

COGNITIVE SHARING AND ITS IMPACT ON INCREASED CREATIVITY STUDYING AT
THE NATIONAL INSURANCE COMPANY

Marwa Jamal OMAR ¹

Abstract:

This study aimed to find out the impact of cognitive sharing in its dimensions ((knowledge sharing), The transformation of knowledge, work environment, ICT and its impact on increased creativity in the National Insurance Company and to achieve the research objectives used the descriptive and analytical approach, where the questionnaire forms were distributed to the sample number of (60) individuals, from which (55) forms were returned and after the conduct of audits and screenings found the existence of (3) forms invalid so excluded, thus reaching the final number of valid forms (52) form adopted in the analysis of The results of the research have reached a set of results, the most important of which is the existence of a statistically significant effect of cognitive sharing and its dimensions in increasing and generating.

Key words: Cognitive Sharing, Creativity, Knowledge Sharing, Knowledge Transformation.

Istanbul / Türkiye

p. 291-303

Received: 26/03/2022

Accepted: 05/04/2022

Published: 01/05/2022

This article has been
scanned by iThenticat No
plagiarism detected

 <http://dx.doi.org/10.47832/2717-8293.17.18>

¹  Dr. , Dijlah University College ,Iraq, mlozemmarwa@gmail.com, <https://orcid.org/0000-0001-6445-8836>

I. Introduction

The excellence, superiority and strength of any institution lies in several influences and factors, the most important of which is the extent to which management is able to motivate employees to share and share their knowledge and experience and to serve the mission of the institution and achieve its objectives, as the significant increase and accumulation of information has generated the need to organize and manage it to benefit from it, which led to the emergence of the concept of sharing knowledge as a key part of knowledge management activities, which involves the exchange of experiences and the sharing of knowledge and ideas. Institutions have also been very interested in creativity as one of the important characteristics of institutions facing change and seeking to maintain their status and continue their activity. Perhaps the scientific progress and technical development achieved by humanity in various fields would have been demonstrated only by using the individual's energies, renewable potential and creative ideas, and harnessing them to sustain and strengthen this progress by creating an appropriate climate that would enable the organization's staff to demonstrate and optimize all their creative capabilities and exploitation.

Chapter 1 Research methodology

First: Search problem

Institutions today are aware of the importance of the high value of knowledge and that they should move towards knowledge resources instead of traditional resources, which has therefore become one of the most important sources of creativity and development, despite the great importance of knowledge, but some studies have indicated that there is a weakness in attention to the subject of knowledge sharing in institutions, especially since the success of these institutions and their survival is linked to their ability to achieve creativity, Therefore, the institutions that want to develop must work to determine the type of knowledge that increases their creative capabilities.

Based on the above, the problem of research can be asked the following question:

(What impact of knowledge sharing on increased creativity in insurance companies))

Second: The importance of research

1. Highlighting the concept of cognitive sharing and demonstrating its impact on increased creativity.
2. The importance of research stems from the importance of knowledge sharing as the basis for the application of knowledge management and the global transformation towards the knowledge society.
3. The research is important as it is one of the few researches that has addressed the knowledge sharing of a vital and important sector such as insurance.

Third: Search objectives

1. Identifying the dimensions of cognitive sharing and its impact on increasing creativity in the company in question.
2. Highlight the reality of knowledge sharing in the company in question.
3. Learn the most influential dimensions of cognitive sharing within the researched company.
4. Detecting the barriers to cognitive sharing within the company in question
5. Trying to reach results through which it is possible to prepare proposals that will help the company in question from applying the process of sharing knowledge until we reach a high level of creativity.

