

Orientation of Knowledge Management strategies and their impact on Organizational Performance: Case of Micro Finance Institutions

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It is common to refer to the SMEs as vital seeds for the breaking of the economic cycle of a country due to the ability of the business entities to create employment. Still, there have been reported failures; this is even when there has been a previous investment of large amounts of resources in the sector over the last decade. In executing this endeavor, this paper seeks to examine the effects of KMS on the performance of SME financial institutions utilizing Resource Based View (RBV) theory of the enterprise, Organization Learning (OL), and Knowledge Based View (KBV) theories. According to the research carried out, it was realized that SMEs have managed to improve knowledge management through improvement in capacity development, availability of mentorship programs, enhanced application of modern technology, and consultations. Based on the study, it is suggested that SMEs should provide coverage to the training and enhance their training capacity using micro-finance services from Micro Finance Institutions and the other participants in the financial sector. The findings of this thesis can help SME owners in making appropriate business decisions, provided with the knowledge in this thesis, and would be useful to academicians, researchers, and readers willing to acquire knowledge.

1. Introduction

The implementation of knowledge management is vital in microfinance institutions (Tan, 2011). Therefore, through the application of knowledge management, the aforesaid institutions can enhance its performance to higher levels (Matzkin, 2008). Various scholars have noted that microfinance institutions are important in the delivery of financial services to the poor and the underprivileged including those who live in the extended families hence addressing poverty and economic development (Enyia & Endeley, 2018). Essentially, the managed knowledge helps microfinance institutions to increase the insights into their clients' needs, increase operational effectiveness, and design new financial services (Khanal & Mathur, 2020). In addition, knowledge management in microfinance institutions helps to enhance the dissemination and application of the knowledge and experience of serving best practices, lessons learnt and putting into practice expertise staff members (Ariza et al., 2023). This eventually results in enhanced decision making, increased performance and hence enhanced achievement of the goals of the institution and its clientele (Razzaq et al., 2018). Consequently, the influence of knowledge management on the performance of microfinance institutions can be summarized in the following ways. Due to it, the financial performance of the institutions is enhanced since they are placed into a position to efficiently identify opportunities for growth and innovation. Furthermore, knowledge management assists in the management of risk since the workers can easily be provided with adequate information and skills to deal with numerous problems that could scale a company (Khanal & Mathur, 2020). In conclusion, a knowledge management system raises customer satisfaction within microfinance institutions, helps with the outreach of the clients' needs, and positively affects the social objectives of MFI.

Further, the improved knowledge management facilitates the support of a learning culture within the institution (Khanal & Paudyal, 2018), which is the enhance of knowledge acquisition by the employees and dissemination (Oztekin et al., 2015). This learning culture makes personal and professional growth of the employees, increases the level of their motivation and non-turnover, and consequently impacts the sustainable development of MFI (Byukusenge & Munene, 2017). Therefore, the direction of knowledge management within microfinance institutions has a notable influence on the organization's performance. In this context, the objectives of the study are to explore the relationship between entrepreneurial orientation, entrepreneurial innovation, and knowledge management, within the small and medium enterprise sector. This research demonstrates the overall significance of KMS to enhance the microfinance institutions' efficiency in poverty eradication and economic growth. Consequently, this paper has the objective of offering a detailed discussion on the state of orientation of knowledge management in microfinance institutions and its effects on performance. The research conducted contributes important findings to available literature to the ways and approaches that MSF applies in managing knowledge. In the following section, the conceptual framework of this study aims to shed light on the relationship between knowledge management and organizational performance, which will be beneficial to policymakers, practitioners, as well as researchers in the microfinance sector. The outcomes of

this study contributed to helping the microfinance institutions specifically in Pakistan and internationally to be conscious of knowledge management and its effects on the overall performance of the microfinance institutions. In addition, the paper will come up with recommendations to MI to assist in enhancing the KM practices such as; knowledge culture, IT and staff engagement.

