

intersects with other sources of identity such as age, gender, nation, “race,” and social class. Categories of people who see themselves as sharing an ethnic identity that differentiates them from other groups or from the larger society as a whole are known as ethnic groups. The perceived cultural attributes by which ethnic groups distinguish themselves from others are ethnic boundaries. (Nanda & Warms, 1998: 265)

7. Marx & Engels

The history of all hitherto existing society is the history of class struggles. The modern bourgeois society that has sprouted from the ruins of feudal society has not done away with class antagonisms. It has but established new classes, new conditions of oppression, new forms of struggle in place of the old ones. Our epoch, the epoch of the bourgeoisie, possesses, however, this distinct feature: it has simplified class antagonisms. Society as a whole is more and more splitting up into two great hostile camps, into two great classes directly facing each other - Bourgeoisie and Proletariat. (Marx & Engels, 1848/2008: 6-7)

8. Fine & Saad-Filho

Patterns of life are determined by existing social conditions, in particular the places to be filled in the process of production. (Fine & Saad-Filho, 2004: 10)

9. Shepard

The “**me**” is the part of the self formed through socialization because it is socially derived, the “**me**” accounts for predictability and conformity. (Shepard, 2007: 99)

10. Shepard

The **I** doesn't operate just in extreme situations of rage or excitement but interacts constantly with the **me** as we conduct ourselves in social situations. (Shepard, 2007: 99)

11. David

the ‘**I**’ representing the subject element of the self, and the ‘**me**’ representing the self as an object. as we are able to form impressions of ourselves. (David, 2005: 1)

12. Luscher

Identities are not permanent or static, but must be, insofar as they are acquired, constantly supported and confirmed in all manner of concrete activities. (Luscher, 1990: 5)

INVESTIGATING THE ROLE OF KNOWLEDGE MANAGEMENT CAPABILITIES IN THE RELATIONSHIP BETWEEN HR STRATEGIES FOR EMPOWERMENT AND INNOVATIVE PERFORMANCE OF THE CASE STUDY IN SOCIAL SECURITY ORGANIZATION OF EAST AZARBAIJAN PROVINCE

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Abstract. Knowledge management is a key strategy for success and survival in the environment is unpredictable. Human resource management is one of the most important strategies is known , and knowledge management as one of the latest tools and management techniques play an important role as part of the strategy of human capital management plays. The aim of this study is the role of knowledge management capabilities in the relationship between human resource strategies to empower and innovative performance of the Registry Case Study in Social Security Organization of East Azarbaijan province. Methodology this study is based on objective, functional and descriptive information collected by way of a survey. A questionnaire was used to collect data. Data analysis in two parts: descriptive and inferential statistics using spss software was used. The results show that the dimensions of knowledge management, knowledge creation, knowledge preservation, knowledge sharing and application of knowledge on empower and innovative performance there is positive relationship.

Keywords: knowledge management, innovation, human resources, empowerment.

Introduction. Knowledge management as a new approach really focuses on the organization's needs, the organization of intellectual, human and scientific capital, and as a new approach to changing and shifting from the management of physical power to the management of the brain, and the rapid growth of knowledge And technology (Saliz, quoted by Nick Bakht et al., 2009). Undoubtedly, with a deep and scientific look at the new organizations, they can be said that they have changed dramatically on the basis of the two concepts of complexity and turmoil, and there are many differences with the past due to the circumstances in which they are located, So that the present nature of the world is based on discrete and fundamental changes. These changes have taken place so rapidly and with high competition that the great organizations of the twentieth century do not tolerate the durability of the emerging 21st century. Therefore, in these new environments, organizations need their natural systems and their reflections to survive and succeed, so that they can adapt to it with rapid diagnosis of change, this tends to focus the organizations on knowledge (Marquart, Translated by Zali, 1385).

Literature and research background. The concept of knowledge management. Knowledge management is the systematic and obvious management of knowledge linked to the processes of creating, collecting, organizing,

