ABSTRACT

Knowledge has received significant emphasis in the recent years along with the new shift in the management of knowledge from a very static approach to a dynamic network based approach. Storing and sharing explicit knowledge among knowledge workers through traditional intranets and emails has become outdated with the introduction of advance Web 2.0 technologies used for people centric knowledge management practices. This approach has made tacit knowledge sharing more intuitive and dynamic within organizations. Increasing number of organizations have adopted these technologies in the past years and but very little is known about the factors affecting the successful adoption of it. When it was initially introduced many firms blindly tried to adopt it for knowledge sharing, resulting in failure due a number of barriers coming from the lack of recognition from the perceived organization and management support, trust issues, cultural issues, fear of publishing something confidential, overloaded information, lack of knowledge about the web 2.0 tools etc. This study narrowed this gap by presenting distinctive empirical evidence from twelve Information Technology firms that have deployed Web 2.0 tools for knowledge sharing purposes. An online survey was conducted for data collection and in total, 202 completed questionnaires were analyzed using structural equation modeling approach.

This study explored knowledge sharing through the lens of social exchange theory, technology acceptance model and theory of reasoned action by empirically testing a model that combined perceived organizational support, perceived of ease of use of Web 2.0 tools, interpersonal trust among knowledge workers and intention of knowledge sharing using Web 2.0 tools. The findings of this study revealed that Web 2.0 technologies act as a lever for organizational knowledge sharing and knowledge workers' perceived organizational support and perceived ease of use of Web 2.0 tools were identified as key determinants of knowledge sharing intention. Furthermore it showed that interpersonal trust positively moderates the relationship between perceived ease of use and knowledge sharing intention but contrary to expectation, interpersonal trust dampens the relationship between perceived organizational support and knowledge sharing intention using Web 2.0 tools. Based on these findings, practitioners could gain useful insights into how organizations should encourage knowledge workers so as to reinforce knowledge sharing using Web 2.0 tools and create a favorable organizational climate that will in turn enhance the intention of knowledge sharing leading to benefits for the organization as a whole.