Knowledge Management Dimensions and Social sustainability: Moderating role of Chat GPT

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Knowledge Management Dimensions and Social sustainability: Moderating role of Chat GPT

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Abstract:

This study examines the relationship between knowledge management practices and social sustainability in the context of private hospitals in Kafr El-Sheikh Governorate and the city of Tanta. The research also examines the moderating role of Chat-GPT in the relationship between knowledge management and social sustainability. This research elicited responses using a questionnaire from a sample of (265) private hospitals. The data was analyzed using Structural Equation Modeling (SEM). The results show that knowledge acquisition, sharing, utilization have significant and positive effect on social sustainability. The findings also show that Chat-GPT moderates the relationship between knowledge acquisition, sharing, utilization and social sustainability. it also provide valuable insights to the private hospitals and how they can ensure the social sustainability through KMD and Chat-GPT. Furthermore , this study theoretically contributes to be current literature by exploring the role of KMD practices in social sustainability. Practically, this article offers insights for management regarding the promoting of KMD practices and social sustainability within hospitals , through the development of Chat-GPT culture.

Keywords: Knowledge Management; Chat GPT; Social Sustainability; private hospitals

Introduction

The term "sustainability" is rapidly increasing in prominence , having initially emerged in the early 1970s , This concept was first restricted in management research to environmental deterioration and well-being in the business sector , Later , it was expanded to encompass community , employee and customer wellness (Marimuthu & Paulose ,2016) , Sustainability is defined as the meeting point of social, environmental, and economic aspects that will guarantee a better future generations (Kuehne,2024) . Sustainability also impacts all sectors, it includes ideas of equality, inclusion, universality, and working in a single ecosystem. the idea of sustainable development has drawn a lot of interest from a variety of industries, it is only recently that service organizations have begun to investigate the notion of sustainability, whereas, it was effectively implemented in industrial organizations.

Business today needs to practice Business sustainability (BS) in order to survive over the long term, not just a strategic choice (Sadiku-Dushi, 2019). BS aims to generate shareholder value by seizing the possibilities and controlling the risk that arise from an organizations economic, environmental and social obligations (Pojasek , 2007 ; Bansal & DesJardine, 2014). Sustainability and healthcare are closely linked as public health is impacted by the state of our environment (Mehra & Sharma 2021), sustainable healthcare solutions become increasingly important as the world's population ages and expands. the need for healthcare is rising due to demographic shifts, which is pushing healthcare institutions to find more sustainable and effective ways to provide care (Hussain et al., 2024).

Consequently, Artificial Intelligence (AL) - driven healthcare models improve patient outcomes while also supporting a more sustainable and green healthcare system (Chakraborty et al., 2023).

Knowledge management (KM) is essential to the sustainability discourse, KM has gained significant importance and generated considerable research interest due to its potential to enhance sustainability (Chopra et al.,2021), KM promotes encourages innovation in company processes and products. KM and data reliability also has become important resources in the digital age of information (Adams, 2010). Recently, there has been a surge in initiatives to leverage knowledge within businesses to attain sustainability (Martins et al., 2019). where Health care institutions (HCI) depend significantly on information and evidence- based medicine, is anticipated to integrate these practices into daily health care activities (El Morr & Subercaze, 2010). Also, KM has been critical to the integration of cutting-edge technologies to enhance system performance and decision making in hospital management outputs (Rosário et al., 2020).

Businesses must digitize their operations to be sustainable and competitive in the contemporary digital marketplace. the digital transformation of enterprises is contingent upon the extensive utilization of advanced technologies such as Artificial Intelligence (AI), Cloud Computing, Chat-GPT, the Internet of Things (IoT), and Data Analytics (Rathor, 2023). Sustainability and Artificial Intelligence (AI) are two sides of the same coin. AI is a dependable ally in the fight for sustainability, bringing with it hope for a better tomorrow (Bhaskar & Seth 2025). Artificial intelligence (AI) originated in the 1950s , In many industries , it has the potential to advance

sustainability, (AI) is affecting people's daily lives in significant and widespread ways , as technology advances, (AI) has become a prominent force in various industries , which opened new opportunities from communicating with consumers to optimizing production (Zukic et al., 2023), Despite this, academics have not given the possible effects of AL on organizational functions nearly enough consideration yet (Chen , et al.,2023) .with new developments appearing every few decades , Chat Generative Pre-Trained Transformer (Chat-GPT) , presents a novel viewpoint on human and AI interaction.

Chat-GPT is a cutting-edge technological advancement, by how human-machine conversations have developed over time, Chat-GPT system is an AL based chatbot that can generate text in several formats, including creative, casual, and formal writing. users have responded differently to Chat-GPT feat , some have expressed optimism about the worlds future , pointing to developments in information management , rapid access to conclusions from sources of information , and ease of office work , on the other hand , it might also have certain unfavorable repercussions like high-tech plagiarism (Hassanzadeh , 2022) , additionally , lack of empathy , and human interaction , the need for better protection for the requested personal data , and the veracity of the information supplied .

It is worth noting that Chat GPT is crucial in healthcare sector, that enabling virtual consultations, handle emergencies and give high- quality treatment (Paramesha et al., 2024). Anyway, by the advent of Chat-GPT, we now have several changes to advance society and enhance people's lives in a variety of fields and a number of industries. Chat-GPT can revolutionize healthcare and make a substantial contribution to the general transmission of important health information and developments, by helping professionals and researchers create scientific writing, programming and accurate and informative papers (Rane el al., 2023). Moreover, in more recently, Chat-GPT has revolutionized the way healthcare professionals and patients can access and analyze medical information and potentially will support soon the clinical decision-making process (Chiesa-Estomba et al., 2024), while Patients who reside in rural regions could struggle to meet a healthcare expert. thus, the patients may use Chat-GPT to get help and knowledge from a dependable source, even if they cannot physically visit a healthcare Centre (Javaid, et al., 2023).

It has been observed that an organizations performance would increase when it supports current technology through knowledge management. Since Chat-GPT is a cutting-edge technological innovation, the organization is able to maintain the knowledge base and help decision- making by tightly integrating it with knowledge management (Vrontis et al., 2023).

Consequently, this debate indicates that Chat-GPT applications are beneficial and can enhance organizational effectiveness; however, the existing literature has not conducted a comprehensive analysis of how the utilization of Chat-GPT application might bolster business sustainability, particularly in the realm of social sustainability through KM. Our research has sought to address a gap in the literature.