Fourth: Search hypotheses

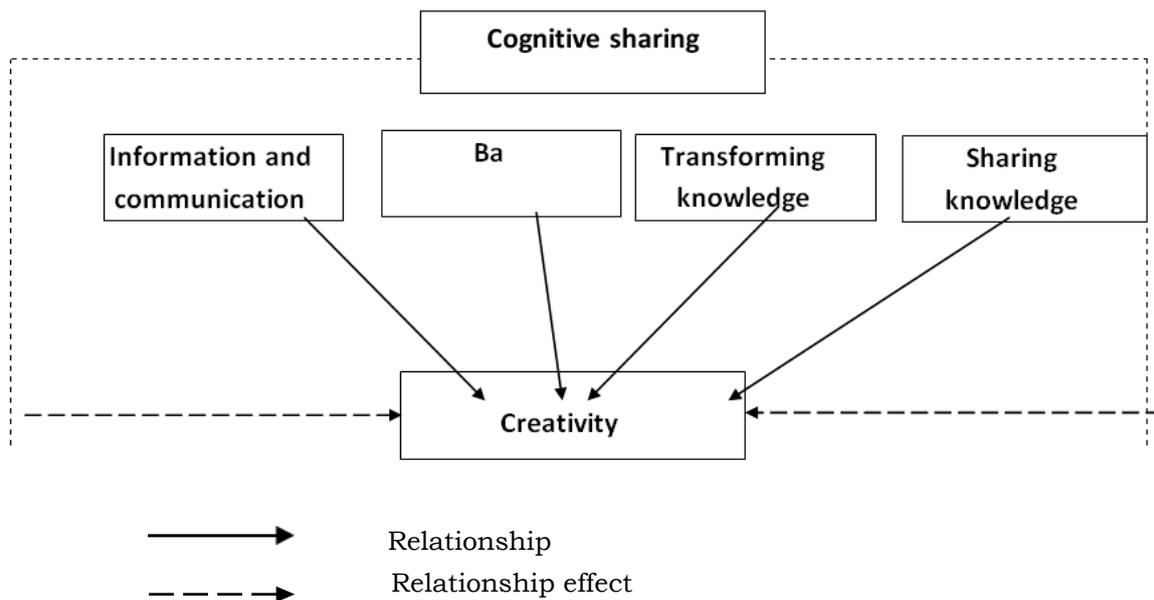
The main hypothesis: there is a statistically significant moral correlation between knowledge sharing in insurance companies at the level of (knowledge sharing, knowledge conversion, work environment, ICT) and increased creativity

The following sub hypotheses are derived from them:

1. The first sub-hypothesis: There is a statistically significant correlation between the exchange of knowledge and increased creativity.
2. Sub-hypothesis II: There is a statistically significant correlation between knowledge transformation and increased creativity.
3. Sub-hypothesis III: There is a statistically significant correlation between the working environment and increased creativity.
4. Sub-hypothesis IV: There is a statistically significant correlation between information and communication technology and increased creativity

Fifth: Research approach

The researcher relied on the descriptive and analytical approach, as they studied the relationship between their variables, and provided data on them, indicating their causes, results and analyses in order to reach conclusions through which research could make recommendations consistent with them.



Chapter 2: The theoretical aspect

First Research: Cognitive Sharing

First: The concept of sharing knowledge

Knowledge is one of the most important strategic resources through which institutions can create creativity, and knowledge can be described as the accumulation of information in an orderly and purposeful manner, that institutions that have managed knowledge successfully will have the best opportunities for survival and competition (Chinowsky, 2007), but knowledge sharing is the most important and largest critical process in knowledge management and has even become one of the most important determinants of creativity and the creation of competitive advantage (Chen et, Al,2012:106) and he (Al-Zahir and Mansour,6:2009) defined it as a process through which knowledge of both types (virtual, implicit) occurs to other people with the help of communication between individuals, In the view of (Al-Shawaeen, 12:2017) as a process that takes forms and images as diverse as direct communication that usually occurs in dialogue sessions, meetings, workshops, conferences, and we conclude from previous concepts that sharing knowledge is every process that includes the transfer of ideas, information, experiences or suggestions related to work within or outside the organization to ensure the development of the work.

