



Impact Of Knowledge Management Awareness on Administrative Innovation in The Employees Of Jordanian Telecom Company "Orange"

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ABSTRACT

This study aimed to identify the impact of knowledge management awareness represented in (knowledge management assets, knowledge management benefits, knowledge management processes) on administrative innovation represented in (sensitivity to problems, fluency, flexibility, ability to analyze) in a Jordanian telecom company "J T C" (Orange). In order to achieve the objectives of this study, the researchers developed a questionnaire that was distributed to a simple random sample consisting of (15%) of the total number of employees working in "J T C", Orange. Statistical analysis was conducted on (192) questionnaires, with a rate of (75%) of the total number of questionnaires that were distributed. using appropriate statistical methods. Results: there is an impact of knowledge management on administrative innovation the Jordanian telecom Company (Orange). The study recommended the necessity of continuing to enhance the assets of knowledge management that contribute to the development of knowledge and technology used in the J T C, Orange.

Keywords: knowledge management Awareness, administrative innovation, Jordanian Telecom Company "Orange"

1. Introduction

Recent global advancements in communication and information technology have led to an explosion of knowledge across all fields, particularly impacting organizational operations. Consequently, organizations are adapting their methods and workflows to navigate this evolving local and international business landscape. Recognizing the importance of effectively managing this influx of information, many organizations are establishing specialized knowledge management departments (Al-Tahir, 2012)

Effective knowledge management is integral to all organizational functions, including production, marketing, human resources, and finance. It is also crucial across all management functions, such as planning, organizing, leading, and controlling. Activities within knowledge management include identifying organizational goals and acquiring relevant technologies. This involves searching, discovering, storing, and retrieving knowledge to maximize its utilization and achieve organizational objectives, including administrative creativity. Knowledge management also emphasizes data collection, processing, interpretation, and meaning making to inform organizational actions, particularly in administrative creativity. This is achieved through continuous improvement and development. Knowledge related to administrative creativity has grown rapidly in contemporary organizations due to the rapid evolution driven by the communications revolution, advancements in information technology, and the widespread adoption of the internet. This has diversified and facilitated access to knowledge at the right time and place (Malitan,2022).

Organizations are increasingly acknowledging the significance of knowledge management and its processes as a means to foster administrative creativity. Numerous studies on knowledge management have demonstrated its contribution to administrative creativity. Knowledge enhances an organization's problem sensitivity, flexibility, and analytical capabilities. Many organizations strive to achieve administrative creativity by fostering a supportive work environment and organizational culture that encourages and rewards creativity, leveraging the creative potential of their employees. Understanding the concept, importance, role, benefits, and applications of knowledge management in achieving administrative creativity is crucial (Matar, 2010).

However, this study aims to investigate the impact of employees' perception of knowledge management on administrative creativity within Orange Jordan Telecom Company.

2. Study Problem

Since the turn of the century, organizations have increasingly recognized the importance of knowledge management. This shift is driven by rapid scientific and technological advancements fueled by the communications and information technology revolution, particularly the widespread adoption of the internet. Knowledge management has emerged as a critical modern strategy, significantly impacting an organization's ability to foster creativity, outpace competitors, and achieve excellence. This is achieved through the efficient utilization of organizational resources, particularly intellectual, human, and social capital. Numerous studies highlight the growing trend of contemporary organizations prioritizing knowledge management. These organizations are establishing specialized departments dedicated to maximizing knowledge utilization, fostering administrative creativity, and gaining a competitive edge. In this "knowledge era," knowledge fuels the development of administrative practices, enhances administrative creativity, and enables efficient task completion.

Studies across various economic sectors, including those by Jasser (2022) and Abdul Rahman (2022), indicate a positive correlation between the understanding of knowledge management concepts, objectives, and processes and the improvement of administrative functions. Furthermore, research by Al-Dairawi (2021) and Al-Shamali (2020) reveals a strong influence of knowledge management implementation on administrative creativity across diverse economic sectors. Orange Jordanian Telecom Company, a leading player in the telecommunications industry, heavily relies on knowledge management applications in its operations. This context raises a crucial research question: What is the impact of knowledge management perception on administrative innovation among Orange Jordanian Telecom Company

