

ABSTRACT

Although academic research has shown that factors like employee attitude, subjective norms, and employee intentions impose a greater influence on the knowledge sharing behaviour of employees, a gap could be identified in the extant body of knowledge regarding the influence of self-efficacy on the knowledge sharing behaviour of employees. Previous research have shown that ineffective knowledge sharing among employees results in errors, lack of productivity, lack of innovation, lack of cooperation, and build-up of knowledge silos. Hence, suggested the requirement of conducting further study to determine the elements that encourage knowledge sharing among workers in many sectors. Therefore, the aim of this study is to investigate the factors influencing workers' knowledge sharing behaviour as well as the mediating effect of self-efficacy on this behaviour.

The study bears a quantitative approach. Based on the extensive review of extant literature, Theory of Reasoned Action (TRA) and Theory of Self Efficacy (TSE), a conceptual model and hypotheses were developed. A questionnaire survey was then conducted among employees in the aviation industry of Sri Lanka and 369 responses were analyzed to test the impact of factors affecting knowledge sharing behaviour of employees and the mediating effect of self-efficacy on knowledge sharing behaviour. The analysis was carried out using the partial least squares (PLS) approach and SmartPLS 4 software to validate the model and test the hypotheses.

The research results indicate that employees' attitude towards knowledge sharing and subjective norm about knowledge sharing positively impacts knowledge sharing intention among employees, while knowledge sharing intention positively impacts employee knowledge sharing behaviour. Further, it is revealed that knowledge sharing intention positively impacts knowledge sharing self-efficacy among employees, and knowledge sharing self-efficacy positively impacts knowledge sharing behaviour among employees. Additionally, the study found knowledge sharing self-efficacy mediates the relationship between knowledge sharing intention and knowledge sharing behaviour of employees.

The study was conducted aiming employees in the aviation industry, which limits the generalizability of the findings to other fields. Another limitation is that attitudes toward knowledge sharing, and knowledge-sharing behaviours, vary across fields and cultures. Future research may consider different factors that may influence employee knowledge sharing behaviours as well as motives, such as self-enjoyment, reciprocity or social

interaction ties, which may be investigated to get a deeper understanding of employee knowledge sharing behaviour. The main theoretical contribution of this paper is the application of TRA in the domain of knowledge sharing behaviour. It moves beyond the factors discussed under TRA and examines the mediating effect of self-efficacy between knowledge sharing intention and behaviour.

This research shows how aviation sector organizations may promote and cultivate knowledge sharing within their workforce by creating organizational strategies that support it. Additionally, this study offers practitioners crucial data they may use to improve knowledge sharing practices inside their businesses. For instance, managers should concentrate on the organization's subjective norms for knowledge sharing in order to encourage both implicit and explicit knowledge sharing. The findings offer factual proof that firms may impart expert knowledge to younger generations of employees through knowledge sharing activities. As a consequence, businesses will be able to preserve expertise and lessen the effects of the aviation sector's significant worker turnover.

Knowledge Management (KM) is a considerable organizational asset as a source of competitive advantage and wealth. Thus, it is vital to identify those factors critical to the successful implementation of KM practices in organizations. This study will contribute to the theoretical knowledge on knowledge sharing in the aviation sector, which has been neglected in knowledge-sharing research. Research on knowledge sharing within the aviation industry is limited. This paper is one of the rare studies to employ TRA and TSE to examine knowledge sharing behaviour in the aviation industry. The research results provide important implications for aviation organizations to promote knowledge sharing among employees.