2000) is in charge of the present situation of management of the knowledge. With the purpose of to describe and to analyze the picked up data, the descriptive and inferential statistic was used. this document includes the test of Kolmogrov-Smirnov and the factor of correlation of Spearman.

Kolmogrov-Smirnov: With the purpose of to determine the type of investigation, the test hypotheses, the first thesis of normality and abnormality hypo related to the data must be verified, next, statistical adapted the parametric and nonparametric methods of verification of the hypothesis will be used by the application of the test results. The normality of the data is acceptable and the opposite hypothesis, that it shows the anomaly of the data refused. Therefore, with respect to the normality of the data, to prove these hypotheses, the factor of correlation of Spearman is used. The results of the investigation and the conclusion: Nowadays the organizations must be able to acquire their obligation of knowledge to innovate and to improve their products and processes and to emit that she enters his employees and to use it in all the daily activities.

Only through this that is able to respond to the environmental competitiveness felt and needs of the very variable clients. As far as the meaning and the importance of the management of the knowledge the organizational learning, is necessary to recognize the influential factors to facilitate this process. With the due attention to the definitions of share capital, it seems that the emphasis, since both concepts in the relations of the individuals and the interactions of the organization, is necessary to verify the type of management of the scrupulous knowledge of the rate of share capital in the organization. The presence of share capital also can help in the registry of the knowledge, the compilation, and the transference. The share capital promotes the processes of management of the knowledge by means of the interchange of abilities in the organization to create value in the model of innovation through the resources of the acceleration and the combination of an organization (Peter Schum, 1934; Kanter, 1988; Kogut and Zander, 1993). As far as the mentioned subjects, the matter and the importance of the share capital in this work the investigator tries to study his relation with the management of the knowledge

by means of the study of the share capital in the Iranian refinement of nationality and the oil distribution (syrah) with respect to the objectives of the investigation of the most significant hypothesis and five specific hypotheses was offered and soon the results were examined are the following.

The results of the investigations that talk about the main hypothesis: a significant relation between the share capital and the management of the knowledge in the Iranian company of petroleum refining and the distribution of the existence. using the factor of correlation of Spearman between the capital and the management of the knowledge in the refinery of the Iranian national company of distribution of petroleum and 0,373 it was acquired, reason why the correlations of these variables are important, and shows the type this of the coloration of the factors that the share capital in the refinement and the Iranian national distribution of petroleum has an essential paper in the establishment of the management of the knowledge in the company, reason by which more difficult that it is the share capital of more success of the creation of the management of the knowledge.

This support to the investigation of the results (Calderón, 2002) the studies of the results obtained in relation to the share capital with the knowledge transference, (Kogut, 2004) in the scope of the share capital of the mutual relation and affect to the creation of knowledge and application. Also this conclusion is in agreement with (the studies of Hunt, 1999; Cohen, 1999; studies of Huffman, the 2005) on the base of the relation between share capital and management of the knowledge. The results of the investigation are related to the hypothesis of the secondary one in the first place: The first investigation assigns to the hypothesis of smaller importance to the relation between the knowledge acquisition and the share capital to him, that was compiled reason why a significant relation between the knowledge acquisition exists and the share capital exists.

This hipo thesis was analyzed by means of the test of correlation of Spearman, the result was in such a way that the knowledge and the consideration of the factor of correlation of 0.375 has a direct acquisition and. In an important level of a significant relation with the share capital. The provisions of knowledge acquisition with the use of the resources of the knowledge and the resources of these are: the people, data bases and documents.

With this hypothesis, the development of the share capital and the improvement through the creation of an interactive relation between the people stronger than are considered like one of the knowledge resources, to provide and to facilitate the process of improvement of their fulfillment. Since the social networks and the procedures belong to the dimensions of the share capital and by an account of brief deep reflection it can happen of which it stops to improve these networks and the creation of a social normality can aspire to have a greater interaction and cooperation between the engrandecimiento individual towards a lightening of the accomplishment of this guide the management of the cross-sectional knowledge of the improvement of the share capital.

Therefore, it is possible to conclude that the movement more of the company to work the development of the capital, easier the acquisition of the knowledge, and can be moved to a greater improvement. The results of the investigations that talk about the second hypothesis of smaller importance: The second hypothesis of smaller importance of this specific investigation of

the relation between the registries of the knowledge and the share capital.

Therefore, it has been elaborated so that a significant relation between the registries of the knowledge and the existing share capital. With the purpose of to confirm or to reject the hypothesis, the registry of the collection of data and the knowledge of the share capital were analyzed by means of the test of correlation of Spearman, the result was in such a way that the compatibility of the recording of the knowledge in and considering the factor of correlation of 0.348 has a direct and significant relation. A significant level of one with the share capital.

Recording of the knowledge is a difficult part of the dimensions of the management of the knowledge within the other resources, that besides the people for the process of knowledge acquisition has been mentioned, is the use of data bases and documents. The attendance of the rich data bases that make reference to documents of consultants and intelligence needs an infrastructure under the title of the recording of the knowledge.

With the purpose of to create and to improve to the tendency of the individuals for the fulfillment of this dimension of the management of the directives of the tow knowledge it must be considered, first of all, the technological infrastructure existence, and the other the availability of a tendency and the motivation to perhaps fulfill the knowledge of the recording and the documentation, but when talking about to the dimensions of social development of the capital it is possible to be able to realize essence of a confidence climate that exists, feels, and a unit to achieve an objective that it attracts the all the attention of people.

Without doubt that the attention to the moral of the people the right of the property in the documentation of its properties and the knowledge and to increase to the motivation and the tendency to fulfill this dimension of the management of the knowledge in a better form, acquires its participation in the improvement of the share capital. Therefore, it is possible to conclude that to fulfill the recording of a better knowledge, like one of the directives of management of the knowledge, the share capital must extend and improve in the company.