Second: the importance of sharing knowledge

Knowledge sharing reduces costs, reduces or avoids mistakes, contributes to the development of creative and innovative abilities, and knowledge sharing delivers knowledge in a timely manner.

Individual knowledge when it becomes shared is organizational knowledge and therefore leads to improved enterprise performance and increased creativity (Mahdi, 941:2019), and ICT plays an important role in knowledge sharing, especially when dealing with a large amount of knowledge and information.

Third: Dimensions of cognitive sharing

The most important dimensions of cognitive sharing are:

1. Knowledge Sharing: Knowledge sharing occurs when a person is ready to help and facilitates the exchange of knowledge and the process of transferring and sharing explicit knowledge between individuals, and on the other hand there is a person willing to learn or develop his new skills, this process enhances the efficiency of individuals and develops their knowledge.

2. Knowledge Transformation: The process of transforming knowledge blinds the process of communicating knowledge to the right individual at the right time and cost, the process of knowledge transfer from the knowledge holder, whether implicit or explicit, applied and understood through the future of knowledge (Burghda and Driss,848:2015).

3. Concept (Ba): It is a rather difficult concept and there is no clear definition of it, but we can define it as the common environment in which knowledge is created and shared through interaction. 1998:140) :

- Environment of origin
- Interaction environment.
- Regular environment.
- Installation and practice environment

4. ICT: Telecommunication technology has created a new environment of knowledge and encourages the sharing of knowledge both formally and informally through various technical means and it accelerates, generates and shares knowledge and increases the convergence of the members of the organization and thus increases the process of knowledge sharing (monthly,29:2017).

Fourth: Barriers to sharing knowledge

1. Lack of awareness of the concept of knowledge sharing in the three administrative levels and this is an obstacle to participation due to the lack of knowledge of the value and benefit to the institution.
2. The desire to retain knowledge and fear of sharing it with others.
3. Knowledgeable people are afraid to lose their power and power if they share knowledge.
4. Individuals lack confidence in their knowledge and therefore do not share knowledge.
5. The weakness of the technological environment that stimulates knowledge sharing, which allows everyone to communicate easily and smoothly to share knowledge.

Fifth: Forms of cognitive sharing

There are two types of knowledge sharing within institutions (Marquardt:2002):

- What is meant: that is, it should be done in a deliberate way within the organization and knowledge is shared through programmed contacts between individuals or through written means such as reports, notes and periodic bulletins, and can be shared in the form of voice or video communication or through conferences, training programs, guidance, seminars or conducting movements and business rotation.
- Unintended: Unintended sharing within organizations through informal networks, stories, etc.

The second topic: creativity

First: The concept of creativity

The concepts developed by researchers for creativity varied, some focused on the creative process, others on the creative product, some on personality traits or creative potential, and another focused on the environment that encourages creative expression.

Among these concepts is the concept (Ahmadi,64:2008) is the ability of individuals to make many ideas easily and quickly and these ideas are unique and be unexpected and distinct, but (Faoury,5:2005) has shown the concept of creativity as the mental abilities of the individual appear at the level of groups or individuals and can develop and develop this creative ability.

The researcher believes that creativity is the result of several integrated factors of personality traits, ideas and a new method to generate something new different from the things that exist in a supportive environment for creativity.

Second: The importance of creativity

Organizations try to pay attention to creativity and monitor large amounts of their budget in order to care for the creators and develop the creative aspect of the workers if it represents the key to progress and development in the market and lies the importance of creativity in the following as among the most important (Tanning,176:2008):

1. Helps develop creative products and raise the level of self-realization.
2. Pushing individuals to discover themselves.
3. Devise new ideas to reach a successful solution to the problem.
4. Talent development.
5. Pay attention to small business groups and strengthen social relationships.