Therefore, the objective of this article is to conduct a literature review on the subject and identify the primary research deficits in this filed in order to facilitate the advancement of future research on the subject. consequently, this investigation has a number of objectives, Firstly, the research profile of KM in relation to sustainability is not well understood, despite the extensive literature discussion of KM, the field of KM literature necessitates development in healthcare sector due to its extreme fragmentation, Secondly, there is no similar research that establishes a connection between the three variables. Therefore, the objective of this study attempts to assess the comprehension of Chat-GPT and the extent to which this relatively new technology can be used to optimize healthcare workflows, reduce resource waste, and support sustainable initiatives such as telemedicine .Thirdly, the research employed Chat-GPT as an assessment instrument to evaluate the social sustainability of a hospital and to assist in the direction of the hospital's decision-making processes to improve the efficiency and quality of the structures. starting from these considerations. furthermore, the researcher is aware of no prior studies that have been conducted that are pertinent to the concentrated on the social sustainability and knowledge management performance of healthcare. as the use of Chat-GPT in healthcare sector is still in its infancy and requires further research. this study employed Chat-GPT in the healthcare sector to enhance the patient experience, assist medical professionals in optimizing healthcare processes, and provide insightful data. the study endeavors to assess the potential of Chat-GPT for use by healthcare workers (HCWs) in private hospitals in Egypt (Tanta City ,and Kafr El-Sheikh Governorate) , and investigate the opportunities and problems it poses for enhancing communication efficiency with consumer. Fourthly, research on sustainability has been conducted in a variety of sectors , but it is deficient in the healthcare industry ,the majority of previous research focus on the role of Chat-GPT on tourism (Battour et al., 2024) , and high education (Farhi et

al., 2023 ; Allam et al.,2023; Arbiv, 2024 ; Tariq et al., 2024) , but This study is the first study to investigate the role of Chat-GPT technique in a service sector such as healthcare .

2-Literature review and hypotheses development

Corporate performance and business sustainability are improved by process of creating knowledge management to create, communicate, distribute, and use common information (Chopra et al., 2021). It is also worth noting that Chat-GPT as an Artificial Intelligence (AI) tool has multiplied the potential for massive improvement of knowledge management systems (Sumbal, & Amber, 2024). However, the conceptual model for this research illustrates the relationships between the study's research constructs: Knowledge Management, Chat GPT, and Social Sustainability.

2.1 Knowledge Management and Social Sustainability

In today's era of globalization and digitalization , knowledge is viewed as the primary source of long-term competitive advantage and wealth generation (Alavi & Leidner, 2001) , and therefore , KM has become a critical component for the success of companies (Kassaneh et al., 2021 ; Prameswari et al., 2024) , In order to satisfy the demands of the business and its stakeholders today, Sustainability can be defined as 'adopting business strategies and activities that protect , sustain , and enhance the human and natural resources what will be needed in the future (Deloitte & Touche ,1992).

Despite that abundance of KM literature, a broadly recognized definition remains elusive. according to the KM process "people within the organization have the right information at the right time in the right format" (Bolisani et al., 2018), KM is defined by (Nonaka & Toyama, 2003) as a set of practices that are designed to convert data into knowledge or information that is beneficial for the growth of an organization. while (Debowski ,2007) defined it as the process of identifying, organizing, and disseminating intellectual property that is critical to the long-term operation of an organization. KM is the process of capturing, distributing, and effectively using knowledge (Lopes et al., 2017), Indeed, Knowledge Management (KM) can be defined as the methodical administration of the organizations knowledge resources to produce value in line with strategic requirements (Tajpour et al., 2022). Many organizations have challenges because KM has traditionally been implemented haphazardly without a clear plan in place (Robinson et al., 2006).

KM has become increasingly important and has sparked intense research interest due to its potential to advance sustainability , knowledge is the primary engine for the development of the individual, the business , and the

country (Mardani et al. ,2018) , According to previous studies, the study (Abbas, 2020) investigate the structural relationship between total quality management (TQM) and corporate sustainability (CS) through the mediating effect of KM which is measured by (knowledge creation, acquisition, sharing, and application) , the results show that TQM has a significantly and positive affects CS, and KM partially mediates the relationship between them , the data came from medium and large-sized enterprises in Pakistan manufacturing and services sectors .

Scholars perceive the emergence of "knowledge-based SCs" as an opportunity to enhance customer value (Patil & Kant, 2013). The study (Tajpour et al., 2022) demonstrated that Knowledge can add value when applied in the workplace, The organization can compete by using particular technology to identify accurate knowledge, and that an organization should put mechanisms in place for knowledge creation and research while taking into account its core competencies. As a result, the study showed that KM in its three dimensions (Knowledge creation, Knowledge transfer, Knowledge application) has a significant impact on business sustainability. Furthermore, in the study (Abbas & Sağsan, 2019) state that uses four dimensions of KM, Knowledge Creation (KM), Knowledge acquisition (KA) , Knowledge sharing (KS), and Knowledge application (KAP) , KM is the process of coming up with new ideas and concept through human interaction through tacit and explicit knowledge , explicit knowledge is knowledge that has been documented to make it easier for other to learn , whereas tacit knowledge is knowledge that people already possess (Perdana & Syah, 2023) .KA can also help business evaluate their shortcomings and build on their strengths , KS where colleagues must be shared of the new information ,finally , KP to make process change , the knowledge that has been gained and shared needs to be applied in the pertinent areas . thus, the study concluded that four dimensions of KM significantly impacts on corporate sustainable development. Similarly, a study (Hussain et al., 2022) demonstrated that the three aspects of KM - acquisition, dissemination, application influence the sustainable corporate performance (environment, economic, social), with Absorptive capacity moderating and green innovation mediating.

Another study by (Lopes et al., 2017) examines the situation of a family-run rubber product company in Brazil that works in the coatings, health, education industries. the study discovered that company can leverage KM through (research and people engagement for change) and open innovation (through network collaboration, exchange of ideas, and sharing technology)

that influence on organizational sustainability. Meanwhile, knowledge transfer, as an important dimension of knowledge management, has been integrated four dimensions - internal factors, altruism, satisfaction, organizational identity - is one of the strategic resources that can ensure better performance or noteworthy growth, according to the study (Vrabcová et al., 2022). it is also a critical requirement for the successful implementation of management system in organizations and achieving business sustainability. another study investigated and noted that KM practices (corporate structure, corporate culture, corporate leadership style, and a unique variable social capital) can have a direct impact on corporate sustainability, The study was conducted on 130 participants from the textile sector in Dhaka.

On the other hand, in order to support healthcare professionals and patients in making high quality, well-informed decisions, KM in the healthcare industry aims to promote and supply optimal, timely, effective and pragmatic healthcare knowledge to them when and where they need it. Additionally, KM is working toward this objective by developing cutting-edge knowledge-mediated solutions and incorporating them into institutional workflows to raise the standard, effectiveness and efficacy of the healthcare delivery system (Abidi, 2007). Managers could benefit from KM tactics to enhance the performance of hospitals and other healthcare organizations , according to the study (Alboliteeh et al., 2022) sustainable organizations need to think about how KM and healthcare are related, This study relied on three dimensions of KM that knowledge acquisition (KA) is the process of acquiring and gathering more information from multiple reliable sources in order to solve business-related problems (Mothe et al., 2018), knowledge sharing (KS) defined as ‘‘team members exchanging ideas, information, and suggestions with each other relevant to the task at hand.’’ (Srivastava et al., 2006)., and Knowledge utilization (KU), that refers to the application of transferred and stored knowledge in the workplace (Demir et al., 2023) Which explained that KS has a positive impact on organizational sustainability. This study agreed with studies (Cai et al., 2019; Alolayyan et al., 2020) that found KM has a positive effect on hospital performance. The Study (Al Koliby et al., 2022) agrees with the previous study in that KA is the process of gathering more information from a range of reliable sources to help staff members solve business-related problems and improve organizational effectiveness, and KA significantly improved the performance of sustainable business.