3. Literature Review

3.1 Knowledge Management

Knowledge management is defined as "the set of processes aimed at gathering and disseminating knowledge, both individually and collectively, to enhance work performance. It involves utilizing, sharing, and transferring knowledge to employees who need it to improve their competence and skills (Hijazi, 2015)

3.2 Knowledge Management Perception

Knowledge management perception is defined as "the employees' ability to understand, recognize the importance of, and identify the role, resources, processes, and benefits of knowledge management. It also encompasses their ability to leverage and utilize this knowledge for development, improvement, skill enhancement, and achieving excellence." Organizations are increasingly prioritizing knowledge management perception due to its significant impact on enhancing competitive advantage, improving organizational and individual performance, and increasing operational efficiency and effectiveness in achieving strategic goals. Knowledge management perception also aids in informed decision-making by organizational leaders. Furthermore, fostering knowledge management perception among employees enhances their cognitive abilities and equips them with relevant expertise, leading to a more intelligent workforce capable of making swift and sound decisions. Regardless of their specific goals, organizations can leverage knowledge management perception to achieve growth, foster creativity and innovation, and adopt best practices (Hijazi, 2015)

In today's hyper-competitive market, organizations are placing greater emphasis on strengthening employees' knowledge management perception. Building an agile and intelligent organization is crucial for staying ahead. This requires the ability to identify challenges early on and respond swiftly to new information and innovations. Smith and McKeen highlight several key requirements for effective knowledge management perception: Integration and acquisition include encouraging employees to acquire knowledge and share experiences. Knowledge capture from retirees includes capture tacit knowledge from experienced employees before retirement. Knowledge management training includes training employees on utilizing knowledge management systems and practices to enhance their knowledge perception. Workforce mobility encompasses leverage workforce mobility as a driving force for proactively developing knowledge management strategies. Easy information access provides employees seeking information with easy access to relevant resources and connects them with knowledgeable individuals. Information dissemination includes disseminating information and elevating the expertise of individuals and teams to improve overall efficiency. Training and learning programs include the Implement of robust training and learning programs within the organization and leverage collective expertise. Knowledge transfer to new employees includes the ensure of effective knowledge transfer to new employees to maintain high performance levels and successful operations (Laallam,2021).

3.3 Dimensions of Knowledge Management

3.3.1 Knowledge Management Assets

Knowledge management assets are defined as "all tangible and intangible resources that contribute to knowledge management processes." Tangible assets include physical resources such as equipment, machinery, technology, and infrastructure. Intangible assets encompass administrative, professional, and operational expertise, as well as intellectual property rights and trademarks (Laallam, 2021).

3.3.2 Benefits of Knowledge Management

The benefits of knowledge management are defined as "all the advantages, gains, and positive outcomes that can be achieved through the establishment, storage, sharing, and application of knowledge management within an organization." These benefits can enhance an organization's competitive advantage, market share, efficiency, effectiveness, production, productivity, decision-making processes, and problem-solving capabilities (Smith and McKeen, 2023).

3.3.3 Knowledge Management Processes

Knowledge management processes are defined as "an interconnected set of operations that enable an organization to acquire, store, share, and apply knowledge across various organizational activities." These processes are particularly relevant to decision-making, problem-solving, innovation, development, and continuous improvement of product quality and production processes (Hijazi, 2015)

3.4 Concept of Administrative Innovation

Administrative innovation is defined as the process of generating innovative ideas and developing novel solutions to administrative challenges. It encompasses the continuous improvement of products and production processes (العنتبي, 2020), as well as the ability to enhance work systems. Administrative innovation is characterized by expertise, originality, value, and social benefit. (Al Otaibi, 2020; Davenport, 2020). Furthermore, there are four dimensions of administrative creativity. The first dimension is problem sensitivity which is defined as a structured thinking process that relies on creative and innovative thinking skills to identify potential organizational problems. It involves a systematic and logical approach to developing solutions for these problems (Al-Salmi, 2022). The second dimension is fluency, which refers to the ability to generate a large number of ideas spontaneously and automatically within a specific timeframe on a given topic. It involves the selective retrieval of previously learned information and experiences to produce creative ideas (Al-Dahisat, 2012). The third dimension is flexibility, which refers to the ability to produce a diverse range of ideas and shift between different thinking modes. It encompasses the capacity to adapt one's mental state to changing situations and utilize skills and abilities effectively in creative endeavors. The last dimension is analytical ability, which is defined as the set of skills possessed by an organization that enables it to analyze problems, identify their root causes, and understand the factors contributing to their severity. It also includes the ability to propose appropriate solutions to these problems (Al-Salman, 2020)

