

Influence Of Organization's Knowledge And Communication Skills On Employee's Innovation Behavior: Mediating Role Of Leader Support

Nazmiye Ülkü PEKKAN

Osmaniye Korkut Ata
University
Osmaniye, Turkey

orcid.org/0000-0001-7298-0552
nazmiyeulku.pekkan@gmail.com

Abdullah ÇALIŞKAN

Toros University
Vocational School of Health Sciences
Mersin, Turkey

orcid.org/0000-0001-5746-8550
abdullah.caliskan@toros.edu.tr

Extensive Summary

Introduction

Given today's competitive conditions, organizations must develop a variety of methods and strategies to survive under these challenging conditions and to make a difference by getting out of their competitors (Som, 2008). These changes and developments take place especially in the field of information and communication technology. In the past, there were many systems used only as information technology tools. Over time, this situation has changed.

Today, there are many information and communication technologies that are based on similar sub-structures and that enable transfer among each other. The most striking example of this situation, the internet has emerged as an information technology tool and is now being used as a means of communication tool (Vijayanand ve Ananda, 2003 akt. Börekçi, 2007). This rapid development in information and communication technologies is also reflected in business processes.

Organizations have to develop skills to translate these developments into business processes and to use them effectively. Being able to adapt to the innovations in the field will have positive effects on the performance of the organizations. One of the most important factors for businesses is the adaptation of human resources to innovations and the promotion of their creativity.

In this context; the main problem field of study is to identify the impact of information and communication technologies capabilities of the organizations operating in the electronic communication sector on the innovative behaviors of employees and to determine the mediating role of leader support on this impact.

Method

In this study, employees of organizations operating in electronic communication sector in Ankara were dealt. There are approximately 15.000 people working at this universe.

The aim of this study is to investigate the impact of four sub-dimensions of information and communication technologies capabilities (the information technology education, information technology strategy, communication and current follow-up applications, business intelligence applications) on the innovative behaviors of employees and to determine the mediating role of leader support on this impact. It was tried to determine the relations between the variables with the data gathered from 568 employees by using the questionnaire prepared in this study.

To measure of organizations information and communication technologies capabilities the Information and Communication Technologies Capabilities Scale (TSIS) was used developed by Feeny and Willcocks (1998) and made validity in Turkish by Türen and friends (2013). The scale consist of 23 items and 4 dimensions which are the information technology education (5 items), information technology strategy (6 items), communication and current follow-up applications (6 items), business intelligence applications (6 items).

Leader Support Scale, which was developed by Netemeyer and friends (1997) and made validity in Turkish by Akkoç and friends (2011) was used to measure the perception of employees leader support. The scale consist of 5 items and 1 dimension.

Innovative Behaviors Scale, which was developed by Scott and Bruce (1994) and made validity in Turkish by Çalışkan and friends (2011) was used to measure of employees innovative behaviors. The scale consist of 6 items and 1 dimension.

Analyzes were made on the model generated in the data obtained from the sample. In this context, firstly, confirmatory factor analysis of each variable was performed and then correlations between variables were determined. Hypotheses and mediated effects were tested by hierarchical regression analysis and then, sobel tests were conducted to test mediator effects.

The demographic characteristics of the participants are examined via frequency analysis. The findings suggest that; 57% of 568 participants were male and 69,7% were married. 34.3% of the participants constitute the biggest share with 33-40 age group. 64.7% of the participants are educated at bachelors level.

Conclusion and Discussion

In this study, the effect of four sub-dimensions of information and communication technologies capabilities (the information technology education, information technology strategy, communication and current follow-up applications, business intelligence applications) on the innovative behaviors of employees and to determine the mediating role of leader support on this impact was investigated.

The effects of the information and communication technologies capabilities variable included in this study on the innovative behaviors of employees were tried to be predicted with the help of correlation and regression analysis. As a result of the correlation analysis made to determine the relations between the variables; it has been determined that four dimensions of information and communication technologies

capabilities (the information technology education, information technology strategy, communication and current follow-up applications, business intelligence applications) have positive and significant relationships between innovative behaviors of employees.

When another result of this study is examined, it is determined that leader support is related to innovative behaviors of employees and increased innovative behaviors of employees as a whole significantly and positively.

The ability of information and communication technologies; it is important that employees develop innovative behavior patterns and apply new ideas and suggestions effectively for organizational purposes. Moreover, the ability of information and communication technologies should be seen as an important achievement in getting rid of other organizations under intense competition conditions. In this context, the high ability of an organization to effectively use information and communication technologies it has will increase the innovative behavior of employees in the organization. As a matter of fact, these results confirm these expectations.

It is thought that the ability of information and communication technologies is influential on employees' innovative behavior and that this effect can be influenced by some variables and thus reflected in output variables. From this point of view, the mediating role of leadership support in the impact of information and communication technology capabilities sub-dimensions on employees' innovative behaviors is explored. As a result of this analysis, it has been determined that the support of the four sub-dimensions of information and communication technology capabilities (the information technology education, information technology strategy, communication and current follow-up applications, business intelligence applications) is partially mediated by innovative behavior.

This study is the first study to examine the relationship between information and communication technologies capabilities and innovative behaviors. Therefore, it has an original value in terms of contribution to the scientific accumulation and business life.

In subsequent researches to be conducted in parallel with this study, it may be suggested to researchers that the results of the researches that will be obtained at certain intervals may be more descriptive. In addition, more comprehensive results can be obtained if the research is done with different sampling methods and at different organizational cultures.