

A Study of the Factors affecting Web 2.0 Technology Adaptation for Knowledge Sharing in the Sri Lankan IT Industry

R S A Gibson
Ajantha S. Dharmasiri

Abstract

One of the major challenges an organization faces today is managing their knowledge assets. With the emergence of the Web 2.0 era many organizations have increasingly started to invest in technology to facilitate knowledge sharing. Yet research done to verify the factors that would affect the successful adoption of such tools is still rare. Thus, the aim of this paper is to contribute to the existing body of knowledge in the field of knowledge management, by exploring the antecedents of the knowledge sharing intention of knowledge workers, which may lead to the successful adaptation of Web 2.0 tools for knowledge sharing in organizations. As a result of a detailed literature review, perceived organizational support (POS) and perceived ease of use (PEOU) were identified as key determinants of knowledge sharing intention, while interpersonal trust was identified as a moderator. This study analyzed 202 online survey responses of IT knowledge workers in 12 Sri Lankan IT firms. The findings empirically proved that POS and PEOU have a significant direct effect on the knowledge sharing intention using Web 2.0 tools. The study further revealed that interpersonal trust strengthens the relationship between PEOU and knowledge sharing intention, while it dampens the relationship between POS and knowledge sharing using Web 2.0 tools.

Keywords: Knowledge sharing intention, Perceived organizational support (POS), Perceived ease of use (PEOU), Trust, Social exchange theory (SET), Technology acceptance model (TAM)

Ms. R S A Gibson is a software engineering professional and lecturer at the Asia Pacific Institute of Information Technology, Sri Lanka.

Dr. Ajantha S. Dharmasiri is the Director and the Chairman of the Board of Management of the Postgraduate Institute of Management, University of Sri Jayewardenepura, Sri Lanka.