

MODERATING ROLE OF INTRINSIC MOTIVATION ON THE RELATIONSHIP BETWEEN KNOWLEDGE SHARING VIA ENTERPRISE SOCIAL MEDIA NETWORKS AND EMPLOYEE PRODUCTIVITY IN THE INFORMATION TECHNOLOGY (IT) INDUSTRY

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The main purpose of this study was to identify whether there is a significant value given by Enterprise Social Networks (ESN) for knowledge sharing based on the moderating effect of motivation to share knowledge, in order to uplift Employee productivity, Further, the current study has highlighted the intrinsic motivational factor which persuades knowledge sharing within the team and outside of the team. This is a cross sectional research study in nature. A standard questionnaire was prepared and was used to collect primary data through a survey. The respondents were the professional employed in the IT Industry with in the Colombo Metropolitan. Descriptive Statistics, Chi Square Test and Binary Logistics Regression method was used to analyze data and make conclusions. Findings revealed that most of the employees in the IT Sector uses Enterprise Social Networks and sharing knowledge through it has led to a significant improvement in productivity, furthermore it was identified that no matters it helps in knowledge sharing, it is essential that the individuals have the need to share knowledge which mainly arise through the intrinsic motivation within them, which approves the motivational factor within employees as a moderator to share knowledge.

Keywords: *Knowledge Sharing; Employee Productivity; Enterprise Social Networks; Intrinsic Motivation*
