ABSTRACT

Knowledge is an essential organizational resource that provides a sustainable competitive advantage in a highly competitive and dynamic economy. Institutions must therefore consider how to promote the sharing of knowledge and expertise among experts who possess it and novices who need to know. Thus, they need to emphasize and more effectively exploit knowledge-based resources that already exist within the firm. A key issue for the failure of any knowledge management initiative to facilitate knowledge sharing is the lack of consideration of how the organizational and interpersonal context as well as individual characteristics influence knowledge sharing behaviors. Due to the potential benefits that could be realized from knowledge sharing, this study focused on knowledge sharing as one fundamental knowledge-centered activity. Based on the review of the previous literature regarding knowledge sharing within and across organizations, this empirical study shows that knowledge sharing in a workplace can be influenced by the organizational, individual-level and technological factors.

This study was taken up with the intention of understanding the knowledge sharing behaviour of medical practitioners. The knowledge sharing was assessed by using data gathered from 600 medical practitioners with different cadre (Professor, Associate Professor, Assistant Professor / Lecturer, Tutor, Senior Resident, and Junior Resident) of medical institutions. Their opinion was sought on organizational, individual-level and technological factors. 55 survey items were the statements on which the opinions of the respondents were sought. These survey items were considered as the dependent variables. The survey items were based on the psychological model TRA/TPB.

The study also showed that, both organizational and technological factors predict the individual-level factors to share knowledge. The influence is however slightly low (Table 4.19.2 shows 38.5%). From the results of the study, it can be observed that, organizational factors enjoy a relatively stronger positive relationship with the individual-level factors to share knowledge (Table 4.14.2 show 250, 39.67%) and the technological factor has a relatively moderate positive relationship with the individual-level factors to share knowledge (Table 4.17.1 shows 206, 34.33%). The results further indicated that there is evidence of mediation between the organizational factors and knowledge sharing behavior as well as the technological factor and
knowledge sharing behavior (with individual-level factors as the mediation variable). The study concluded that there was a significant indirect effect of both the organizational and technological factors on knowledge sharing medical practitioners, through the individual-level factors. It also concludes that the model overall predict knowledge sharing behavior significantly well. Finally, the results obtained confirm all the research hypotheses formulated to guide the study was rejected except for variable supportive management for knowledge sharing. All these result in unison indicate that the knowledge sharing is influenced by the organizational, individual-level and technological factors.

**Keywords:** knowledge, knowledge sharing, sharing knowledge, KM, organizational, individual-level and technological factors, Medical practitioner