

The Impact of Knowledge Sharing Behavior on Enhancing Organizational Innovation Capability: A Study in the Sri Lankan Telecommunication Sector Company

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Background: Knowledge sharing enhances idea generation and problem-solving, promoting innovation. (Nonaka & Takeuchi, 1995; Wang & Noe, 2010). Though International studies support this positive relationship (Lin, 2007; Akhavan & Hosseini, 2016), yet limited research examines it in the Sri Lankan context. Cultural, structural, and organizational factors may influence knowledge sharing differently, highlighting the need to explore how its dimensions drive innovation in Sri Lankan organizations (Hofstede, 2011).

Objective: The main objective of this study is to examine the impact of knowledge sharing behaviors which are knowledge donating, knowledge collecting, and interpersonal trust on organizational innovation capability in ABC Company. The relationships will be tested with measurable indicators for each dimension.

Methods: This study used a quantitative, cross-sectional design and data were collected from 120 employees of a leading Sri Lankan telecommunication company via convenience sampling method. A structured questionnaire measured knowledge donating, knowledge collecting, interpersonal trust, and innovation capability on a five-point Likert scale. Participation was voluntary, with confidentiality assured. The organization provided a relevant context for studying knowledge sharing in a dynamic service environment and the questionnaire enabled efficient statistical analysis. SPSS was used for data analyzing. Limitations include inability to establish causality, potential response bias, and limited generalizability

Results: The sample included gender, age, education, and department to provide context. After screening for missing values and outliers, correlation and multiple regression analyses were conducted. Results showed significant positive relationships between interpersonal trust ($r = 0.66$, $p < 0.001$), knowledge donating ($r = 0.60$, $p < 0.001$), and knowledge collecting ($r = 0.56$, $p < 0.001$) with innovation capability. Regression analysis indicated these variables explained 55% of the variance ($R^2 = 0.55$, $p < 0.001$), with interpersonal trust as the strongest predictor. Limitations include the cross-sectional design, potential response bias, and limited generalizability.

Conclusion: This study shows that building a workplace based on trust is important for improving innovation. Employees are more likely to contribute new ideas when employees feel safe to share and receive knowledge. Also encouraging knowledge donating and collecting leads organizations to become more innovative.

Keywords: Trust, Donating, Knowledge, Collecting