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By

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TABLE OF CONTENTS

ABSTRACT -----	7
CHAPTER 1 -----	Error! Bookmark not defined.
INTRODUCTION -----	Error! Bookmark not defined.
1.1 PROBLEM STATEMENT AND GAP ANALYSIS-----	Error! Bookmark not defined.
1.2 OBJECTIVES & SIGNIFICANCE OF THE STUDY -----	Error! Bookmark not defined.
CHAPTER 2 -----	Error! Bookmark not defined.
LITERATURE REVIEW-----	Error! Bookmark not defined.
2.1 Knowledge Management-----	Error! Bookmark not defined.
2.2 Knowledge Management Strategies-----	Error! Bookmark not defined.
2.3 Knowledge Creation Processes-----	Error! Bookmark not defined.
2.3.1 <i>Socialization</i> -----	Error! Bookmark not defined.
2.3.2 <i>Externalization</i> -----	Error! Bookmark not defined.
2.3.3 <i>Combination</i> -----	Error! Bookmark not defined.
2.3.4 <i>Internalization</i> -----	Error! Bookmark not defined.
2.4 Organizational Creativity -----	Error! Bookmark not defined.
2.5 Organizational Performance -----	Error! Bookmark not defined.
CHAPTER 3 -----	Error! Bookmark not defined.
THEORETICAL FRAMEWORK -----	Error! Bookmark not defined.
3.1 Hypotheses-----	Error! Bookmark not defined.
CHAPTER 4 -----	Error! Bookmark not defined.
RESEARCH METHODOLOGY-----	Error! Bookmark not defined.
4.1 Research Paradigm and Strategy -----	Error! Bookmark not defined.
4.1.1 <i>Ontology of the Study</i> -----	Error! Bookmark not defined.
4.1.2 <i>Epistemology of the Study</i> -----	Error! Bookmark not defined.
4.2 Research Strategy -----	Error! Bookmark not defined.
4.3 Research Type -----	Error! Bookmark not defined.

4.4	Research Population and Unit of Analysis-----	Error! Bookmark not defined.
4.5	Sampling Technique -----	Error! Bookmark not defined.
4.6	Sample Size-----	Error! Bookmark not defined.
4.7	Survey Instrument and Measurement -----	Error! Bookmark not defined.
4.8	Statistical Analysis-----	Error! Bookmark not defined.
CHAPTER 5-----		Error! Bookmark not defined.
DATA ANALYSIS, RESULTS AND DISCUSSIONS-----		Error! Bookmark not defined.
5.1	Reliability and validity of the Instrument -----	Error! Bookmark not defined.
5.2	Construct Validity-----	Error! Bookmark not defined.
5.3	Sample Breakup -----	Error! Bookmark not defined.
5.3.1	Autocorrelation -----	Error! Bookmark not defined.
5.4	TESTING RESEARCH HYPOTHESIS-----	Error! Bookmark not defined.
5.4.1	<i>FIRST HYPOTHESIS</i> -----	Error! Bookmark not defined.
5.4.1.1	<i>Normality</i> -----	Error! Bookmark not defined.
5.4.2	SECOND HYPOTHESIS -----	Error! Bookmark not defined.
5.4.3	THIRD HYPOTHESIS -----	Error! Bookmark not defined.
5.4.4	FOURTH HYPOTHESIS -----	Error! Bookmark not defined.
5.4.5	FIFTH HYPOTHESIS -----	Error! Bookmark not defined.
5.4.5.1	<i>Normality</i> -----	Error! Bookmark not defined.
CHAPTER 6-----		Error! Bookmark not defined.
CONCLUSIONS AND IMPLICATIONS-----		Error! Bookmark not defined.
REFERENCES -----		Error! Bookmark not defined.
ANNEXURE -----		Error! Bookmark not defined.
APPENDIX – 1-----		Error! Bookmark not defined.
Definitions of Key Terms-----		Error! Bookmark not defined.
APPENDIX – 2-----		Error! Bookmark not defined.
QUESTIONNAIRE-----		Error! Bookmark not defined.

ABSTRACT

Knowledge management has become a hot cake for business organizations in the competitive landscape of the twenty-first century. The extent literature is persistently holding the intention of the prominent researchers, practitioners and businessmen towards this ever growing field of knowledge management. There are two schools of thought exist in the extant literature while making any knowledge management strategy; system-oriented approach and human-oriented perspective. The later one has become the center of consideration for the researchers in the literature but despite of having strong theoretical evidence, the first one i.e system-oriented approach is hardly examined empirically in the literature. This study however, is an attempt to investigate empirically the role of knowledge management strategy (KM focus strategy) on the organizational creativity and performance and develop an integrative research model. The survey is carried out across the country and total 216 respondents from 30 privately-run business organizations have filled out the questionnaires. Several hypotheses are tested by using SPSS statistical tool and it is observed that system-oriented approach is effective in Pakistani context. The study invites the future researchers to replicate the same study in other sectors of Pakistan, and other developing countries.

Key Words: KM focus strategy, tacit-oriented, explicit-oriented, knowledge creation process, organizational creativity.