3.5 Important of administrative Innovation

Administrative creativity is crucial for enhancing organizational performance. Work environment, values, relationships, and social interactions among employees play a vital role in fostering administrative creativity. Creative thinking is a skill that can be learned and developed through support, encouragement, and appropriate rewards. However, it can become stagnant if not utilized. Self-assessment by employees can indirectly improve creative ideas within an organization by boosting their intrinsic motivation (Anderson et al, 2014).

Administrative creativity has become an essential approach to addressing various organizational challenges. Organizations rely on it for continuous improvement, development, and future success. The future of organizations depends not only on having employees but on having a creative workforce across all areas. Creative employees are a human capital asset that surpasses financial wealth, technology, and equipment. Without them, material resources hold little value. Investing in intellectual and knowledge capital is crucial. Furthermore, administrative creativity is a comprehensive and integrated process involving all members of an organization at all levels. Management and employees are critical elements in achieving the creative process. (Al-Azzawi , Naseer, 2012).

3.5 Orange Company

Jordan Telecom Company (known commercially as Orange Jordan) is a subsidiary of Orange S.A., a multinational telecommunications corporation operating in 26 countries across Europe, the Middle East, and Africa. Established in 1996 and headquartered in Amman, Orange Jordan is a publicly traded company listed on the Amman Stock Exchange since October 2003. The company specializes in integrated telecommunications services with a focus on mobile and internet services. As of [insert year, if available]. Originally a state-owned enterprise, Orange Jordan underwent privatization in 2000. Following privatization, the Jordanian government retained a 60% ownership stake, while the remaining 40% was acquired by JITCO.

4. Research Methodology

4.1 Study population and Sample

The study population comprised all 1,705 employees of Orange Jordan, working across various branches and managerial levels, as per the Amman Stock Exchange (www.ase.com.jo) data for 2022. A simple random sample of 15% was selected, resulting in a sample size of 256 participants, determined using the Morgan-Krejcie table for appropriate sample size calculation. Out of 256 questionnaires distributed, 198 were retrieved. After excluding incomplete responses, 192 questionnaires were deemed valid for statistical analysis, representing a 75% response rate. This response rate aligns with acceptable standards for scientific research.

5. Data Analysis and Results

5.1 Descriptive Analysis

The descriptive analysis of the study sample's responses to the questionnaire items related to the first dimension of the independent variable, (Knowledge Management Assets), revealed a high overall mean score of 3.97. The responses to individual items within this dimension ranged from 3.87 to 4.21. This suggests a convergence in the viewpoints of the study sample regarding the importance of knowledge management assets. The researcher interprets this finding as an indication of Orange Jordan's strong emphasis on developing assets that contribute to knowledge and technological advancement. This includes providing the necessary resources and infrastructure to effectively leverage the company's existing knowledge base.

The descriptive analysis of responses regarding the second dimension, (Knowledge Management Benefits), revealed a high overall mean score of 3.88. This indicates a positive perception of the benefits of knowledge management among the study participants. The individual item scores ranged from 3.56 to 4.09, suggesting a consensus among respondents regarding these benefits. The researcher interprets this finding as evidence of Orange Jordan's recognition of the value and advantages associated with knowledge management. This includes acknowledging its role in fostering innovation within the company and its contribution to enhancing both organizational and individual employee productivity.

The descriptive analysis of the study sample's responses to the questionnaire items related to the third dimension, (Knowledge Management Processes), showed a high overall mean score of 3.81. This suggests a positive perception of the knowledge management processes within Orange Jordan among the participants. The responses to individual items within this dimension ranged from 3.49 to 3.99, indicating a relatively consistent understanding and experience of these processes across the respondents.

The researcher interprets this finding as evidence of Orange Jordan's commitment to fostering a knowledge-sharing culture. This includes promoting the acquisition of new knowledge and encouraging its practical application in daily work routines.

