

**The Effect of Knowledge Management Orientation on the Performance of
Container Shipping Firms: Supply Chain Integration as a Mediator**

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Abstract

The objective of this research is to determine if supply chain integration could mediate the four dimensions of knowledge management orientation (organisational memory, knowledge sharing, knowledge absorption and knowledge receptivity) to shipping firms' performance. This research is anchored on the Resource-based, Knowledge-based and Resource Dependence Theories. A survey questionnaire was deployed. Analysis of data from 171 respondents affirmed that supply chain integration has a mediation effect between each of the knowledge management orientation dimensions and firm performance. This finding suggests that the supply chain integration as the mediator should be deployed by all supply chain actors for their firm performance.