

**THE ROLE OF MIDDLE MANAGERS IN STRATEGY  
IMPLEMENTATION AND ORGANIZATIONAL  
KNOWLEDGE CREATION: A STUDY ON SELECTED  
MANUFACTURING ORGANIZATION IN  
TRINCOMALEE DISTRICT**



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# **A Study on the Role of Middle Managers in Strategy Implementation and Organizational Knowledge Creation in selected manufacturing organization in Trincomalee District.**

## **Abstract**

Nowadays knowledge creation is becoming an increasingly important factor of organisational competitiveness. Strategies are communicated, interpreted and adopted, and affect everyday life in organizations. To understand strategy implementation from an organisation wide perspective, the focus of the study was greatly on how different actors of the organisation act in relation to strategy implementation and knowledge creation. The way it is created within the organisation is essential and central not only to the success of organisations but also among those who share it, since those who take part in the knowledge creation process also benefit from it. Since middle managers have an important position within the organisation and play a significant role in the knowledge creation process, this paper focuses on the knowledge creation of those middle managers who work at manufacturing organisation.

Understanding the role of middle managers in the context of knowledge creation and innovation is crucial for contemporary organizations. However, the complexity of knowledge creation implementation has increased gradually due to unclear relationship between the role of middle managers and successful knowledge creation process. Furthermore, there is also a lack of an integrated framework for Organisational knowledge creation process. With this in mind, I attempted to provide a theoretical framework for understanding the relationships among middle managers role, organizational knowledge creation. The study found that middle managers role is indeed very imperative in determining the successful organizational knowledge creation process.

In this study it is evident that some of the knowledge creation activities are initiated by the middle managers I explore this in manufacturing organization in Trincomalee district by using questionnaires.

## **Keywords:**

Knowledge creation, Strategy implementation, SECI model, Middle managers role

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