

ORGANIZATIONAL KNOWLEDGE CREATIVITY AND ORGANIZATIONAL PROFIT: AN EMPIRICAL INVESTIGATION OF SOFTWARE BUSINESSES IN THAILAND

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ABSTRACT

This study examines the impacts of four dimensions of organizational knowledge creativity on organization profit through mediating influences of three dimensions of business practice excellence, organizational value, organization success and organizational profit and the moderating effect of market culture among the four dimension of organizational knowledge creativity and three dimensions of business practice excellence ,organizational value and organization success. The software businesses in Thailand were chosen as the sample of the study. The relationships among variables are examined by employing ordinary least square (OLS) regression analysis. The results show that some dimensions of organizational knowledge creativity have a significant effect on some dimension of business practice excellence, organizational value and organization success. In addition, some dimensions of business practice excellence have a significant effect on organizational value, organization success, and organizational profit. Likewise, market culture has only moderate effect on the relationships between integrative technology focus and (a) best operational process, (b) superior standard management, (c) organizational value, and (d) organizational success. Furthermore, the potential discussion with the results is implemented in the study. Theoretical and managerial contributions are explicitly provided. Conclusion and suggestions and directions of the future research are highlighted.

Keywords: *Organizational Knowledge Creativity, Business Practice Excellence, Organizational Value, Organizational Success, Organizational Profit, Market Culture*