Based on the commonality in the literature and reviewing literature conducted, KM is supported in hospitals by three pillars: KA, KS, and KU (Zaim ,2016; Popa & Ștefan, 2019; Alboliteeh et al., 2022; Demir et al.,2023). KA that encompasses elicitation, collection, accumulation , modelling , analysis and validation of knowledge , it digital competency in online health information activities is correlated with Knowledge acquisition in a digitally connected society , KS because team members have varying experiences , viewpoints ,and views .KU where the effectiveness of the hospitals KM program is determined by the amount of knowledge utilized relative to what is stored and the percentage of problems resolved by the company using knowledge utilization , More precisely, this study concentrated on social sustainability as one of the dimensions of business sustainability because it more associated with the service sector such as healthcare and hospitals (Hussain et al.,2018 ; Mehra,& Sharma, 2021) . therefore, the following hypotheses are proposed based on prior research findings:

H1. knowledge Acquisition is significantly affected to Social Sustainability

H2. knowledge Sharing is significantly affected to Social Sustainability

H3. Knowledge Utilization is significantly affected to Social Sustainability

2.2 Chat GPT and Social Sustainability

Many enterprises are contemplating the implementation of applications that are compatible with GPT-3.5 and GPT-4 platforms, Business are instrumental in the effort to create a more sustainable world, and the advantages of addressing sustainability extend beyond society and the environment to the firm themselves. through tangible benefits like lower expenses and operating risk, or intangible benefits such as improved brand recognition, talent attraction, and competitiveness (Dyllick & Muff, 2016), The creation and administration of sustainable organizations is receiving an increasing amount of attention, that the organizations are expected to include social, economic, and environmental development into their daily operations in order to achieve sustainable development (Chow & Chen, 2012). anyway, for a company to remain competitive today and in the future, a company's strategies and operations must take sustainability into account.

Chat-GPT (Chat Generative Pre-trained Transformer) is a cutting-edge form of (AL) that can be generate text that appears to have been written by a person , it’s an (AI) powered chatbot platform, based on a natural language

processing (NLP) model and machine learning (ML) algorithms to enable users to communicate with machines in a conversational manner , it developed by Open AI with the support of its GPT-3.5 and GPT-4 platforms and large language models (LLM) , currently on the GPT-3.5 and GPT-4 platforms (Lokman & Ameedeen,2019) has the ability to completely change how people use technology . Chat-GPT compile information from all available sources, feeds it into a transformer model, maps the relationships between the different data points, and generates intelligent recommendations for which text to use when (Javaid & Singh, 2023). Chat-GPT increases an organizations efficiency, Many academics contend the Chat-GPT is positioned to have a vital affect in how sustainable development is developed in the future, provided it has company has enough people with chat-GPT related talents (Vrontis , et al., 2023). As (Hamad et al, 2024) explained that factors related to the use of Chat-GPT in healthcare settings related to patient communication, medical diagnosis, therapy recommendations, and healthcare information retrieval, Moreover, Chat-GPT can be utilized in conjunction with mental health treatment according to (Zaman, 2023). medication reminders, creating treatment plans tailored to each patient, providing personalized health advice and recommendations for patient care, and patient education are some of the most significant uses of Chat-GPT in the healthcare industry (Javaid et al.,2023).

Joshua Kushner, Kevin Nazemi, and Mario Schlosser founded Oscar Health in 2012 with goal of enabling everyone to live a healthier and affordable (Stisova, 2023). where for a hospital to become socially sustainable, it must prioritize the psychological and physical well-being for their patients and make them feel comfortable and welcome (Capolongo et al. (2016). while the Oscar Health company has seen a significant improvement in its services through the integration of Open AI's Chat-GPT, which has improved customer service, assisted in searching complex medical records, and ensured that patients receive timely and accurate information. this is just one example of the application of Chat GPT and its impact across various industries (Oscar Health, 2023).

Numerous studies examining that Chat-GPT may have both negative and positive effects on both technology and humans (Raj et al.,2023), whereas (Hern ,2023) in The Guardian cites a paper from Open AI. the company that created Chat-GPT ,in which executives advocate for legislation like to that of the International Atomic Energy Agency in order to reduce the harm that these systems may pose to humankind such as a large carbon and water footprint that is usually ignored, additionally , in the healthcare organizations

(HCOs), ChatGPT-4 is untrustworthy as it could give false information or exhibit errors throughout the inference process, which could result in suggestions for treatments that are not successful (Rozental et al., 2018) Nevertheless , it has a positive impact by improving service efficiency, and give business competitive advantage. Chat-GPT uses in healthcare by Oscar Health , education by by Khan Academy , which producing dynamic , adaptable information that is tailored to each students need , such as personalized learning , automated assessment ,smart classrooms , voice assistants , virtual mentors and creative material are just a some example of the technology being used (George & George, 2023 ; AlAraj , 2024) , and in technology by Stack Overflow, also in digital marketing, e-commerce By saving costs through responding quickly to customer inquiries without the need to hire more employees , and finance (George et al., 2023; Shidiq, 2023) . additionally, the fields of computer science , engineering , social science are all actively researching Chat GPT , it is an effective tool for businesses in content development sectors and the customer service , that allow to automate the lead generation process by generating and evaluating leads using natural language interactions (Javaid et al., 2023) , although most previous research hasn't directly addressed business , it can nevertheless help with company continuity (Kurnianingrum et al., 2024) .

Despite the importance of human experience in the medical field, more recently, some Chatbots specially Chat-Gpt as emerging technologies, which completely changed the way medical practitioners, when given an input, Open AI's ChatGPT-4 produces answers that resemble written language. additionally, using Chatbots has several benefits, including quick information access, improving diagnosis accuracy through assessing (symptoms & medical history), treatment suggestions and decision assistance, ongoing learning and updating, enhanced workflow efficiency, patient education and involvement and scalability and accessibility (Chiesa-Estomba, 2024).

The majority of studies indicates that three pillar promote business sustainability (Durst & Zieba , 2020) : Environmental Sustainability , in order to detect possible environmental hazards and give decision-makers information , chat-GPT might evaluate environmental data from multiple sources , including sensors , satellites, and social media (Aggarwal , 2023) ; Economic sustainability is the development of an efficient and highly stable economic system that continues to add value (Kavalić et al., 2021) , Chat-GPT offers a potent tool for deciphering and comprehending intricate economic systems , which has the ability to transform economic thought processes ; Social Sustainability have a beneficial impact on all connections stakeholders (Lo et al., 2019) and has been linked to the quality of life (Lee, 2021) , Chat-GPT could help to raise awareness and promote sustainable behavior.

The study (Rathore, 2023) aims to investigate various approaches to use Chat-GPT to reduce waste creation, enhance product quality and accomplish sustainability in the textile sector, the study reached that businesses in the textile sector may enhance customer satisfaction and increase the cost-effectiveness of their services by utilizing this technology. Hence, the study emphasized the successful integration between AL and sustainability technologies in order to meet the manufacturing process's environmental, economic and social objectives. Furthermore, the study (Gordon, 2023) focused on the question, "how Are Educators Reacting To Chat GPT?", The study produced viewpoints on accepting technology advancements and investigating ways to incorporate these resources, adapting curricula and approaches to the changes, Likewise, Chat-GPT can provide information about potential side effects, prescription interactions, dosage recommendations, and other crucial elements of medication management (Kharat et al., 2024).

