

ORGANIZATION LEARNING, HUMAN RESOURCE MANAGEMENT, KNOWLEDGE MANAGEMENT AND FIRM PERFORMANCE: EVIDENCE FROM SMEs IN THAILAND

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ABSTRACT

The objective of this study is to examine the relationships between organization learning, human resource management, knowledge management, competitive advantage and firm performance. Here, 242 businesses of Small and Medium-Sized enterprises (SMEs) in Thailand were chosen as the sample of the study. The results indicate that organization learning, human resource management, and knowledge management have a significant positive effect on competitive advantage. In addition, competitive advantage has a significant positive effect on firm performance. Potential discussion with the research results is effectively implemented in the study. Theoretical and managerial contributions are explicitly provided. A conclusion, suggestions, and directions for future research are highlighted.

Keywords: *Organization Learning, Human Resource Management, Knowledge Management, Competitive Advantage, Firm Performance*