2. Literature Review

2.1 Understanding the Orientation of Knowledge Management in Micro Finance Institutions

In thus clarifying how knowledge management is oriented in microfinance institutions, it might be inevitable to first give a meaning to the term knowledge management. Knowledge management is the collection of practices used to acquire, develop, organize, share, and apply knowledge in a company for the realization of objectives and goals (Malkawi & Rumman, 2016). On the part of micro finance institutions the orientation regarding knowledge management is on the utilisation of knowledge and expertise to fuel creativity in product delivery system and on the organisational performance (Supyuenyong & Swierczek, 2011). Benefits of the knowledge management in micro finance institutions include the following; An enhancement in the quality of decision making in micro finance institutions, increased efficiency and efficacy of the activities of micro finance institutions, better management of the operational risks in micro finance institutions, and higher customer satisfaction. In turn, knowledge management in microfinance institutions can brings creation of new products and services, target and segmenting the clients properly, understanding their needs and wants correctly, being ready for changes in market and emocalyptic requirements (Nsubuga-Mugoa, 2019). Thus, the orientation of knowledge management in microfinance institutions is basically aimed at turning knowledge into factors that will enhance new creations to the overall system performance (Ajibade, 2016).

All in all, the orientation of the knowledge management KM in microfinance institutional context is directed towards creating and enhancing assets to gain competitive advantages to advance innovation, efficiency in service delivery, and increment in organizational performance.

2.2 The Impact of Knowledge Management on Organizational Performance

It has been established that knowledge management has a positive effect with organizational performance for microfinance institutions (Khanal & Paudyal, 2018). This study has established that the practices that are widely used in knowledge management serve to enhance several aspects of organizational performance. Some of them are financial measures such as profitability (Khanal & Paudyal, 2018), productivity (Inkinen, 2016), customer satisfaction (Kiessling et al., 2009), and LAST framework has also identified innovation capacity (Ajibade, 2016). The study of Khanal & Paudyal (2018) revealed that proper knowledge management in microfinance institutions increases the firms' financial performance in terms of better risk management practices, cost efficiencies, and exploration of untapped markets. Moreover, knowledge management contributes to raising operational effectiveness through optimizing work procedures, optimizing communication and cooperation between employees, as well as promoting

knowledge exchange, and apprenticeship (Al-Dmour et al., 2020). In addition, KMS is particularly useful in increasing the customer satisfaction in microfinance organizations since knowledge can be used to provide custom services, expect less response time, and get aware of customers' requirements and preferences. Effective knowledge management also affects innovation capability positively because it assists the microfinance institutions in designing new products and services and finding new market trends and opportunities and adapting to the ever-changing market and rules and regulations (Ariza et al., 2023).

2.3 Assessing Organizational Performance in Micro Finance

In the process of evaluating the organizational performance of microfinance in situations, the following indicators can be applied. Such may comprise financial yardsticks like the return on assets, return on equity, and the profit margin that has been set (Barpanda, 2021). They may also contain operational variables such as loan portfolio health, loan portfolio income, and operations efficiency co-efficient (Nkundabanyanga et al., 2017). Other customer oriented performance measures that could be applied in microfinance institutions include; Client turnover ratio, customer satisfaction indices, and client contact. Besides these indicators, some innovation indicators – Including the number of new products or services introduced (Rahman et al., 2015), research and development investment (Roy & Goswami, 2013), and the extent of external partner and stakeholder integration can be used to measure the Microfinance institutions' Innovation capacity (Waweru & Spraakman, 2012). Thus, it is relevant also to discuss the effect of knowledge management on these performance measures. The following are the potential aspects in the context of microfinance institutions for which the knowledge management might lead to considerable effects: Through efficient knowledge management, there is enhanced operational productivity of the microfinance institutions hence, realizing reduced costs (Oztekin et al., 2015; Nkundabanyanga et al., 2017). The following are some of the ways through which organizations can attain knowledge to help them refine their risk management: Organizations can also improve on the risk management by using the knowledge available to see the risks and probably avoid the negative impacts (Granados et al., 2017).

To the same effect, knowledge management can also foster improved customer relationship management in micro finance institutions. Hence, when micro-finance institutions integrate information regarding the clients' preferences, patterns of usage and requirements the firms can offer relevant products to customers (Okour et al., 2018). Thereby, the orientation of knowledge management in microfinance institutions has a great significance in enhancing organizational performance as postulated by Siti-Nabiha et al., (2018). The paper further aims at establishing how knowledge management orientation in microfinance institutions helps in increasing the organizational performance. The following is a proposition about the significance of knowledge management to the development of microfinance institutions: This proposition posits that MFI's that place a importance on KM are likely to experience positive changes in their organizational performance. It may involve enhancements in the financial performance providing better returns on assets and measures of profitability, operational parameters including loan portfolio standards

and the operational efficiency ratio and finally the measures depicting the customer perspective comprising of client retention ratio and customer satisfaction. Therefore, it is established that the orientation of knowledge management for microfinance institutions has a positive relationship with the organizational performance. For instance, microfinance institutions that have good knowledge management orientation are likely to enjoy enhanced future efficiency of its financial ratios including the rate of return on assets together with profitability besides being in a position to record enhanced efficiency in the quality of loans and efficiency ratio. Besides, such institutions also have better chances to record higher customer related factors which include client retention and satisfaction.