The descriptive analysis of the study sample's responses to the questionnaire items related to the first dimension of the dependent variable, (Problem Sensitivity), revealed a high overall mean score of 3.86. This suggests that, overall, employees of Orange Jordan perceive themselves as highly sensitive to problems. The responses to individual items within this dimension ranged from 3.55 to 4.11, indicating a general consensus among respondents regarding their problem sensitivity. The researcher interprets this finding as evidence of Orange Jordan's emphasis on proactive problem management. This includes fostering a work environment where employees are encouraged to anticipate potential issues and take appropriate action.

The descriptive analysis of the study sample's responses to the questionnaire items related to the second dimension of the dependent variable, (Fluency), revealed a high overall mean score of 3.97. This indicates that, overall, employees of Orange Jordan perceive themselves as highly fluent in generating ideas and solutions. The responses to individual items within this dimension ranged from 3.58 to 4.06, suggesting a consensus among respondents regarding their fluency. The researcher interprets this finding as evidence of Orange Jordan's efforts to cultivate a work environment where employees feel empowered and encouraged to contribute creative ideas and solutions to address daily work challenges.

The descriptive analysis of the study sample's responses to the questionnaire items related to the third dimension of the dependent variable (Flexibility), revealed a high overall mean score of 3.80. This suggests that, overall, employees of Orange Jordan perceive themselves as highly flexible and adaptable. The responses to individual items within this dimension ranged from 3.43 to 4.14, indicating a general consensus among respondents regarding their flexibility. The researcher interprets this finding as evidence of Orange Jordan's commitment to staying current with advancements and diversifying its services to meet the evolving needs of its customers. This flexibility also allows them to navigate and adapt to environmental changes effectively.

The descriptive analysis of the study sample's responses to the questionnaire items related to the fourth dimension of the dependent variable, (Analytical Ability), revealed a high overall mean score of 3.79. This indicates that, overall, employees of Orange Jordan perceive themselves as possessing strong analytical skills. The responses to individual items within this dimension ranged from 3.50 to 3.95.

5.2 Hypothesis Testing

Main Hypothesis: There is no statistically significant effect at a significance level of $\alpha \geq 0.05$ of perceived knowledge management, in terms of its combined dimensions (knowledge management assets, knowledge management benefits, and knowledge management processes), on administrative creativity, in terms of its

combined dimensions (problem sensitivity, fluency, flexibility, and analytical ability), within Orange Jordan. This hypothesis was tested using simple regression analysis, as it aimed to examine the effect of the combined dimensions of perceived knowledge management on the combined dimensions of administrative creativity. The results are presented in the table below.

Table1: Main Hypothesis Testing

IV	T (Sig)	T	F (Sig)	F	R ²	R	DV
KM Awareness	0.000	12.54	0.000	81.63	0.269	0.519	Administrative Creativity

Referring to the results presented in Table 6.1, which aimed to examine the impact of perceived knowledge management (in terms of its combined dimensions) on administrative creativity (in terms of its combined dimensions), the analysis revealed a strong positive relationship between the independent and dependent variables. The Pearson correlation coefficient (R) was found to be 0.519, indicating a substantial positive correlation. The coefficient of determination (R²) was 0.269, suggesting that 26.9% of the variance in administrative creativity can be explained by the variance in perceived knowledge management. Furthermore, the calculated F-statistic was 81.63, exceeding the critical value of 3.0. The p-value associated with the F-test was less than 0.001 (reported as 0.000), which is smaller than the chosen significance level of 0.05. This result leads to the rejection of the null hypothesis and supports the acceptance of the alternative hypothesis. Similarly, the calculated t-value of 12.54 surpassed the critical value of 1.96, with a p-value less than 0.001 (reported as 0.000), again falling below the significance level of 0.05. This finding further reinforces the rejection of the null hypothesis and provides additional support for the alternative hypothesis. Therefore, the study concludes that there is a statistically significant impact of perceived knowledge management, encompassing its dimensions of knowledge assets, knowledge benefits, and knowledge processes, on administrative creativity, which includes problem sensitivity, fluency, flexibility, and analytical ability, within Orange Jordan.

Sub-Hypothesis 1: There is no statistically significant effect at a significance level of $\alpha \geq 0.05$ of perceived knowledge management, in terms of its combined dimensions (knowledge management assets, knowledge management benefits, and knowledge management processes), on problem sensitivity within Orange Jordan. This hypothesis suggests that the combined aspects of perceived knowledge management (assets, benefits, and processes) do not have a significant influence on the level of problem sensitivity within the company. To test this, you'll likely use a statistical test like regression analysis, comparing the p-value to your significance level (0.05).

