

ABSTRACT

It was extensively reviewed by prior studies on the factors that may be influencing individuals' intentions to share knowledge. **However, there is still an ambiguity on which factors may drive towards knowledge sharing especially the technological factors have to be researched more.** However, it is clear that the internal motivating factors like fun and knowledge self-efficacy as well as the technological factors like gamification artifacts have hardly been discussed in relation to the attitudes towards knowledge sharing and knowledge sharing intention. Therefore, this study aims to investigate the potential influences on knowledge sharing intention as well as the mediating role of intrinsic motivational factors including playfulness and knowledge self-efficacy.

Prior literature was reviewed to comprehend the theories and concepts linked to this study's background. The key theory integrated in the majority of studies in the context of understanding the underlying factors influencing employees' intentions toward knowledge sharing is the Theory of Reasoned Action (TRA), one of many theories applied. The theory has the limitation on explaining on the antecedent factors that influence employees' attitudes toward knowledge sharing. Additionally, a thorough review of the literature revealed that, according to the Motivational Affordances Perspective (MAP) model, intrinsic motivational factors like knowledge self-efficacy and playfulness play a significant role in influencing people's attitudes toward consistently engaging in particular behaviours, particularly in the ICT domain. In light of this, this study is being conducted to determine how motivational factors like knowledge self-efficacy and playfulness are influencing the employees' attitude and in turn influencing the knowledge sharing intentions which they have acquired through consistent use of the gamified learning and training platform created by their organizations. In light of this, the present study will be undertaken with the aim to analyse the mediating role of the intrinsic motivational factors on the relationship between gamification artifacts and knowledge sharing intention.

This study has adopted a quantitative method with a cross-sectional design. Established and previously validated item scales were operationalized during the design of the study's questionnaire. The data were analysed with the 328 useful responses, which were gathered using the purposive sampling technique. To test the predetermined hypotheses this study has used the SEM analysis.

The data analysis revealed that the employee's attitude to share their knowledge and the subjective norms show a statistically significant impact on the knowledge sharing intention. Further, a partial mediation was reported from the intrinsic motivational factors (playfulness and knowledge self-efficacy) on the impact of gamification artifacts on the attitude towards knowledge sharing.

This study intends to contribute to numerous managerial and theoretical implications. The major drawback of the Theory of Reasoned Action was addressed in this study through the empirical validation of the role of intrinsic motivational factors on knowledge sharing and ensures that the intrinsic motivational factors also have the production power without damaging the originality of the theory. In-addition, the role of gamification artifact has validated that the context specific factors will also influence the attitude of the individuals towards engaging in a particular behaviour. The findings of this study recommends on the importance of designing the gamification artifacts in such a manner that it boost the intrinsic motivation inside the employees which will boost the continuous usage of gamified platforms by the employees to learn and train themselves and this in turn will being some inner changes among them to voluntarily involved in knowledge sharing and this behaviour tend to last a longer period time. Hence this study indicates that the conducive environment and the inner changes of employees will drive them towards sharing the knowledge with others.

Key words

Gamification, Gamification artifacts, Intrinsic motivation, Knowledge Sharing