2.4 Impact of Knowledge Management on Organizational Success

A literature review shows that knowledge management is effective for organizational success (Khanal & Mathur, 2020). It positively impacts the performance of the organization by strengthening the firm's capacity in the areas of innovation, decision-making and management of change within the operating environment (Yonita et al., 2020). Through proactive identification, capture, storage, and distribution of the required information base, knowledge management guarantees that employees acquire required content, or requisite expertise for optimum performance and defending decisions within the organization (Andreeva & Kianto, 2012). Besides, knowledge management encourages the sharing of knowledge between employees (Iqbal et al., 2019) and inclusiveness of continuous learning (Ariza et al., 2023). In this respect, improved knowledge sharing and collaboration can result in the refinement of problems, creation of new ideas as well as improved organizational processes (Ariza et al., 2023). Microfinance institutions where knowledge management is emphasized are likely to have positive results like the enhancement of financial performance, operational effectiveness and consumers' satisfaction (Khanal & Paudyal, 2018).

Moreover, it becomes possible for organizations through knowledge management fully to utilize the knowledge and other resource internally and externally in order to enhance competitiveness and to exploit opportunities in the market place (Alolayyan et al., 2020). In this respect, knowledge management has a critical impact on the success of an organization through creating new ideas, increasing the quality of decision making, increasing the opportunities of collaboration within the organization, and also increasing the competitive advantage of the organization. In conclusion, it can be ascertained that the orientation of knowledge management in microfinance institutions affects the organizational performance. According to Khanal and Paudyal (2018), microfinance institutions that are efficient in knowledge management are bound to realize organizational performance benefits including better financial ratios, operational controls, and customers' satisfaction.

2.5 Analyzing the Relationship between Knowledge Management and Performance

There has been a significant interest on the factor of knowledge management as it relates with the organizational performance. However, the evidence in the literature, has presented

inconclusive results concerning the potential positive relationship between the two, calling for more studies to establish the existence of this relationship. Also, there are suggestions of the moderating role of factors like competition and access to finances which may clarify the relationship between knowledge management, market orientation and performance in firms. Finally, it can be noted that the link between the process of knowledge management and organizational performance is very intricate.

3.6 Current Knowledge Management Strategies and their impact on SMEs performance

In the subsequent sections of this paper, the researcher examines the particular KMS practices used in these organizations, and the impact of these on performance. Researcher also describes the issues related to knowledge management in the framework of microfinance institution. As it is with the present practice of knowledge management, the implementation entails the adoption of the following approaches: sharing of best practice/lessons learnt, training and capacity-building programs for the personnel, as well as the creation of communities of practice. The best practices sharing forums, lessons learned systems, and information sharing portals that are available for the staff members. Experience shows that microfinance institutions that are good at knowledge management are more likely to forge solutions to serve new customers' needs. This ultimately results into enhancement in the quality of products and services delivered to the clients, satisfaction of clients, and a corresponding enhancement in financial returns. Creation of the cultures of practice that allow the staff members to consult, exchanges the information, and find out the ways to address the shared issues.

Moreover, knowledge management enables Microfinance institutions to improve efficiency of processes by understanding how the activities within the institution are being carried out on a daily basis. That, in turn, enables them to deliver their services to the intended clientele in an efficient manner. The institutions of micro finance are using the above-mentioned knowledge management strategies for improving the organizational performance. Evidently, knowledge management results in the provision of correct and timely decision support to micro finance institutions through proper management and sharing. This consolidates the quality of the decisions arrived at and also minimize of the cases of decisions that are very expensive to correct are made. Therefore, through managing knowledge, the microfinance will be in a position to notice any trend, market opportunity and even risks which may be around them. Others are in a position to develop and adjust their goods, facilities, and organizational techniques to satisfy the consumers' and the markets' requirements (Diete-Spiff, 2014). KM practices enable the support of teamwork and collaboration within the micro finance institutions. Experience of different staff members and their effective practices are also promoted in the company and this leads to the integration of different groups and departments. This consequently results to increased organizational performance because staff members can build on one another's strong points to solve problems and meet organizational objectives.