The results of the investigation are related to the third smaller hypothesis: The third hypothesis of smaller importance in this investigation assigns to the relation between the transference of knowledge and the share capital to him. Therefore, it has been elaborated so that a significant relation between the transference of knowledge and the existing share capital. This hypothesis was analyzed by means of the test of correlation of Spearman, the obtained result was in such a way that, and considering the factor of correlation of 0.314, it has a direct compatibility and. In five a significant level of significant relation with the management of the knowledge.

The dimension of the transference of knowledge in the management of the knowledge is related to the process of knowledge acquisition of very diverse aspects. As it were mentioned previously, the individuals are the resources of the knowledge acquisition and must discover in account that the development of the share capital and the improvement, providing a position to improve the interaction, normality, only common and constitute infrastructure networks great of knowledge of the transference.

It is possible to conclude that as much the company and lasts more is the share capital of the best transference of

knowledge in the company. An organization with a share capital of a good one impels the new ideas of the person, due to her effect on the transference and exchange of information of the knowledge of explicit form and implicitly. The results of the investigation talk about the fourth hypothesis of smaller importance:

The investigation of the hypothesis of smaller importance quarter assigns to the relation between the creation of knowledge and share capital. Therefore, it is compiled so that it exists a significant relation between the knowledge creation and share capital. This hypothesis analyzed by means of the test of correlation of Spearman, the result is what the mission of the organization and considering the coefficient of correlation of 0.380, has one. Direct and significant at an important level of a relation with the management of the knowledge.

The knowledge creation has the conditions so that it became, the knowledge creation is carried out or to the past improve under the government forms the task and the modification of the errors of or the search of a high benefit more of the task and the resolution of problems and a spark to find new line in the scientific areas. Nevertheless, the benefit of anything that is based on the knowledge creation requires on a great attempt of the organization to carry out that dimension of the management of the knowledge.

An overwhelmed atmosphere with confidence makes that the problems of fulfillment and the possible barriers, the tolerance (interaction) and solitaires to achieve a common objective that, under a strong protection of the participation in the capital a part of this dimension can more be hoped that to find. Next, it would be possible to conclude that as much greater it will be the capital of more success of the knowledge creation. The results of the investigation are related to the hypothesis of Minors Fifth: The investigation of smaller importance to the fifth specific hypothesis of the relation between the application of the knowledge and the share capital. Therefore, it was compiled reason why it exists a significant relation between the application of the knowledge capital and action. With the purpose of to confirm or to reject the hypothesis, the data picked up in relation to the creation of knowledge and the capital were analyzed by means of the test of correlation of Spearman, the obtained result was in such a way that the knowledge and considering the coefficient of correlation of 0.229, there is no direct application and. at a significant level of a significant relation with the share capital.

The dimension of the application of the knowledge in the management of the knowledge that it likes the acquisition of the knowledge and the recording is part of the dimensions of the difficult management of the knowledge. The activities of management of the knowledge difficult to include the categories of activities in the cycle of management of the knowledge, that are based on the structure and the technology adapted for the organization. Including the technological factors of structure and they are:

Technology of the information and the formal methods, of telecommunications and the procedures of the organization, awarding and to foment the system of organization and the style of management. With the due attention to the subject that has been a relation between the capital and the application of the knowledge in this organization, the result can be obtained that this dimension of the management of the knowledge is affected by whom to discard that it among them account to the technological infrastructure has been mentioned, reason by

which more work and the studies that the knowledge of the application of the effect that is needed.

As far as the objectives of the investigation, the produced results, and the observation of the investigator during the investigation the following suggestions are offered:

1. In order to provide the data that speak of requests of the employees and the requirements, the use and the hiring of personnel with the necessary abilities and the information, to do more of the tolerance and to create an ambient plenty of confidence.
2. The celebration of the seminary and courses of formation outpost proportion to the personal information needs to create one more a dynamics towards the establishment of the management of the knowledge in the organization.
3. Facility of freer access to Internet through the subscription of the load of the personnel to use in house or after the working hours in the position of a maximum one until the day of the knowledge of the personnel.
4. FODA to analyze the fulfillment (analysis of opportunities and the force, the weakness and the intimidation) by the institutes from investigation and attendance to the university.
5. The knowledge is stored in the memory of the organization. This memory includes: documents, data bases, as well as its possibility of creating by means of the use of technology of the information, the organization must register and the knowledge of the documentary people', to create the data bases and/or the information that the knowledge that the employee can be documentary in his names, which brings about a species of sense of the creation of the commitment of the individuals.
6. The celebration of courses of formation under the directive supervision of personnel with experience those that have left the company and retired is. A more dynamic atmosphere is created to learn the methods of fulfillment of the taxes.
7. In order to consider the right of moral property, that is related to the knowledge of the employees and the previous results, that is to say, if a project based on the investigations of the employees has been improved for an acceptable stage of its constant in the town very Ship Management or the monitor and in the case of its absence, the organization must enjoy her aid.
8. In order to create the data base (including the Web sites) to inform to the employees about its function in its colleagues and the use in its fellow workers the knowledge and abilities.
9. The publication of the magazines that offer the benefits of the company and the search of the elimination of their colleagues.
10. Using the electronic message of the systems of electronic mail, chat in line of contact within the organization. Kolmogrov-Smirnov: With the purpose of to determine the type of investigation, the test hypotheses, the first thesis of normality

and abnormality hypo related to the data must be verified, next, statistical adapted the parametric and nonparametric methods of verification of the hypothesis will be used by the application of the test results.

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