

**STRATEGIC KNOWLEDGE MANAGEMENT CREATIVITY AND SERVICE PERFORMANCE: AN EMPIRICAL RESEARCH OF HOTEL BUSINESSES IN THAILAND**

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**ABSTRACT**

This research attempts to integrate the key components of strategic knowledge management creativity (knowledge value mindset, knowledge transfer focus, knowledge sharing orientation, knowledge integration commitment, knowledge storage concern, and knowledge utilization awareness) into the new model. The main purpose of this research is to examine the impacts of six dimensions of strategic knowledge management creativity (SKMC) on service performance via new service development competence, service innovation success, and outstanding service quality excellence. In addition, it investigates the key antecedents of SKMC including executive transformational leadership, organizational knowledge culture, organizational learning capability, information technology growth, and competition environmental force. Moreover, it also explores the moderating effects of organizational experience, and employee-organization relationship management capability. The model is tested using data collected from mail survey questionnaires of 339 hotel businesses (three-to-five star levels) in Thailand. The results of OLS regression analysis indicate that knowledge sharing orientation and knowledge utilization awareness have a full positive significant influence on SKMC consequences. In addition, knowledge value mindset and knowledge storage concern have partial positive significance with SKMC consequences. Likewise, all antecedent variables have a partial positive significant impact on SKMC. However, employee-organization relationship management capability and organizational experience are poor moderating variables in this research. Furthermore, a knowledge-based view of the firm and organizational learning theory are strong theories to explain the relationships among conceptual model. This paper might be useful to scholars and to those who are interested. Also, it can be used as a guideline for future researches. Potential discussion for research results is evidently implemented in the study. Theoretical and managerial contributions are explicitly provided. Finally, a conclusion and directions for further research are highlighted.

**Keywords:** *Strategic knowledge management creativity, Knowledge value mindset, Knowledge transfer focus, Knowledge sharing orientation, Knowledge integration commitment, Knowledge storage concern, Knowledge utilization awareness, New service development competence, Service innovation success, Outstanding service quality excellence, Service performance, Executive transformational leadership, Organizational knowledge culture, Organizational learning capability, Information technology growth, Competition environmental force, Organizational experience, Employee-organization relationship management capability*