Third: The ingredients for creativity

There are some elements that, if available, increase the level of creativity of the organizations, the most important of which are:

1. A sense of belonging to the organization in which individuals work and this feeling that the institution can turn into a driving force for creativity.
2. Decentralized organization of work acts as a catalyst for the development of creativity.
3. Teamwork.
4. Material and moral incentives are an effective way to increase creativity
5. Solving problems in a creative way should be a modus operaved within the organization.

Fourth: Elements of creativity

1. Flexibility: Flexibility plays a major role in the innovations that surround us and is defined as seeing things with a new look different from what others have seen and an example of flexibility career enrichment policy that works to achieve interests for work and self-affirmation of employees and flexibility in two forms: automatic flexibility, adaptive flexibility.
2. Fluency: the ability to generate or produce many new ideas such as: intellectual fluency, verbal fluency, expressive fluency.
3. The ability to feel problems: is to use the knowledge, skills and experience of the individual to know the problems and find solutions to them in order to reach innovative solutions to the problems, and this element is an important element in employing the actual capabilities of individuals.
4. Analytical capabilities: One of the advantages of a creative person is his ability to analyze things and understand the relationship between the elements of work and to tab them and evaluate them and retain them for use when needed.
5. Authenticity: It means unethacted results that no one has reached or preceded, i.e. the less common the idea, the higher its authenticity.

Chapter 3 Practical aspect

This chapter aims to highlight the relevant aspects of the description of the questionnaire form, and then to identify the characteristics of the selected sample, and to test the honesty and stability of the questionnaire, as well as the statistical means used by the researchers in analyzing the available data. According to this problem, he divided into the following demands:

First: About the National Insurance Company

The company was established under Law No. (56) of 1950 and became a public company in accordance with the requirements of the Public Companies Law numbered (22) of 1997 and under the certificate of establishment numbered (24) on 24/12/1997 issued by the Ministry of Commerce (Registrar of Companies). The company practices all kinds of public insurance and life insurance as well as practices all kinds of investment within the framework of national development and in the interest of the economy and the company tries to contribute to the spread of insurance awareness and the development of the insurance market.

Second: the design of the questionnaire and the description of the sample

The research in its methodology relied on multiple means of data collection as the data was collected from previous studies and research and some literature, periodicals and reports with the aim of building the theoretical framework of research, and the questionnaire form was to show the opinion of managers and employees to build the practical aspect of the research, as the researchers after reviewing most of the literature, and studies related to the variables of the current study as well as surveying the opinions of the workers of insurance and specialists, and then the researchers developed the questionnaire, and the appropriate phrases for each axis, Use the five-step Likert scale of (1-5), after preparing the questionnaire form in its initial form, regarding the appropriateness of the scale paragraphs with the objectives for which they were prepared, and indeed distributed by taking the following steps:

The selection of sample members that can achieve the research objectives, which were represented by messes (General Manager of the National Insurance Company, members of the Board of Directors of the National Insurance Company, branch managers and department heads, or their representatives at the company's headquarters, and employees working in the company.

Distribution of questionnaire forms to the sample number of (60) individuals, of which (55) were returned and after the examinations and screenings were conducted by the researchers found that there were (3) forms that were invalid so excluded, thus reaching the final number of valid forms (52) form adopted in the analysis of the search results

In order to see the impact of electronic management on the development of the insurance sector, research hypotheses have been tested through the use of spss.

Third: The test of honesty and fortitude:

The completion of the researchers of the preparation of the questionnaire as presented after verifying the integrity and validity of its variables should test the sincerity and stability of the questionnaire, as the loss of these two conditions means its invalidity, and therefore the inaccuracy of the results.

1. Validity Test: This test is a prerequisite for ensuring that the resolution paragraphs measure the objectives for which I returned, and on this basis the virtual honesty test was prepared.