On the other hand , many academics contend that Chat-GPT is positioned to have a significant impact on how sustainable development is developed in the future , example, (AlQershi et al., 2024) applied their study on 31,740 lecturers used in Malaysian public universities , the study aim to creation strategic value for university lecturers through technology through three dimensions of Chat-GPT organization support , managerial productivity and decision aids on the business sustainability (BS) , The study reached to there is a significant relationship between Chat-GPT strategic value and firms' business sustainability , Likewise, the study (Arbiv, 2024)) showed that Chat-GPT links AI to university education. In addition to features that can be used to enhance teaching and learning processes, Chat-GPT has also raised concerns about misuse by students and academic integrity. Additionally, Chat-GPT has demonstrated proficiency in answering board test questions in some sub specialties, demonstrating proficiency in digesting medical data and bolstering diagnostic thinking. it has also performed exceptionally well on text- based medical jobs (Koga & Du ,2024), Furthermore, healthcare providers offering smarter patient care solutions utilizing predictive analytics tools that can detect patterns in medical data faster than humans ever could (George & George, 2023). Doctors might use this technology to expedite diagnosis and create individualized treatment regimens for each patient.

Additionally, Chat-GPT's growth present businesses with more and more opportunities to practice social responsibility. these opportunities help business reduce risks and reach full potential by encouraging external supervision, blustering internal control, and implementing the philosophy of sustainability (Zhuang & Wu, 2023), According to (Javaid et al., 2023) study significant work flow Dimensions and typical features of Chat-GPT for the Healthcare domain, the study indicated that Chat-GPT enhance conversational skills, it can have natural conversational skills. it can have natural conversations with patients by using chatbots that understand and respond to a variety of conversational inputs, including questions, claims, and healthcare directions. furthermore , whereas Healthcare sector as a dynamic and complicated industry requires marketing to meet financial objectives and enhance societal well-being , healthcare marketing is examined in the (Gigauri, 2024) in light of the twin transition - Sustainability and Digitization using Chat-GPT , The study come to the conclusion that marketing may raise public awareness of healthcare concerns , gain employee satisfaction, and improve the quality of healthcare - all of which support sustainability . Meanwhile, higher levels of knowledge acquisition are crucial in medical education and can be based on interpretation and application. According to the study (Meo et al., 2023) Chat-GPT may be able to support medical students and faculty in medical education settings.

By reviewing previous literature, the majority of earlier research, especially those that dealt with healthcare system, did not sufficiently consider the social dimension (Capolongo et al.,2016). it is also evident that there is still a deficiency in the literature regarding the impact of social sustainability on physician participation based Chat-GPT in this context , in spite of prominent investigators in the domain of health science , such Professor Umberto Veronesihave , persistently promoted the increased significance of the social aspect of sustainability in the healthcare setting (Buffoli et al.,2013) , Therefore, in this research we focused only on social sustainability because it is one of the important dimensions of sustainability, and because of its strong association with Chat-GPT in the medical field, as the presence of Chat-GPT can help raise awareness, promote sustainable behavior, and improve medical services provided , and in measuring social sustainability in health care, the researcher relied on some indicators to create and build an accessible, comprehensive and integrated environment and a

society that effectively meets needs on the health and well-being of users (Choudhury & Tounsi, 2024).).These indicators were linked to enhancing patients' perceptions within the hospital by focusing on the efforts made and paying special attention to the atmosphere and interior design of the facility. thus, we articulated this hypothesis as:

H4. Chat-GPT significantly affects Social Sustainability

2.3 Moderating role of Chat-GPT

The literature demonstrates that the Chat-GPT as a critical element of business sustainability (Vrontis et al., 2023; AlQershi et al., 2024; Rathore, 2023). while, the study (Prameswari et al., 2024) pointed out that Chat-GPT has significant potential in improving knowledge management, innovation which is consider a key survive and thrive in a sustainable and competitive business environment, the study was applied on micro, small, and medium enterprises (MSMEs). additionally, the study (Nazeer et al., 2023) highlight the challenges and opportunities for knowledge workers by exploring linkage of Chat-GPT and personal knowledge management (PKM), the results of the study indicate that Chat-GPT augments the decision-making ability of a knowledge worker through facilitating his/her PKM, it also accelerated trend of employing informal channel technology in their work practices.

Meanwhile, Chat-GPT technology helps businesses to support and enhance KM methods, according to the study (Prananta et al.,2023). this study was applied to Indonesian education, especially to the development of 21st century competencies (skills) in student. the study attested to Chat-GPT's usefulness as scientific communication tool and information search engine .

The study (Sallam et al.,2023) which applied to in health care education that KA could be revolutionized using Chat-GPT , Moreover , in the study (Leelavathi & Surendhranatha , 2024) conducted on faculty members from several management education schools in Bangalore city as well as undergraduate and postgraduate students , the study found that for progressive knowledge utilization ,student must be aware of ChatGPT's potential as well as its limitation .Additionally , in the study (Jo ,2024) state that perceived intelligence and Chat-GPT,s service quality have a major impact on users perceptions of its utility , information support and knowledge acquisition . its noteworthy to observe that although perceived usefulness significantly increases customer satisfaction, willingness to pay for services is not directly

influenced by it, Additionally, the integration of Chat-GPT with the organizational knowledge base, improves task efficiency, time-saving for other creative endeavors, comprehensive knowledge in the necessary format (Sumbal et al., 2024).

Ultimately, by reviewing previous studies, we concluded that Chat-GPT has made working with knowledge management easier and more accessible for both organization and the people utilizing it (Ayinde, 2023). where Chat-GPT can moderatig the sustainability and enhance the operations and decision-making processes.

After studying the extant literature, KM is closely linked to technology (Abubakar et al., 2019; Sian & Kelkar, 2013), whereas there is a growing interest in finding sustainable and innovative approaches for managing and delivering knowledge. one of the most important of these methods is Chat-GPT, whereas Chat-GPT play the important role in moderating social sustainability to benefit the organizations and employees by enhancing the knowledge flow within organizations through better and improved knowledge generation (Sumbal & Amber, 2024). Therefore, we articulated this hypothesis as :

H5. Chat-GPT moderates the relationship between knowledge acquisition and social sustainability

H6. Chat-GPT moderates the relationship between knowledge sharing and social sustainability

H7. Chat-GPT moderates the relationship between Knowledge utilization and social sustainability

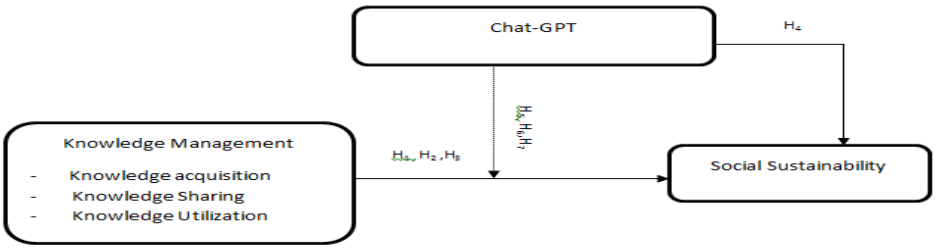

FIGURE 1. THE HYPOTHESIZED MODE

1) Study Population and sample

The research community comprises of 33 hospitals situated in Kafr El-Sheikh Governorate, with employ 877 doctors. Additionally, the study encompasses 14 hospitals in Tanta City, which employ 75 doctors. Consequently, the two governorates include 47 hospitals and 952 doctors, which constitute the entire study community .

