

## The Effect of Knowledge Management and Organizational Culture on Innovation Capacity in Red Crescent Society of Alborz Province

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### Original Article

#### Abstract

**INTRODUCTION:** The Red Crescent Society, as one of the largest relief and humanitarian organizations, needs to implement modern management techniques in order to enhance the effectiveness and adaptability in complex and dynamic crisis. The aim of this study is to examine the relationship between knowledge management and organizational culture and innovation capacity in the Red Crescent Society in Alborz province.

**METHODS:** In this study, a standard questionnaire was used to measure knowledge management, organizational culture, and innovation capacity. Data were analyzed using descriptive and inferential statistics with SPSS and SmartPLS software.

**FINDINGS:** According to the findings, there are a positive and significant relationship between knowledge management and organizational culture with innovation capacity and all proposed hypotheses were confirmed.

**CONCLUSION:** The results suggest that organizational culture has the strongest impact on innovation capacity, while knowledge creation had the least impact.

**Keywords:** Knowledge management; Organizational culture; Innovation; Red Crescent Society.

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### Introduction

In today's complex, competitive, and highly dynamic environment, organizations rely more on knowledge and cultural assets than on physical resources and rational control mechanisms. Organizational culture is defined as a shared system of values, beliefs, assumptions, and behavioral patterns that guide members' actions, influence how they respond to change, accept new ideas, and foster innovation, and provide a foundation for organizational survival, effective performance, and long-term success (1,2)

Recent empirical studies also indicate that an idealistic and supportive organizational culture can directly facilitate the adoption and implementation of knowledge management systems, thereby enhancing innovation—particularly when employees are encouraged to participate, learn, and take risks (3).

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