Virtual honesty: It is called trustees Validity, which is a sincerity aimed at verifying the extent to which the paragraph belongs to its area, as the questionnaire is circulated after the conclusion of the drafting of its paragraphs to a group of experts in the field of competence to take their recommendations with regard to amending some paragraphs or deleting others or maintaining them as they are, and the ratio of consensus of 75% and more has been adopted for each practice to indicate its sincerity, as any percentage without this ratio does not give morality.

2. Reliability test: It means that the resolution gives the same results if it is repeated again.

The stability of the scale was verified in alpha-Cronbach, as the results of statistical treatment using spss showed that the overall stability factor for resolution was 0.86,

although when the alpha-kronbach coefficient was more than (60%), this indicates acceptance and reflects an agreement and correlation between the terms of the questionnaire paragraphs. This means that if the test is returned, it will be fixed by 0.86, which indicates that it is statistically accepted.

Fourth: Tools for statistical analysis and treatment of the study

A number of statistical methods have been followed appropriately for the nature of the data, and since the nature of the study data is not its teachers, this requires the selection of appropriate statistical tools for analysing and processing data and testing hypotheses. On this basis, the current study used the following tools:

1. Descriptive Statistic methods

- A. Frequency and Percentages
- in. Arithmetic Mean
- T. Standard Deviation

2. Statistical Inference Methods

- A. Alpha-Kronbach stability factor,
- in. Variation Coefficient (Coefficient of Variation)
- T. SPERMAN Correlation Coefficient

Fifth: Analysis of research sample data

Table (1) builds the distribution of personal data for the search sample

%	Iteration	Property distribution	Variables	ت
40%	21	Technical Diploma	Educational attainment	1
42%	22	Bachelor		
15%	8	Master or equivalent		
3%	1	PhD or the equivalent		
100%	52	Total		
54%	28	male	gender	2
46%	24	female		
100%	52	Total		
35%	18	Assistant Director	Job title	5
19%	10	manager		

13%	7	Senior Manager		
29%	15	Note		
4%	2	R.Note		
100%	52			Total
0%	0	47-42	olds	5
4%	2	52-48		
29%	15	62-53		
67%	35	and over 62		
100%	52			Total

Table (2) builds the ratios of the arithmetic medium and the standard deviation of knowledge conversion paragraphs

Questions	Standard deviation	Arithmetic medium
I am clearly cooperating with my co- workers when transferring the knowledge I have.	0.16	3.25
There is interaction between employees to transfer the information and knowledge they have	0.47	3.14
Meetings are useful for transforming knowledge from ideas and suggestions to written decisions	1.18	3.19
The company holds regular meetings for employees to pay employees for knowledge sharing	0.47	2.26
Employees use shapes, drawings and analogies to express their knowledge	1.12	2.98
Employees apply their knowledge and skills while working	1.0	4.26

Source: Researcher preparation, based on the results of statistical analysis 2022

Table 2 notes that the highest ratio of the computational medium was in question 6, with 4.26, which is higher than the hypothetical average of (3), which confirms that the workers apply the knowledge they possess in the cloud and by the ratio of agreement (3) 1.0) The lowest answer rate was for the fourth question, which achieved (2.26, which is less than the hypothetical medium, which indicates that the company lacks a regular meeting with the employees and with an agreement ratio (0.47).

Table (3) builds the ratios of the arithmetic medium and the standard deviation of knowledge-sharing paragraphs

Questions	Standard deviation	Arithmetic medium
The company provides systems and rules to facilitate the process of sharing knowledge and sharing knowledge	1.26	2.23
Employees have free access to work information and documents	1.17	3.46
Sharing knowledge with my colleagues makes me proud.	1.47	3.34
I trust my ability to provide knowledge to others.	1.0	3.29
The company's senior management encourages employees to share knowledge	0.58	2.89

Source: Researcher preparation, based on the results of statistical analysis 2022

Table 3 notes that the highest ratio of the computational medium was in the second question, with 3.46, which is higher than the hypothetical average of (3), which is that employees are free enough to obtain work information and an agreement ratio (1) 17. The lowest answer rate was for the second question, which was achieved (2.23, which is lower than the hypothetical medium, which indicates that the company does not provide systems that facilitate the process of sharing knowledge and by an agreement ratio (1.26).