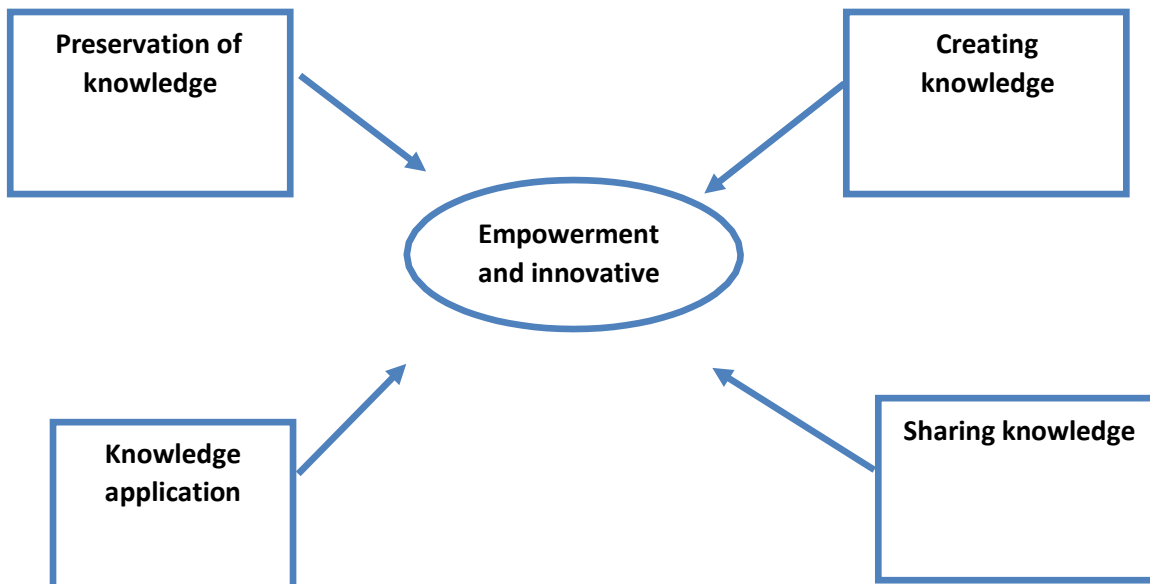
disseminating and applying knowledge. In knowledge management, the transformation of personal knowledge into collective knowledge is important to be widely used throughout the organization. In the application of knowledge, two important points are: sharing knowledge and innovation (Adli, 2005). Generally speaking, knowledge management is to capture the knowledge of the organization's employees and even knowledge outside the organization and to disseminate it when it comes to performing tasks in the organization, which will lead to further growth and development.

Empowering employees. Employee empowerment is one of the effective techniques for increasing employee productivity and optimally utilizing their individual and group capacities and capabilities in line with organizational goals. Empowerment is a process in which continuous improvement and improvement can be achieved through the development of the influence and ability of individuals and teams. In other words, empowerment is an organizational development strategy. Today's organizations are under the pressure of many factors, such as increasing global competition, sudden changes, the need for quality and after-sales services, and the availability of limited resources.

Innovation relationship with organizational knowledge. Knowledge is one of the actions and interactions of human beings. Humor is related to the peripheral world. And the result of mental efforts of humans in individual, group, and social domains. These mental and linguistic attempts of humans are constantly and continuously changing the world of racist experiences and shaping them and can bring new concepts to the world Indulge yourself around. Innovation is one of the main and strategic goals of organizations that is realized through specific organizational functions. The goal of the innovative activities is to develop new products that are made up of a conscious and purposeful search. Organizations have open space and individuals interact with external people and other organizations beyond their own range.

Background. Han and colleagues found that innovation, the process of gathering, sharing and using both objective and implicit knowledge (Wang et al, 2010), has been found to facilitate the enhancement of performance innovation through comprehensive quality management. Zhou and Lee in their research, Empirical Research on Knowledge Management and Innovative Performance, showed that knowledge sharing and knowledge creation are significantly associated with innovation performance (xu & li, 2009). The aim of this study was to investigate the effect of knowledge creation processes on the effectiveness of innovation, and the use of knowledge has a significant effect on the effectiveness of innovation, but the creation of knowledge has no significant effect on the effectiveness of innovation (qianzhen, 2005). In order to investigate the relationship between knowledge management and innovation performance, gloat & Tetziovski found that KM leads to innovation performance leading to the use of human resources activities and information technology activities (gloat & Tetziovski, 2004). Scarborough, for the purpose of examining, managing knowledge, managing human resources and the process of innovation, found that there is a relationship between knowledge management and innovation in the organization, and these are overlapping with human resource management issues (Scarborough, 2003).

Conceptual model and research hypotheses



1. There is a positive relationship between the creation of knowledge and the empowerment and innovative performance of the organization.
2. There is a positive relationship between maintaining knowledge and effective organization and performance of the organization.
3. There is a positive relationship between knowledge sharing and empowerment and innovative performance of the organization.
4. There is a positive relationship between application of knowledge and empowerment and innovative performance of the organization.