The convenience sample method was chosen due to its simplicity and rapidity. Doctors were selected from specific hospitals in Kafr El-Sheikh and Tanta due to their easy access and willingness to collaborate and their ease of access. In order to gather data, an electronic questionnaire was administered via Google forms. A total of (265) responses were received, and each response was subjected to statistical analysis.

2) study sample Characteristics

The results of Figure 1 show a different distribution of participants across age groups ،The vast majority of the sample falls within the age group of 25 to less than 35 years at 55%. Most of the sample holds a bachelor's degree at 70%, followed by diploma holders at 18%.

In addition, the gender distribution is close, with males making up 53% and females 47%. Physicians represent the largest proportion at 85%, followed by department heads at 12%.

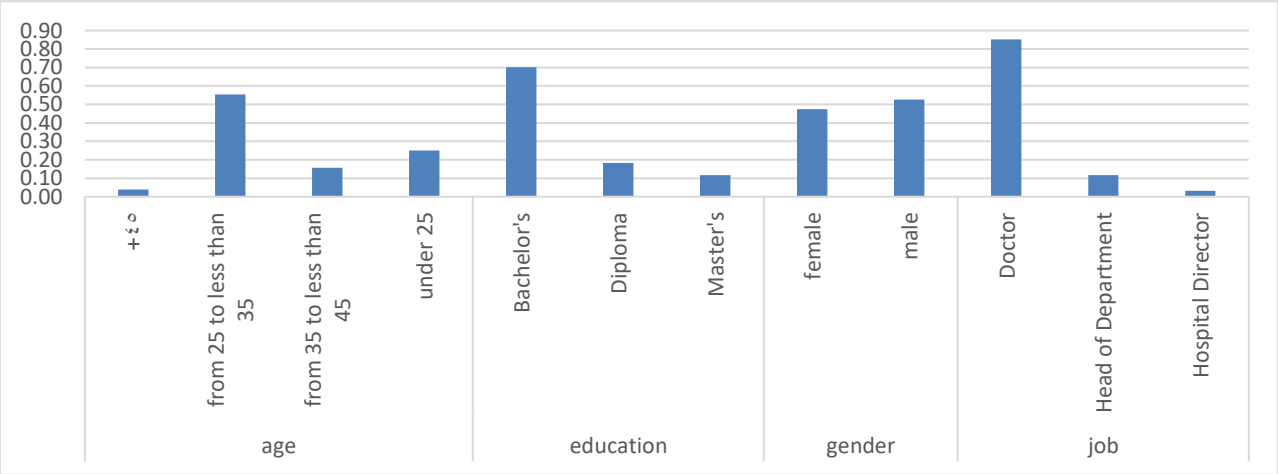

Figure 1: Characteristics of the study sample

3) Validity and reliability

According to the results of Table 1, the outer loading for the dimensions of Knowledge management, represented by (knowledge acquisition - knowledge sharing - Knowledge utilization), ranged between 0.821 and 0.918, While the outer loading for the Chat-GPT ranged from 0.894 to 0.953, it ranged from 0.824 to 0.897 for the social sustainability.

The results also indicate the existence of an appropriate degree of internal consistency between the phrases used to measure all study variables, and thus the validity of the study tool logically and statistically for all field study data. Therefore, the internal consistency validity of the dimensions of knowledge management and social sustainability was calculated using Pearson correlation to measure the relationship between each dimension and the total score of the total dimensions related to the study, as the correlation coefficients for the knowledge acquisition dimension ranged between 0.813 to 0.910 and ranged between 0.837 to 0.880 for the knowledge sharing dimension, while the correlation values for the knowledge utilization dimension ranged between 0.869 to 0.919, while for the Chat-GPT dimension, the correlation coefficients ranged between 0.904 to 0.952 and also ranged between 0.826 to 0.896 for the social sustainability dimension.

The composite reliability ranged from 0.751 to 0.794 for the dimensions used to measure Knowledge management. While the reliability coefficient ranged from 0.927 to 0.948, which is greater than 0.7, which affected the self-honesty, which ranged from 0.963 to 0.974. The composite reliability for the Chat-GPT dimension reached 0.854, a reliability coefficient of 0.913, and a validity coefficient of 0.956. As for the social sustainability dimension.

The variance inflation factor is important because multicollinearity can reduce the accuracy of regression coefficient estimates, making statistical results unreliable and potentially leading to incorrect conclusions. $1 < VIF < 5$: Moderate correlation, but often not considered a serious problem, and the variance inflation factor values range from 2.406 to 4.94, indicating that multicollinearity does not affect the results

Table 1: Results of validity and reliability

Variables	Dimensions	Measurement Item	corrected item-total (Correlation)	VIF	Loading	Cronbach's Alpha	validity	AVE
Knowledge management	knowledge acquisition	KA1	.884**	3.187	0.882	0.927	0.963	0.773
		KA2	.893**	3.572	0.889			
		KA3	.893**	3.277	0.889			
		KA4	.813**	2.406	0.821			
		KA5	.910**	4.008	0.913			
	knowledge sharing	KS1	.876**	3.110	0.876	0.933	0.966	0.751
		KS2	.878**	3.286	0.880			
		KS3	.883**	3.515	0.887			
		KS4	.846**	2.697	0.844			
		KS5	.837**	2.547	0.829			
		KS6	.880**	3.207	0.882			
	Knowledge utilization	KU1	.883**	3.686	0.883	0.948	0.974	0.794
		KU2	.904**	4.118	0.902			
		KU3	.918**	4.502	0.918			
		KU4	.869**	3.351	0.871			
		KU5	.887**	3.523	0.889			
		KU6	.886**	3.707	0.884			
Chat-GPT		CHG1	.952**	4.944	0.953	0.913	0.956	0.854
		CHG2	.915**	3.701	0.925			
		CHG3	.904**	2.657	0.894			
social sustainability		BS1	.873**	4.831	0.874	0.971	0.985	0.761
		BS2	.896**	4.439	0.896			
		BS3	.826**	2.982	0.824			
		BS4	.888**	4.540	0.886			
		BS5	.870**	4.716	0.871			
		BS6	.842**	4.068	0.842			
		BS7	.893**	5.020	0.893			
		BS8	.896**	5.048	0.897			
		BS9	.858**	3.957	0.856			
		BS10	.880**	4.308	0.879			
		BS11	.882**	4.858	0.884			
		BS12	.859**	4.198	0.861			

** Correlation is significant at the 0.01 level (2-tailed).

Source: from Smart-pls output.

4) Results

Table 3 presents the model fit results for the study models, where the first model shows that the SRMR value is 0.046, which is an indicator of very good fit quality, as values less than 0.05 are considered excellent. While the second model shows a very close SRMR value of 0.047, which also means good fit quality. In the first model, the values of d_ULS and d_G are 0.928 and 0.328 respectively, while in the second model the values of d_ULS and d_G are 0.169 and 0.659, which indicates less difference between the model and the data and thus a better fit for the two models. The first model shows an NFI value of 0.824 while the second model shows an NFI value of 0.807, which reflects a good fit.