Table (4) builds the ratios of the arithmetic medium and the standard deviation of the working environment paragraphs

Questions	Standard deviation	Arithmetic medium
The company provides the right environment for employees	1.10	3.48
Management compares results after knowledge sharing	1.0	.652
Senior management supports employees with rare or privileged knowledge	0.98	4.38
Senior management stimulates teamwork and teamwork	0.59	4.19
The company supports the trend of research partnership with other institutions	1.0	4.00

Source: Researcher preparation, based on the results of statistical analysis 2022

Table 4 notes that the highest ratio of the computational medium was in the third question, with 4.38, which is higher than the hypothetical average of (3), which the senior management of the researched company provides support to those who have outstanding knowledge and an agreement ratio (0.98), the lowest answer rate was for the second question, which achieved (.652(which is less than the hypothetical medium, which indicates that the company does not compare the results after the process of cognitive sharing and the ratio of agreement (1.0).

Table (5) builds the ratios of the arithmetic medium and the standard deviation of the working environment paragraphs

Questions	Standard deviation	Arithmetic medium
The company provides electronic storage of information and knowledge	0.23	2.25
The company provides a technological environment that allows employees to share knowledge	0.87	2.00
The company constantly updates its databases	1.18	3.00
The company is keen to train its workers	1.0	3.29
The company has modern communication methods and advanced software	1.0	2.24

Source: Researcher preparation, based on the results of statistical analysis 2022

Table 5 notes that the highest ratio of the computational medium was in the third question, achieving (3.00), which is higher than the hypothetical average of (3), which confirms that the company is updating its databases and at an agreement rate (1.1). The lowest answer rate was for the second question, which achieved (.002) (which is less than the hypothetical medium, which indicates that the company does not provide a sophisticated technological environment in order to share knowledge and at the rate of agreement (0.87).

Table (6) builds the ratios of the computational medium and the standard deviation of the paragraphs of creativity

Questions	Standard deviation	Arithmetic medium
The company seeks to improve its services provided	0.16	4.36
The company is making fundamental changes in its technology systems	0.47	2.48
The company seeks to cooperate with external consulting and expertise in order to provide innovative and new services	1.38	3.18
The services provided are developed based on the expertise and skills within the company.	1.0	3.29
Staff provide assistance and encouragement to those with new and innovative proposed ideas	1.0	3.00
Not getting the necessary information in a timely manner is an obstacle to creativity in the company	1.0	4.23
The fear among employees of criticizing his ideas or opinions is an obstacle to creativity in the company.	0.37	3.98
The company is keen to complete the work of the employees assigned to it in advanced and renewed ways and work in the team spirit	1.34	3.01

Source: Researcher Source: Researcher preparation, based on the results of statistical analysis 2022

Table 6 notes that the highest ratio of the computational medium was in the first and sixth questions, achieving respectively (4.36) (4.23), which is higher than the hypothetical average of (3) which seeks to improve its services always provided but workers face Difficulty in obtaining information in a timely manner and with an agreement ratio (0.16) (1.0), the lowest answer rate was for the second question, which achieved (2.48 (which is less than the hypothetical medium and this indicates that the company does not make fundamental changes in its technology systems and by an agreement ratio (0.47).

Based on the results of the hypothesis test, it is found that there is a statistically significant impact between knowledge sharing at the level of its researched dimensions and increased creativity, and therefore the development of knowledge sharing by designing and implementing effective policies and programs to train workers and build successful teams will contribute to the promotion and development of creativity in the national insurance company.

