

Abstract

This study is aimed at exploring the role of knowledge management for enhancing an acquiring the competitive advantages in Sudanese Banking Sector. The descriptive analysis is used to achieve the objective of the study and the questionnaire is the main tool used for collecting the primary data. It is distributed over the population of the research which totaled 220 individuals. Only 173 questionnaires are returned and accounted for 78% of the total research population. The SPSS program is also used for processing and analyzing the data collected.

The study has tested the relationship between the determinates of knowledge management which comprised four axes and the competitive advantages. It is found that there is a statistical relationship between the knowledge management and the competitive advantages in banking sector and there is significant effect between each of organizational culture supporting knowledge, knowledge leadership, flexibility of organizational structure and effective knowledge for information. The determinant factor is accounted at 0.86.

A number of recommendations are suggested such as: it is necessary to train the staff of the Sudanese banks and provide them with integrated system of banking knowledge. The training should be conducted by expert in knowledge management so that they can be able to serve customers at any position and exert efforts to solve their problems as well as to exchange knowledge. The competitive strategies related to flexibility should be adopted and examining the variables of environment and developing means and techniques should also be pursued. The stability of experts is very important for the development of the banking sector.