Table 2: First Sub-Hypothesis Testing

IV	T (Sig)	T	F (Sig)	F	R ²	R	DV
KM Assets	0.000	12.47	0.000	112.61	0.299	0.547	Problem Sensitivity
KM Benefits	0.000	11.49					
KM Processes	0.000	10.58					

Referring to the results presented in Table 2, which pertain to the analysis of the first sub-hypothesis and its related sub-dimensions, the study investigated the impact of perceived knowledge management, across its dimensions (knowledge assets, knowledge benefits, and knowledge processes), on problem sensitivity within Orange Jordan. The analysis revealed a strong positive relationship between the independent and dependent variables, as indicated by a Pearson correlation coefficient (R) of 0.547. The coefficient of determination (R²) was 0.299, suggesting that 29.9% of the variance in problem sensitivity can be attributed to the variance in perceived knowledge management. Furthermore, the calculated F-statistic (F = 112.61, $p < 0.001$) exceeded the critical value (3.0), leading to the rejection of the null hypothesis in favor of the alternative hypothesis. This finding indicates a statistically significant impact of perceived knowledge management, encompassing its dimensions, on problem sensitivity. Examining the sub-dimensions of perceived knowledge management, the results consistently demonstrated statistically significant effects. Specifically, knowledge assets (T = 12.47, $p < 0.001$), knowledge benefits (T = 11.49, $p < 0.001$), and knowledge processes (T = 10.58, $p < 0.001$) all exhibited a significant positive influence on problem sensitivity, as evidenced by the calculated t-values exceeding the critical value (1.96) and p-values below the significance level of 0.05.

Sub-Hypothesis 2: There is no statistically significant effect at a significance level of $\alpha \geq 0.05$ of perceived knowledge management, in terms of its combined dimensions (knowledge management assets, knowledge management benefits, and knowledge management processes), on fluency within Orange Jordan. This hypothesis proposes that the combined aspects of perceived knowledge management (assets, benefits, and processes) do not have a significant influence on the level of fluency within the company. Similar to the previous hypothesis, you will likely employ a statistical test like regression analysis to test this, comparing the resulting p-value to your significance level of 0.05.

Table 3: Second Sub-Hypothesis Testing

IV	T (Sig)	T	F (Sig)	F	R ²	R	DV
KM Assets	0.000	11.62	0.000	102.35	0.323	0.569	Fluency
KM Benefits	0.000	12.95					
KM Processes	0.000	8.96					

Referring to the results presented in Table 3, concerning the second sub-hypothesis and its sub-dimensions, the study examined the impact of perceived knowledge management, across its dimensions (knowledge assets, knowledge benefits, and knowledge processes), on fluency within Orange Jordan. The analysis revealed a strong positive relationship between the independent and dependent variables, as indicated by a Pearson correlation coefficient (R) of 0.569. The coefficient of determination (R²) was 0.323, suggesting that 32.3% of the variance in fluency can be attributed to the variance in perceived knowledge management. Furthermore, the calculated F-statistic (F = 102.35, $p < 0.001$) exceeded the critical value (3.0), leading to the rejection of the null hypothesis and supporting the alternative hypothesis. This finding indicates a statistically significant impact of perceived knowledge management, encompassing its dimensions, on fluency. Examining the sub-dimensions of perceived knowledge management, as detailed in Table 4-12, the results consistently demonstrated statistically significant effects. Specifically, knowledge assets (T = 11.26, $p < 0.001$), knowledge benefits (T = 12.95, $p < 0.001$), and knowledge processes (T = 8.96, $p < 0.001$) all exhibited a significant positive influence on fluency. These findings are supported by the calculated t-values exceeding the critical value (1.96) and p-values falling below the significance level of 0.05.

Sub-Hypothesis 3: There is no statistically significant effect at a significance level of $\alpha \geq 0.05$ of perceived knowledge management, in terms of its combined dimensions (knowledge management assets, knowledge management benefits, and knowledge management processes), on flexibility within Orange Jordan. This hypothesis suggests that the combined influence of perceived knowledge management (considering its assets, benefits, and processes) does not have a significant impact on the level of flexibility within Orange Jordan. You would likely test this hypothesis using a statistical method like regression analysis, comparing the p-value from your test to the established significance level of 0.05.