Conclusions and recommendations

Through this study, the researcher reached a set of conclusions and made a set of recommendations to the company sample research

Conclusions

1. The results of the research showed that the company lacks clear steps to the foundations of cognitive sharing if meetings rarely occur to clarify these foundations.
2. The company does not provide a technical environment and systems to facilitate the process of knowledge sharing and therefore workers find it difficult to access the required information.
3. The company provides support to employees who have knowledge but lack the process of comparing cognitive and post-sharing results.
4. The statistical results of the study showed that workers face difficulties in obtaining information in a timely manner.
5. The research revealed that the level of cognitive sharing in the company sample research at a good level

Recommendations

1. Develop a clear vision and strategy to build a culture of knowledge sharing within the company between employees and senior management and among the employees themselves, and encourage them to do so and make holding positions based on competence, knowledge, cooperation and the spirit of teamwork.
2. Using modern technologies in work and technological means in the completion of daily work.
3. Introducing workers in training courses and workshops on how to use computers and applications at work.
4. The need to develop and facilitate the procedures for the transmission of information and knowledge between employees or beneficiaries in order to achieve the greatest possible benefit in the work.
5. Senior management should conduct a comprehensive survey to find out the needs of the workers in order to develop the process of sharing and know the most important obstacles that stand in the way of this process.
6. Motivating workers to participate in the sharing process, such as making participation a high percentage of annual evaluations of employees and giving material and moral incentives to employees who are initiating participation.
7. Work to know the factors that feed creativity positively or negatively and benefit from it and make it a general culture in the company and not only to face problems.

- Al Ahmadi. Maryam bint Muhammad Ayed, Using the brainstorming method to develop creative thinking skills and its impact on written expression, *Risalat Al Khaleej Journal*, Issue 107, 2008.
- Al-Faouri, Refaat Abdel Halim, Organizational Creativity Department, Arab Administrative Development Organization, Egypt 2005.
- Al-Dabbagh, Issam Abdel Wahab, Personnel Management, first edition, Jordan, Dhahran Publishing and Distribution House, 2008.
- Al-Zahir, Asma and Mansour, Ibrahim (2009) and the requirements for sharing knowledge and the obstacles facing its application in Jordanian communication companies, the third scientific conference, Faculty of Economics and Administrative Sciences, University of Applied Sciences, Amman.
- Al-Shawaheen, Ibrahim Falah (2017) The impact of the pioneering approach of universities in activating knowledge- sharing behaviors: A field study on Jordanian private universities in Amman, Master's thesis, College of Business and Middle East University.
- Al-Mahdi, Suzan Muhammad (2011), a working paper entitled: Knowledge sharing and advancing the integrative research movement in universities to achieve sustainable development, The Third Annual Conference of the Graduate Studies and Research Sector: Integrative Research - Development Path for the period from February 27-28, Girls' College of Arts and Sciences, Ain-Shams Universit.
- Bu Raghda, Hussein Al-Tayeb and Nariman Bashir Idris, The Impact of Knowledge Sharing on the Performance of Human Resources and the Jordanian Journal of Business Administration, Volume 11, Issue 4, 2015.
- Al-Shehri and Fawzia bint Dhafer Ali, The role of academic leadership in developing knowledge sharing as perceived by faculty members at King Khalid University in Abha, Master's Thesis, College of Education, 2017.
- Chen, Chun- Liagn& Jav,yi-Long(2009) Building global dynamic Capabilities through innovation , J,Eng , Techno L Manage .
- Chinowsky,P.,&Carrillo(2007) Knowledge Management to Learning Organization Connection ,Journal of Management in Engineering 23(3)122-130
- Ikujiro Nonaka& nolioru konno ,the Concept of (Ba) building a foundation for Knowledge Creation ,California management review VO140,NO3 ,Sprring,1998.
- Marquard t.M.J. (2002) Building the Learning Organization Mastering the 5 elements for Corporate Learning (24 e.d) Palo Alto CA: Davies-Black Publishing **Inc.**