

The Application of Intellectual Capital Approach to Promote a Sustainable Competitive Advantage in the Public Libraries of Khuzestan Province

Farideh Osareh

Professor, Department of Information Science and Knowledge Studies,
Shahid Chamran University, Ahvaz Director of Scientific Pole of Knowledge
Management in Shahid Chamran University, Ahvaz
Osareh.f@scu.ac.ir

Shiva Yazdanfar (Corresponding author)

MA student, Islamic Azad University, Khuzestan Branch

Afshin Ghasemi

PhD student of Technology Management, Tehran University
Afshin.ghasemi@ut.ac.ir

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Abstract

Purpose: This study examines the role of intellectual capital (including human capital, structural capital and relational capital) in creating a sustainable competitive advantage in the public libraries of Khuzestan.

Methodology: This is a descriptive research which aims to provide an explanation for the relationship between intellectual capital and competitive advantage. The sample community consisted of 200 librarians, library staff and middle managers of public libraries in Khuzestan. For the purpose of data analysis SPSS versions 20 and LISREL versions 8.8 are used.

Findings: The results showed that intellectual capital played a significant role in the creation of a sustainable competitive advantage. The impact of human capital and structural capital on sustainable competitive advantage were confirmed, but the impact of relational capital on sustainable competitive advantage was not confirmed.

Originality/value: The findings of this study confirm that public libraries can improve their quality of performance by developing a sustainable competitive advantage based on intellectual capital.

Keywords: Intellectual capital, Human capital, Structural capital, Relational capital, Sustainable competitive advantage.