ANALYSIS OF KNOWLEDGE SHARING BARRIERS IN SRI LANKAN SOFTWARE COMPANIES

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ABSTRACT

Knowledge sharing is a cornerstone for software companies as they are knowledge intensive organizations and expertized knowledge generates key to success of these companies. This study is a survey-based empirical investigation which conducted to identify current status and the existing knowledge sharing barriers in software companies in the context of Sri Lanka. In order to provide a more comprehensive and complete description to the related study, quantitative research method is used to conduct the survey with staff of the development teams in selected software companies. The Theory of Planned Behavior is applied as the basis of this study in order to create the relationship between knowledge sharing behavior, intention and attitude for knowledge sharing. Questionnaire was designed considering individual, organizational and technical factors based on previous literature covering dependent variable; attitude for knowledge sharing; and independent variables; motivation and willingness, trust, time, power relationships, expected reciprocity, communication skills, organizational culture and structure, leadership, reward systems, and technology. Five-point Likert-type scale was used as the scaling method in order to scale responses which provided by the respondents. Structural equation modelling is used to analyze data, in order to assess both measurement model and structural model. According to findings, hypothesized associations with motivation and willingness, time, power relationships, expected reciprocity, communication skills, organizational culture and structure, and leadership were identified to have a significant impact on knowledge sharing attitude while, trust, reward systems, and technology depict no significant relationship. Findings further emphasize lack of time, improper organizational structures, power relationship and language as the main barriers in software companies. Based on the result, this study proposes a model representing barriers that affect knowledge sharing attitude in software companies in the context of Sri Lanka.

Keywords: Knowledge sharing attitude, Quantitative research method, Software Company, Structural equation modelling, Theory of Planned Behavior