

Role Of Individual Identity And Intrinsic Motivation In Knowledge Sharing

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Abstract

Effective knowledge sharing is a key for organization's sustainability in today's turbulent economy. This research aims at investigating the role of certain factors such as individual identity within the community of practice and intrinsic motivation in sharing knowledge at individual level in the organizations. The proposed model was tested using a data from a sample of 252 knowledge worker from manufacturing related industries. Results suggest that intrinsic motivation positively affects knowledge sharing. However individual identity within community of practice does not directly support positively to knowledge sharing. Results also suggest that identifying oneself with a certain community of practice motivates employees to share knowledge with other coworkers.