Table 3: model fit

	Estimated model 1	**Estimated model 2**
SRMR	0.046	0.047
d_ULS	0.928	0.169
d_G	0.328	0.659
Chi-square	26.610	33.771
NFI	0.824	0.807

Source: from Smart-pls output.

Figure 1 shows a model that links three key variables Knowledge Acquisition, Knowledge Sharing, and Knowledge Utilization and their impact on Business Sustainability.

Knowledge Acquisition: The variables associated with this dimension are KA1 to KA5, all of which show high coefficients (e.g. 0.882, 0.889, 0.821, 0.913). This indicates that these variables measure knowledge acquisition well in the model. and the direct effect of knowledge acquisition on corporate sustainability is relatively weak at 0.187, which means that knowledge acquisition alone is not the most influential factor on business sustainability, but it still plays an important role.

Knowledge Sharing: The variables associated with knowledge sharing (KS1 to KS6) show strong coefficients (e.g. 0.876, 0.880, 0.887), which means that knowledge sharing is a strong influential factor in the model. The direct effect of knowledge sharing on business sustainability is 0.170, which is a medium effect, indicating that knowledge sharing contributes significantly to business sustainability, but its effect is not the strongest.

Knowledge Utilization: The variables related to knowledge utilization (KU1 to KU6) show high coefficients (e.g. 0.902, 0.918, 0.871), which means that knowledge utilization is also an important factor in this model. The direct effect of knowledge utilization on corporate sustainability is the strongest in the model, with a coefficient of 0.628. This indicates that knowledge utilization is the most influential factor on business sustainability, highlighting the importance of effective use of knowledge in improving performance.

Social Sustainability: Corporate sustainability (BS1 to BS12) shows very high coefficients (e.g. 0.874, 0.895, 0.893), which indicates that the different variables accurately measure this dimension. The effects of the three previous factors (knowledge acquisition, knowledge sharing, knowledge utilization) indicate that knowledge utilization is the most influential factor in achieving corporate sustainability, followed by knowledge acquisition and then knowledge sharing.

Based on the results of the first model, we find that knowledge exploitation plays the most vital role in enhancing institutional sustainability, as organizations that do not exploit their knowledge effectively may find it difficult to survive and continue. Although knowledge acquisition and knowledge sharing have an impact, they alone are not sufficient to ensure social sustainability without effectively exploiting this knowledge. The model also indicates the importance of effective knowledge management in all its aspects (acquisition, sharing, and exploitation) to ensure the long-term sustainability of the organization.

The results of the path analysis in Figure 2 also indicate that the dimensions knowledge acquisition - knowledge sharing - knowledge utilization explain 91% of the variance in Business Sustainability, and the remaining percentage is due to other factors that were not included in the study model.

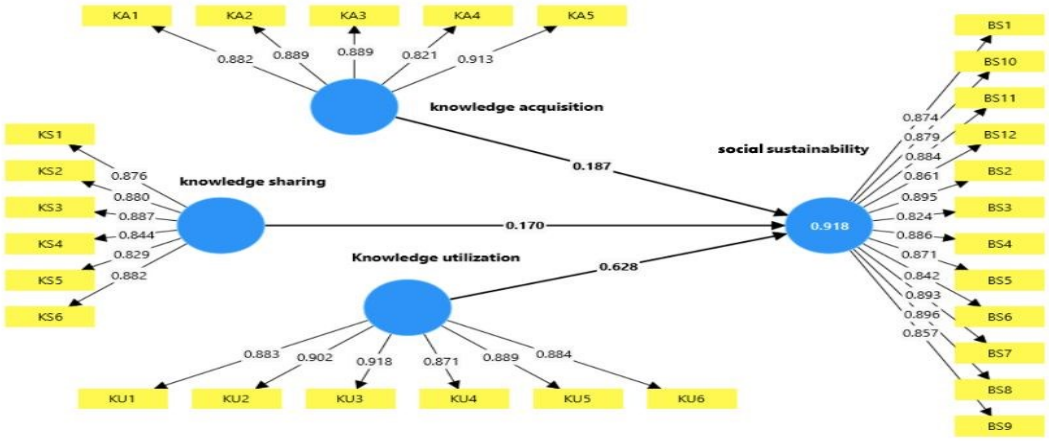

Figure 2: Path analysis for model 1

Source: from Smart-pls output.

Table 4 shows the results of the path coefficient analysis for three hypotheses related to the effects of different knowledge dimensions on social sustainability.

Hypothesis H1: The results indicate that knowledge acquisition has a positive impact on social sustainability with a path coefficient of 0.187 and a T-value of 2.716, which means that this effect is statistically significant (p=0.007). This result confirms that knowledge acquisition is an essential element for enhancing social sustainability.

Hypothesis H2: The results show that knowledge sharing also contributes to social sustainability with a path coefficient of 0.170 and a T-value of 2.282 (p=0.023). This means that knowledge sharing between individuals and departments within an organization enhances its sustainability, reflecting the importance of interaction and collaboration in the work environment.

Hypothesis H3: The results indicate that knowledge utilization has the greatest impact on social sustainability with a strong path coefficient of 0.628 and a high T-value of 10.549 (p=0.000). This indicates that the transformation of knowledge into practical applications and actions that contribute to achieving sustainability is the most influential of the three factors studied. These results show that all dimensions of knowledge studied (acquisition, sharing, and use) have significant positive effects on social sustainability,

which emphasizes the importance of knowledge management as part of sustainability strategies in organizations.

Table 4: path coefficient for model (1)

hypothesis	path	cof.	T statistics	P values	decision
H1	knowledge acquisition -> social sustainability	0.187	2.716	0.007	Accepted
H2	knowledge sharing -> social sustainability	0.170	2.282	0.023	Accepted
H3	Knowledge utilization -> social sustainability	0.628	10.549	0.000	Accepted

Source: from Smart-pls output.

The path analysis results for the second model show the Knowledge Acquisition consists of KA1 to KA5, all of which show high coefficients (e.g. 0.882, 0.889, 0.821, 0.913), indicating that these items measure knowledge acquisition well. The direct effect of knowledge acquisition on social sustainability is 0.069, which is a relatively weak effect. This indicates that knowledge acquisition alone does not strongly affect social sustainability without interaction with other variables.

The Knowledge Sharing consists of KS1 to KS6 show strong coefficients (e.g. 0.876, 0.880, 0.887), indicating that knowledge sharing is an effective element in the organizational process. The direct effect of knowledge sharing on social sustainability is 0.126, indicating a medium effect. This reflects an important role of knowledge sharing in improving social sustainability, but it is not the most influential factor.

The variables associated with knowledge utilization KU1 to KU6 show very high coefficients (e.g. 0.902, 0.918, 0.884), indicating that knowledge utilization is an important variable in this model. Also, the direct effect of knowledge utilization on social sustainability is 0.534, which is the strongest effect in this model. This indicates that effective knowledge utilization contributes significantly to enhancing social sustainability.