Table 4: Third Sub-Hypothesis Testing

IV	T (Sig)	T	F (Sig)	F	R ²	R	DV
KM Assets	0.000	9.87	0.000	95.65	0.248	0.498	Flexibility
KM Benefits	0.000	8.67					
KM Processes	0.000	7.86					

Referring to the results presented in Table 4.6, concerning the second sub-hypothesis and its sub-dimensions, the study examined the impact of perceived knowledge management, across its dimensions (knowledge assets, knowledge benefits, and knowledge processes), on flexibility within Orange Jordan. The analysis revealed a strong positive relationship between the independent and dependent variables, as indicated by a Pearson correlation coefficient (R) of 0.498. The coefficient of determination (R²) was 0.248, suggesting that 24.8% of the variance in flexibility can be attributed to the variance in perceived knowledge management. Furthermore, the calculated F-statistic (F = 95.65, $p < 0.001$) exceeded the critical value (3.0), leading to the rejection of the null hypothesis and supporting the alternative hypothesis. This finding indicates a statistically significant impact of perceived knowledge management, encompassing its dimensions, on flexibility. Examining the sub-dimensions of perceived knowledge management, as detailed in Table 4-13, the results consistently demonstrated statistically significant effects. Specifically, knowledge assets (T = 9.87, $p < 0.001$), knowledge benefits (T = 8.67, $p < 0.001$), and knowledge processes (T = 7.86, $p < 0.001$) all exhibited a significant positive influence on flexibility. These findings are supported by the calculated t-values exceeding the critical value (1.96) and p-values falling below the significance level of 0.05.

Sub-Hypothesis 4: There is no statistically significant effect at a significance level of $\alpha \geq 0.05$ of perceived knowledge management, in terms of its combined dimensions (knowledge management assets, knowledge management benefits, and knowledge management processes), on analytical ability within Orange Jordan. This hypothesis proposes that the combined effect of perceived knowledge management, considering its assets, benefits, and processes, does not significantly influence the level of analytical ability within Orange Jordan. Similar to the previous hypotheses, you will likely use a statistical test like regression analysis to examine this relationship, comparing the resulting p-value to your significance level of 0.05.

Table 5: Fourth Sub-Hypothesis Testing

IV	T (Sig)	T	F (Sig)	F	R ²	R	DV
KM Assets	0.000	10.26	0.000	94.35	0.231	0.481	Analytical Ability
KM Benefits	0.000	12.59					
KM Processes	0.000	13.56					

Referring to the results presented in Table 5, concerning the second sub-hypothesis and its sub-dimensions, the study examined the impact of perceived knowledge management, across its dimensions (knowledge assets,

knowledge benefits, and knowledge processes), on analytical ability within Orange Jordan. The analysis revealed a strong positive relationship between the independent and dependent variables, as indicated by a Pearson correlation coefficient (R) of 0.481. The coefficient of determination (R^2) was 0.231, suggesting that 23.1% of the variance in analytical ability can be attributed to the variance in perceived knowledge management. Furthermore, the calculated F-statistic ($F = 94.35$, $p < 0.001$) exceeded the critical value (3.0), leading to the rejection of the null hypothesis and supporting the alternative hypothesis. This finding indicates a statistically significant impact of perceived knowledge management, encompassing its dimensions, on analytical ability. Examining the sub-dimensions of perceived knowledge management, the results consistently demonstrated statistically significant effects. Specifically, knowledge assets ($T = 10.26$, $p < 0.001$) exhibited a significant positive influence on analytical ability. Knowledge benefits ($T = 12.95$, $p < 0.001$) also showed a significant positive influence on analytical ability. Knowledge processes ($T = 13.56$, $p < 0.001$) had a significant positive influence on analytical ability. These findings are supported by the calculated t-values exceeding the critical value (1.96) and p-values falling below the significance level of 0.05.

