

UNVEILING THE DYNAMIC NEXUS BETWEEN ROLE OF LEADER AND CREATING ORGANIZATION CULTURE FOR SOCIALIZING TO EFFECTIVE IMPLEMENTATION OF KNOWLEDGE MANAGEMENT IN D-SIBS IN SRI LANKA

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Navigating the helm of an organization demands a formidable prowess, made all the more arduous when tasked with cultivating an organizational culture conducive to knowledge sharing. In the current landscape, where enterprises pivot on the axis of knowledge, the onus falls squarely on leaders to sculpt a fitting cultural milieu that propels the tenets of knowledge management. This study endeavors to elucidate the pivotal role assumed by leaders in orchestrating a socialized organizational culture, thereby amplifying the efficacy of knowledge management implementation in Domestic Systematically Important Banks (D-SIBs) in Sri Lanka. Through an epistemological lens rooted in positivism philosophy, this study employed a deductive approach to investigate its hypotheses. A sample of 377 bank executives with more than two years of experience was thoughtfully selected using judgmental sampling from a population of 26,682 bank employees. The sample was meticulously chosen through the human resources department of each bank. Data analysis was conducted using Pearson correlation and chi-square testing. The findings of this comprehensive study have unveiled a consequential impact of leadership practices on the cultivation of a socialized culture, thereby significantly augmenting the successful implementation of knowledge management endeavors. Notably, the discerned leadership facets contributing to this dynamic include the propensities to 1) foster encouragement, 2) culture of freedom, 3) build trust, 4) establish openness and 5) share work-related story insights. It is recommended bank managers, in their custodial roles, should meticulously ascertain that employees are endowed with the liberty to articulate their ideas seamlessly across a spectrum of platforms, encompassing meetings, workshops, inductions, and training sessions.

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