The variables associated with Chat GPT (CHG1 to CHG3) show high coefficients (e.g. 0.953, 0.925, 0.894), indicating that this dimension contributes strongly to the model. The direct effect of chat GPT on social sustainability is 0.272, indicating that the use of this technology can help

enhance social sustainability. Chat GPT can support cognitive processes by improving communication effectiveness and automatic information processing. There are also indirect effects of Chat GPT on both knowledge exploitation and knowledge acquisition (0.030, 0.022), which enhances the role of technology in improving cognitive processes.

social sustainability depends mainly on knowledge utilization, which has the strongest effect (0.534), followed by the effect of Chat GPT (0.272), then knowledge sharing (0.126) and knowledge acquisition 0.069, and thus we conclude that technology (such as Chat GPT) has an increasing role in enhancing the effectiveness of organizational and cognitive processes, which can help support social sustainability.

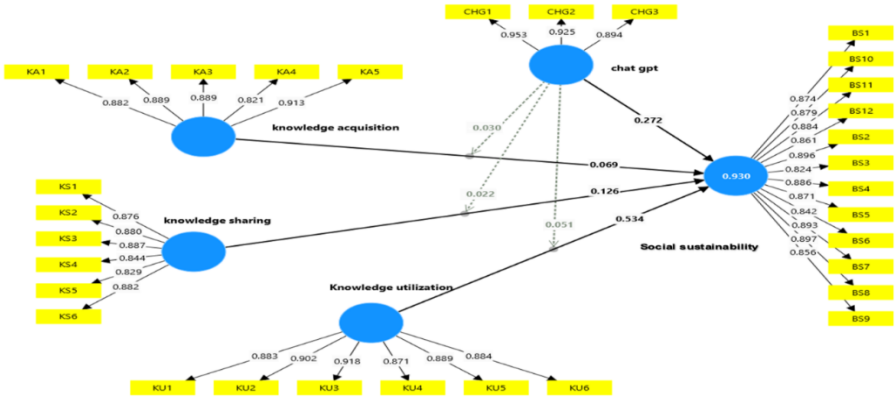

Figure 3: Path analysis for model 2

Source: from Smart-pls output.

The results of Table 5 show the path coefficient analysis of Model (2), where the impact of using Chat-GPT on social sustainability was evaluated through several intermediate variables such as knowledge acquisition, knowledge sharing, and knowledge utilization. The results indicate the following:

Hypothesis H4 The direct impact of Chat-GPT on social sustainability: The path coefficient value (0.272) indicates that there is a moderate positive impact of using Chat-GPT on social sustainability. The T-statistical values (5.207) and P-values (0.000) also indicate that this impact is strongly statistically significant, which supports the acceptance of the hypothesis.

Hypothesis H5 The impact of Chat-GPT in interaction with knowledge acquisition on social sustainability: Here it appears that the positive impact exists but is relatively weak (path coefficient 0.030) compared to the direct impact. However, the T-statistical values (3.389) and P-values (0.001) indicate that this impact is statistically significant, which means that the hypothesis is also accepted. This can be interpreted as the use of Chat-GPT enhancing companies' ability to acquire knowledge, which positively affects their sustainability.

Hypothesis H6 The effect of Chat-GPT in interaction with knowledge sharing on social sustainability: The effect of this variable is also weak (path coefficient 0.022), but is still statistically significant as T (3.796) and P (0.000). This indicates that knowledge sharing mediated by Chat-GPT has a positive effect, but it may not be the most influential factor.

Hypothesis H7 The effect of Chat-GPT in interaction with knowledge utilization on social sustainability: This effect is stronger compared to the other variables (path coefficient 0.051), as the statistical values T (9.711) and P (0.000) indicate that the effect is statistically significant. This indicates that Chat-GPT significantly enhances social sustainability when it is used in actual knowledge utilization processes.

The results indicate that Chat-GPT contributes directly to improving social sustainability, and also contributes indirectly by improving knowledge acquisition, knowledge sharing, and knowledge utilization processes.

Table 5: path coefficient for model (2) (intercept effect)

hypothesis	path	cof.	T statistics	P values	decision
H4	chat gpt -> Social sustainability	0.272	5.207	0.000	Accepted
H5	chat gpt x knowledge acquisition -> Social sustainability	0.03	3.389	0.001	Accepted
H6	chat gpt x knowledge sharing -> Social sustainability	0.022	3.796	0.000	Accepted
H7	chat gpt x Knowledge utilization -> Social sustainability	0.051	9.711	0.000	Accepted

Table 6: path coefficient for model (2) (Total effect)

path	cof.	T statistics	P values
chat gpt x knowledge acquisition -> Social sustainability	0.217	3.96	0.00
chat gpt x knowledge sharing -> Social sustainability	0.192	3.12	0.00
chat gpt x Knowledge utilization -> Social sustainability	0.679	6.84	0.00

5) Discussion

The use of knowledge management in the context of sustainability has grown over time (Martins, V. W. et al., 2019), also it is supported by some researchers (Chopra, M.,et al., 2021) where the organizations beleaved that the sole mean to achieve a sustainable competitive advantage is acquiring knowledge and utilizing it effectively, therefore, The present research is conducted to investigate the impact of knowledge management dimensions on social sustainability along with the moderating impact of Chat-GPT in private hospitals located in Kafr El-Sheikh Governorate and the city of Tanta, , where(Tajpour, M., et al., 2022) believes the technology-based companies are able to compete and sustainable. According to the results, knowledge management and its three dimensions, namely knowledge acquisition , knowledge sharing , knowledge utilization has a significant and positive impact on social sustainability .noteworthy , this study is consistent with a study (Chopra, M., et al., 2021), that the knowledge management dimensions significantly impact on social sustainability which confirmed that enterprises implement on sustainability initiatives will be able to contribute to social well-being at the country-level, this study also agreed with the study (López-Torres,et al., 2019), which clarified that knowledge management in its dimensions (workers training , KM policies and strategies, creation and acquisition of external knowledge, and organizational culture effects on social sustainability) . also this study agreed with (Shahzad, M., el al., 2020) that Knowledge management process (knowledge acquisition, knowledge dissemination , knowledge application) has a positive and significant effect on corporate social sustainability by mediating green innovation . additionally , the study (Abbas, J. , 2020) also analyses the mediating role of knowledge management in the relationship between total quality management and corporate sustainability , KM was measured through (knowledge creation, acquisition, sharing, and application),The results indicate that KM partially mediates the relationship between them.

On the other hand, this study demonstrated the positive impact of Chat-GPT on social sustainability, which agreed with the study (Vrontis, et al., 2023) showed that adoption of Chat-GPT and Skilled workforce in organizations positively influences on social sustainability as a one dimensions of business sustainability. It confirmed that organizations in Bombay Stock Exchange (BSE), India could sustain their business activities by adopting Chat-GPT . It also consistent with the study (Uğraş, H.,et al., 2024) demonstrate that Chat-GPT can raising sustainability awareness in students at the primary school level in early age in turkey , and enables education systems to contribute to long-term environmental and social sustainability

In our study, according to the dimension (knowledge acquisition), The most agreeable statement was (New information and knowledge are acquired by attending training or specialization courses). The statement that received the least agreement was (New information and knowledge are acquired by studying relevant literature), which indicates the importance of training sessions to acquire new knowledge and share their knowledge. meanwhile , the dimension (knowledge sharing) , the most agreeable statement was (Information and knowledge are frequently shared by means of formal communication (e.g., meetings), and the statement that received the least agreement was (Information and knowledge are frequently shared by means of informal communication). which indicates that the ability of employees to share knowledge is primarily contingent upon their proficiency in formal communication skills. both verbals, and written which is regarded as a fundamental component of knowledge sharing. While through the dimension (Knowledge utilization) , The most agreeable statement among the statements was (Medical staff knowledge is effectively applied within their medical practice), and the statement that received the least agreement was (The information and knowledge existing within the organization are accessible to those who need). which indicates utilizing information and knowledge effectively by medical staff through organization-wide.