6. Discussion

The analysis of the main hypothesis yielded compelling results, indicating a statistically significant impact of knowledge management on administrative creativity within Orange Jordan. Specifically, the study found that a stronger perception of KM, encompassing its assets, benefits, and processes, was associated with higher levels of administrative creativity across all its dimensions: problem sensitivity, fluency, flexibility, and analytical ability. This relationship was further evidenced by a strong positive correlation ($R = 0.519$) between KM perception and administrative creativity, suggesting a direct and substantial link. The statistical analysis solidified these findings through the high F-value, where the calculated F-value (81.63) significantly exceeded the critical value, indicating a strong relationship between the variables. Moreover, the P-value (0.000) fell well below the accepted significance level of 0.05, reinforcing the statistical significance of the results. These findings led to the rejection of the null hypothesis (no impact) and the acceptance of the alternative hypothesis, confirming the significant and positive impact of KM perception on administrative creativity within Orange Jordan. This conclusion aligns with numerous previous studies, including Militan, which have consistently demonstrated the crucial role of KM in fostering and enhancing creativity within organizational settings.

Analysis of the first sub-hypothesis revealed a statistically significant positive relationship between the perception of knowledge management and problem sensitivity within Orange Jordan. A strong correlation ($R = 0.547$) was observed between these variables. The calculated F-value (112.61) significantly exceeded the critical value (3.0), and the P-value (0.000) was well below the significance level (0.05). These results led to the rejection of the null hypothesis and supported the alternative hypothesis, confirming that a stronger perception of KM, encompassing its assets, benefits, and processes, is significantly associated with heightened problem sensitivity among employees. This finding is consistent with previous research on the topic, including a study by Jasser.

Analysis of the second sub-hypothesis indicated a statistically significant positive relationship between the perception of knowledge management and fluency within Orange Jordan. A strong correlation ($R = 0.569$) was observed, demonstrating a direct link between a stronger perception of KM, encompassing its assets, benefits, and processes, and enhanced fluency among employees. The calculated F-value (102.35) significantly surpassed the critical value (3.0), while the P-value (0.000) fell well below the significance level (0.05). These results led to the rejection of the null hypothesis and supported the alternative hypothesis, confirming the significant positive impact of KM perception on fluency. This finding aligns with existing research, including a 2022 study by Baek, further strengthening the evidence for this relationship.

Further analysis (7.2.4) examined the impact of individual sub-dimensions of knowledge management perception. The results indicated a statistically significant positive relationship between the perception of knowledge management and flexibility within Orange Jordan. A strong correlation ($R = 0.498$) was observed, suggesting that a stronger perception of KM, encompassing its assets, benefits, and processes, is associated with enhanced flexibility among employees. The calculated F-value (95.65) significantly exceeded the critical value (3.0), and the P-value (0.000) was well below the significance level (0.05). These findings led to the rejection of the null hypothesis and supported the alternative hypothesis, confirming the significant positive impact of KM perception on flexibility. This result aligns with previous research, including a 2020 study by Al-Amer, which further substantiates the link between KM perception and enhanced flexibility in organizational settings.

Continuing the examination of sub-dimensions, analysis of sub-hypothesis 7.2.5 revealed a statistically significant positive relationship between the perception of knowledge management and analytical ability within Orange Jordan. A strong correlation ($R = 0.481$) was observed, indicating that a stronger perception of KM, encompassing its assets, benefits, and processes, is associated with enhanced analytical ability among employees. The calculated F-value (94.35) significantly exceeded the critical value (3.0), and the P-value (0.000) was well below the significance level (0.05). These findings led to the rejection of the null hypothesis and supported the alternative hypothesis, confirming the significant positive impact of KM perception on analytical ability. This result is consistent with previous research, including a 2014 study by Wibowo, which further supports the link between KM perception and improved analytical skills in organizational contexts.

7. Research conclusion and Implications

This study aimed to discover the impact of knowledge management awareness represented in (knowledge management assets, knowledge management benefits, knowledge management processes) on administrative innovation represented in (sensitivity to problems, fluency, flexibility, ability to analyze) in a Jordanian telecom company (Orange). The study reach that : there is a statistically significant impact of knowledge management on administrative innovation the Jordan Telecom Company (Orange), And there is a strong relationship between know management awareness and administrative innovation ,Also the trends of study sample toward knowledge management awareness and administrative innovation was high, The study recommended: the necessity of continuing to enhance the assets of knowledge management that contribute to the development of knowledge and technology used in the Jordanian Telecom Company, Orange

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