

# **EFFECT OF ORGANIZATIONAL LEARNING ORIENTATION ON KNOWLEDGE MANAGEMENT STRATEGIES**

**(With Special Reference to the Telecommunication Industry in Sri Lanka)**

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## ABSTRACT

Organizational learning is the promising field of modern business context which gain the competitive advantage to an organization. Knowledge management strategies denote the use of theories within the practical business situations. Some scholars revealed the relationship between these two concepts and there is no study relevant to the Sri Lankan context.

Therefore this empirical study focused on to investigate whether there is a relationship between learning orientation and knowledge management strategies in Sri Lanka with special reference to the telecommunication industry.

Initially the seven telecommunication firms have been used as the sample of the study and structured questionnaire has been used to collect data from 28 respondents which selected as one top manager two middle managers and one low level manager of the telecommunication firms.

The result was implied that there is a strong positive relationship between learning orientation and knowledge management strategies. In addition there is a high learning orientation in telecommunication industry in Sri Lanka. Furthermore the managers can gain the competitive advantage through knowledge management strategies by enhancing their learning orientation.

*Key words: learning orientation, knowledge management strategies*