According to Chat-GPT the most agreeable statement among the statements was (I am willing to take decisions based on the recommendations provided by Chat-GPT). which indicates the distinct capabilities and of Chat GPT systems in the field of healthcare decisions.

According to Social Sustainability The most agreeable statement among the statements was (Increase Space flexibility (Horizontal or vertical expansion, Free spaces (soft spaces), Rooms for future use, Presence of modular furniture), and the least agreeable statement was (provide Indoor air quality

(CO2, CO, NO monitoring, low or zero gassing interior finishing materials, Smoking control, Volatile organic compounds). which indicates that enterprise knowledge management can enhance access to contextual information required to automatically detect and diagnose defects, as well as configure the control system to optimize the energy use and operation healthcare buildings (Delgoshaei, et al., 2022).

The knowledge sharing dimension came in first place in terms of the study sample trends, followed by the social sustainability dimension in second place, the Knowledge utilization dimension in third place, then the knowledge acquisition and Chat-GPT dimensions in fourth and fifth place, respectively.

6) Theoretical and Managerial Implications:

The current study enables us to derive crucial conclusions that are relevant to both academics and practitioners. This work contributes significantly to the increasing body of knowledge management research by studying the link between knowledge management, Chat-GPT, and social sustainability.

Theoretical Implications

This study is at vanguard of the investigation into the adoption of AI-driven health care innovations by concentrating on Chat-GPT , the healthcare industry is a knowledge-based business in which doctors process approximately two million pieces of information to manage their patients (Smith , 1996) , additionally , Patients are now well informed , and aware of the healthcare possibilities and treatment options , where doctors face a challenge to provide a vast amount of information and demand better healthcare services. consequently, this current study has a number of theoretical implications. Firstly, our conceptualization could serve as the theoretical foundation to further exploration the possibilities and directions for the integrating of generative AI and organizational knowledge base to enhance the social sustainability of healthcare sector and facilitates human-technology interaction. Secondly , The current research highlights the critical role of Chat-GPT in the relationship between knowledge management and social sustainability , the study has demonstrated that health organizations that implement Chat-GPT can reap the benefits of improved work efficiency , increased creativity , innovation, and increased professional abilities and competencies of the doctors , which will raise their awareness of the importance of adhering to their organizations social sustainability objectives. Thirdly, there are no other studies that have comprehensively analyzed and investigated all of these salient issues simultaneously. this study is regarded as having a uniquely theoretical contribution.

Managerial implications:

This study offers some practical considerations Firstly , the organizations will benefit from the development of specific tools and systems to knowledge management in health sectors to meet social sustainability guidelines , for instance , while the acquisition of new information and knowledge through attending training or specialized courses was the most amenable assertion, this will result in new methods of managing training in healthcare workplaces and the work of a variety of professional healthcare groups. the organization will also benefit from encouraging employees to store their professional knowledge and experience and continue their education. secondly, hospital managers should appreciate and promote the crucial role of Chat-GPT in developing professionals' and patients' long-term wellbeing. despite some criticism of Chat GPT such as exhibit errors throughout the inference process, which could result in suggestions for treatments that are not successful, it better contributes at developing social sustainability by improving service efficiency, and give business a competitive and sustainable advantage. In general, KM continues to be a challenging subject that necessitates a substantial amount of research, both in the general and specific context of healthcare.

7) Limitations and Future Research Directions:

The adoption of KM will give the healthcare organizations a sustainable competitive advantage and improve their performance by effective decision making, also this study highlights indicators of social sustainability in healthcare sector, it has some limitations that could be addressed in future research. For example, Firstly, Data were collected from doctors in the aforementioned hospitals only, and nurses in these hospitals were ignored, although their opinion can give further insights, for this reason, future studies should expand the scope of respondents. Secondly, this study has a relatively small sample size (n=265), implying limited statistical power can be conducted. therefore, it is possible to increase in the future the sample size and coverage. Also, this study can be considered for other countries and other sectors. thirdly, Other dimensions can be used for knowledge management, such as: (knowledge management system and Knowledge retrieval) and study its impact on Chat-GPT and social sustainability. Fourthly, this study employed a cross-sectional design to investigate the use of the Chat-GPT by doctors in health organizations are mentioned. A new methods incorporating the relations between knowledge management

and social sustainability should be further explored through longitudinal studies and intervention trials to provide a more holistic view of the hypothesized relationship. Finally, Health institutions should prioritize the establishment of clear guidelines and standards for the ethical use of Chat-GPT technologies in healthcare sectors, ensuring transparency and accountability.

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Dr. Shahesta Elsaid Lebda

الدور المعدل Chat- GPT **في العلاقة بين ابعاد ادارة المعرفة والاستدامة الاجتماعية**

الملخص:

استهدف البحث التعرف على العلاقة بين ابعاد إدارة المعرفة والاستدامة الاجتماعية في سياق المستشفيات الخاصة بمحافظة كفر الشيخ ومدينة طنطا. كما يتناول البحث أيضًا الدور المعتدل لـ Chat-GPT في العلاقة بين إدارة المعرفة والاستدامة الاجتماعية. وقد حصل هذا البحث على إجابات باستخدام استبيان من عينة مكونة من (٢٦٥) دكتور في المستشفيات الخاصة. وقد تم تحليل البيانات باستخدام نمذجة المعادلات الهيكلية (SEM). وتوصلت الدراسة الى نتائج من أهمها أن اكتساب المعرفة ومشاركتها واستخدامها لها تأثير كبير وإيجابي على الاستدامة الاجتماعية. تظهر النتائج أيضًا أن Chat-GPT تعدل العلاقة بين اكتساب المعرفة ومشاركتها واستخدامها والاستدامة الاجتماعية. كما أنها توفر رؤى قيمة للمستشفيات الخاصة وكيف يمكنها ضمان الاستدامة الاجتماعية من خلال ابعاد ادارة المعرفة وChat-GPT. علاوة على ذلك، تساهم هذه الدراسة نظريًا في أن ابراز الأدبيات الحالية من خلال استكشاف دور ابعاد ادارة المعرفة في الاستدامة الاجتماعية. من الناحية العملية، تقدم هذه المقالة رؤى للإدارة فيما يتعلق بتعزيز ممارسات ابعاد ادارة المعرفة والاستدامة الاجتماعية داخل المستشفيات، من خلال تطوير ثقافة Chat-GPT.

الكلمات الافتتاحية: ادارة المعرفة – الاستدامة الاجتماعية – Chat-GPT – المستشفيات الخاصة