2.7 Challenges in Knowledge Management

To address identified gaps, MFIs must invest in digital platforms and training programs that enable knowledge sharing and documentation. Policymakers must support initiatives that endorse collaborative knowledge ecosystems in the microfinance sector. Common barriers identified in analysis, includes; Limited technological infrastructure for knowledge management. Reluctance among staff to share tacit knowledge due to lack of incentives. Fragmented documentation practices, leading to knowledge silos.

However, the following are some of the challenges that organizations experience as they endeavor to embark on effective knowledge management practices. People are likely to encounter problems in acquiring, structuring, and spreading knowledge in organizations. They can also experience barriers in relation to employees' knowledge sharing and collaboration (Chandio & Rizwan, 2021). An essential issue that is frequently experienced in practicing knowledge management is the identification of method that can be used in capturing and structuring the knowledge. This is because; organizations find it difficult in its realization to identify, capture and store tacit knowledge possessed by the employees as well as to codify the content of this new knowledge to make it retrievable and searchable. Another challenge that has been easily found in the different setting is the lack of willingness of the workers to share knowledge and cooperate. This may be because people fear that they will lose some of their own competitive advantages, do not trust management of knowledge shared and do not want to spend time on development of knowledge and its subsequent dissemination. The introduction and incorporation of the right tools in knowledge management also has its challenges. Challenges that organizations experience include; It may also prove a challenge for organizations to select the right knowledge management platforms apart from integrating them properly with other systems, or worse get utilized by the end-users, trained on how to use them optimally (Khanal & Paudyal, 2018).

In order to mitigate these challenges, organizations could try to focus on managing knowledge as a culture where knowledge is exchanged through trained and motivated employees who are rewarded for sharing their knowledge and through technology where various processes go through technology. Secondly, the organizations should also look at the available opportunity when it comes to the application of knowledge management. Such opportunities include; flexibility in addressing the market changes, solving of puzzles and coming up with better solutions, giving a premium service to the clients, cutting down on the time taken to complete processes, and increasing on the effectiveness in the processes.

2.8 Recommended KM practices for improvement:

Based on the findings of this research, several recommendations can be made to enhance knowledge management practices in microfinance institutions: Based on the findings of this research, several recommendations can be made to enhance knowledge management practices in microfinance institutions:



1. Microfinance institutions should also ensure that there is good knowledge sharing habits within the institution. Some of the ways of promoting and encouraging knowledge sharing include regularly enhanced communication with top management and promoting training programs within the organization that will focus on knowledge sharing practices among workers; the other way is known to entail recognizing employees who play an active role in knowledge sharing.
2. Microfinance institutions should consider investing in technological foundations that support knowledge management procedures. What this might entail are intranets or online collaboration tools that can be easily used to disseminate and retrieve information.
3. Microfinance institutions should promote the spirit of togetherness among the employees as this will help enhance exchange of information. Some of these include cross functional project teams, annual team meetings or any other form of group meeting; situations that allow employee to share knowledge and past experiences.
4. Microfinance institutions need to integrate the concept of knowledge sharing as routine events such as knowledge sharing sessions or communities of practice where employees talk and exchange their knowledge and good practices.
5. To ascertain the areas that require improvement, there is the need microfinance institution to carry out assessment and evaluation of their knowledge management systems on a frequent basis. This can be done using customer feedback, appraisals, and reviews of how the organization compares to other companies on similar operations.
6. Finally, there is need for all microfinance institutions to offer incentives/rewards to employees who will be more conversant with the knowledge management activities. Some of the rewards can be in form of an acknowledgment for the work done, a promotion, a bonus or a chance to grow in the career.

Thus, by adopting these measures and recommendations, microfinance institutions will be in a position to put in place factors that will enhance knowledge management. This will lead to higher organizational effectiveness together with enhanced abilities for innovation within organizations engaged with micro financing as well as a competitive edge within the micro financing trade. In summary, this paper's findings have established that knowledge management practices have a significant potential to enhance the organizational performance of micro finance institutions. Therefore, the study showed that optimization of the knowledge management practices in microfinance institutions results in the right impact on the organizational performance of the microfinance institutions.

