

DETERMINANTS OF KNOWLEDGE SHARING BEHAVIOR IN WHATSAPP AND LINKEDIN (SPECIAL REFERENCE WITH MANAGEMENT UNDERGRADUATES IN WESTERN PROVINCE PUBLIC UNIVERSITIES IN SRI LANKA)

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1. Introduction

The Knowledge Sharing Behavior (KSB) is a strategic aspect of knowledge management that enhances knowledge, creativity, and engagement. Social networking sites (SNS) improve the creativity, interpersonal skills, leadership, problem-solving, and communication skills of students. However, effective use of SNS by students for their academic and career development is often obstructed due to individual (knowledge-creation, self-efficacy and personal online identity), social (instructor-students interaction, student-content interaction), and technological (perceived usefulness of ICT, perceived ease of use of ICT). To address this issue, this study investigates the influence of factors such as individual, social, and technological on the knowledge sharing behavior of management undergraduates on WhatsApp and LinkedIn platforms.

2. Research Methodology

Positivism philosophy, followed by a deductive approach, a quantitative method, and a survey strategy, were applied to achieve the purpose of the study. Data were gathered from a circulating self-administered online questionnaire among 366 management undergraduates in Western Province public universities in Sri Lanka by applying a simple random sampling technique. Multiple regression analysis has been carried out to test hypotheses.

3. Findings and Discussion

Results concluded that all dimensions of individual, social, and technological factors empirically influence the KSB of management undergraduates on WhatsApp and LinkedIn platforms in the Sri Lankan context. An effective framework for promoting KSB of management undergraduates in the SNS is formed by knowledge-creating self-efficacy, personal online identity, instructor-student interaction, student-content interaction, perceived usefulness of ICT, and perceived ease of use of ICT.

4. Conclusion and Implications

The study encourages the beneficial use of LinkedIn and WhatsApp as venues for self-learning and as important elements in creating an environment for using SNS for successful student-centered learning. Academically, by providing light on the significance of KSB in higher education institutions and factors affecting KSB in WhatsApp and LinkedIn, the study adds to the body of knowledge in the field of knowledge management.

Keywords: Individual Factors, Knowledge Sharing Behavior, Social Factors, Social Networking Sites, Technological Factors.