Society and statistical sample. The statistical population of this study is all employees of the Civil Registration Office of Social Security Organization of East Azarbaijan province. The number of its employees is 220 people. Morgan table is used to obtain sample size. The appropriate sample size is given according to Table 136. And simple random sampling method.

Method of data collection. In this research, the following methods are used to collect information and data needed to examine the questions raised.

1. Library Method.
2. Field method using questionnaire preparation and distribution.

Research findings. In this research, the hypotheses were developed in accordance with the subject of the research, namely, "The role of knowledge management capabilities in the relationship between human resources strategies for empowerment and innovative performance of the organization". Different statistical tests such as Pearson correlation test have been used. In all stages of the study, SPSS software was used to confirm the results of the assay test.

Significance level	Coefficient of relationship	The coefficient of determination	Hypothesis
0/00	0/523	0/25	First
0/00	0/442	0/23	Second
0/00	0/403	0/21	Third
0/00	0/394	0/20	Fourth

Conclusion. Learning is the result of the integrity of knowledge and it is a personal skill itself. Since learning is considered consciously by the organization to maintain competitive power based on productivity and innovation in uncertain environments, it improves the quality of its organization's decisions. In order to achieve and maintain competitive advantage, organizations need to be dynamic in the field of developing the core competencies of individual and organizational learning. The burden of raising capacity is on the hands of managers, in order to be able to prepare and respond to social and technical changes. Capabilities are a set of skills and technologies that enable an organization to create special benefits for its customers. This feature is more than a single skill or technology, but a network of individual skills and organizational units. The capabilities are rooted in the organization's collective knowledge and is a glimpse of the resources of the organization. The results of the research showed that there is a positive relationship between the dimensions of knowledge management, knowledge creation, knowledge preservation, knowledge sharing and knowledge utilization with empowerment and innovative performance.

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URBANISM, URBAN MANAGEMENT AND DEVELOPMENT

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Abstract. In today's world, tourism known as one of the main factors of the global economy, it has a significant role in the international equations process. At a same time has extensive impact on various aspects, planning and policy economic communities place the tourism on the top of the different agenda. Tourism industry is the most extensive service industry and count as the world's most important job creation industry. Tourism pedestrian way is the main interface and link dynamic urban areas and tourists. In addition to economic and social role, it is a fundamental key factor in the urban tourism development and active presence of tourists in urban areas. The Shiraz city, especially the main central area and old urban texture (historic and cultural texture) and axis crossing the SANGE SIAH contains enormous tourism potential and capacity. it's a cross axis for tourists and pilgrims, and a lot of people use the neighborhood mentioned above, considering that more special amenities for urban tourism required. This paper attempt to identify strengths and weaknesses of the mentioned path from the tourism standpoint using the SWOT method and to this end, scientific and practical strategic alternatives along with tourism development, presented.

Keywords: Tourism pedestrian way, Urban tourism, Shiraz historical textures and SANGE SIAH axis.

Introduction. Urrently, tourism is one of the main pillars of the business world in a way that many organizers and policy makers from the tourism industry considering it as the main pillar of sustainable development [1]. From the old times cities were one of the most attractive places for tourism; since cities created the most completed and advanced habitation for people and included important centers of economic, scientific, recreational, medical, etc.; plus they benefit from the natural attractions and cultural heritage, and they are always the center of tourists' attraction. Urban tourism is a place, where citizens leisure activities outdoor around the environment in the city takes place. And considered as part of an ongoing citizen' needs and leisure activities in a weekly or daily basis [2]. Pedestrian way refers to the designated urban areas which are in a direct communication with concept of walking and tourism. This paper attempt to revivalism the passage and the historic axis of SANGE SIAH in the SANGE SIAH historic area in Shiraz; Tourism pedestrian way play an important role in city tourism and sustainable development. Hence this paper analyses the axis and the neighborhood, due to the fact that the residents and even tourists have found a sense of belonging to the identity of this Iranian-Islamic area .From the author's point view, factors affecting this topic are the related elements in the area that considered inclusions and access hierarchy could be well seen. This passage is the public space and contains cultural and environmental values which have been formed during different periods, in order to access to social life. In fact this passage is the legacy through history and reflects diversity of social and economic in Shiraz. Hope for the day that buildings not destroy in such a historical area and changes in the body of this valuable heritage devoid.

The main objectives of the study are as follows. Study the axis of SANGE SIAH as the main tourism axis in Shiraz city.

1. Determine priorities qualitative indicators of sustainability in pedestrian way.
2. Revivalism the axis to the Iranian-Islamic urbanism indicators, to reach to the pedestrian-oriented design