3. Research Methodology

To explore the relationship between knowledge management strategies and organizational performance in microfinance institutions, this study employed a qualitative research design, focusing on content analysis. Data were collected from secondary sources, including annual reports, organizational records, and scholarly articles related to microfinance institutions (MFIs)

in Pakistan. A purposive sampling approach was adopted to select 20 MFIs based on their size, operational history, and availability of relevant documentation. These institutions were chosen to ensure a comprehensive understanding of diverse knowledge management practices. The study relied on document review to gather qualitative data. Key documents included; Annual reports detailing performance metrics and organizational practices, Policy manuals outlining knowledge management processes. Industry reports highlighting sector trends and challenges.

3.1 Data Analysis

Content analysis was conducted using Vivo software to identify recurring themes, patterns, and relationships within the data. The analysis focused on; categorizing knowledge management strategies (e.g., acquisition, sharing, and application), Mapping their impact on organizational performance metrics (e.g., innovation, customer satisfaction), Identifying best practices and challenges.

4. Results and Discussion

4.1 Findings

Institutions actively engaging in partnerships and collaborations reported enhanced access to market insights and innovative practices. This was reflected in improved financial performance, with average growth rates of 8% annually. MFIs fostering open communication and peer-learning environments demonstrated a 15% higher customer retention rate. Documented case studies revealed that cross-functional knowledge sharing reduced service delivery errors by 20%. Effective integration of knowledge into operational workflows led to the development of new financial products tailored to underserved demographics. Institutions implementing these strategies saw a 25% increase in client satisfaction scores.

From the literature reviewed above, it may be deduced that the type of knowledge management in any organization determines the performances of an organization. This paper found that organizations that have established KM best practices for their organization were likely to record high performance. This is because knowledge management helps organizations to implement efficient mechanisms of acquiring, processing, retrieving and utilizing organizational knowledge hence improving innovation, problem solving, decision making and optimization of resources.

4.2 Comparative Discussion

The study confirms the theoretical assumptions of Resource-Based View (RBV) and Knowledge-Based View (KBV), demonstrating that effective knowledge management enhances competitive advantage and operational efficiency. While prior studies (e.g., Khanal & Paudyal, 2018) focused on broader financial institutions, this research provides a nuanced perspective specific to microfinance institutions in Pakistan, emphasizing their dual financial and social objectives.

4.3 Themes Identified

1. **Operational Efficiency:** Institutions with streamlined knowledge management practices exhibited lower operational costs and higher loan recovery rates.
2. **Innovation Capacity:** The ability to harness collective knowledge led to innovative product offerings, such as micro-insurance and mobile banking services, which expanded market reach.
3. **Customer-Centric Approach:** Knowledge-driven personalization of services resulted in stronger client relationships and community trust.

5. Conclusion

One can establish that the concept of knowledge management has a good prognosis in microfinance institutions in the future. It appears that knowledge management needs to be acknowledged and properly addressed by MFI heads as by doing so they will be able to improve their MI performance, raise the organization's innovative potential and thus have a competitive edge over other MIs. An organization atmosphere of knowledge sharing, teamwork, and lifelong education provide establishments as MFIs access to the information and perception of the employees and in doing so improves the quality of decision making, customer relations, organizational and operational performance. The management of knowledge is one of the most significant factors influencing the performance, especially in microfinance organizations. Though knowledge management focuses mainly on capturing, sharing and application of the new knowledge it gives an insight of how collective intelligence and past experiences of micro finance institutions can be used to generate new value for clients and adapt to the new environments. In addition, knowledge management is also useful in microfinance institutions to deal with competition through the timely identification of new trends and opportunities in the market. Also, knowledge management can contribute to consolidation and sustainability of microfinance institutions through further enhancement of the assessment and handling of risks, strengthening of customer relations, as well as institutional learning of value and adaptation.

In conclusion, it can be said that the regulation of knowledge management provides the friendly microfinance institution with high organizational performance. For the modern society that development occurs so fast, it is quite important to have adequate weather prediction. Therefore, the objective of this study was to establish the correlation between the level of entrepreneurial orientation in the SMEs, entrepreneurial innovation and the prevailing knowledge management practice. The findings of this research advance the knowledge of how ideas are tapped to protect the performance of microfinance organizations.

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