The Role of Knowledge Sharing via Organizational Social Media in the Workplace

Emergent Research Forum Paper

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Abstract

Although a plethora of studies have been recently conducted on organizational social media, little research has specifically examined how organizational social media can contribute to organizational workers’ performance through knowledge sharing. The objective of this research is to fill this gap by investigating the role of knowledge sharing in organizational social media use and its effect on in-role and innovative performance through the lens of social capital and social cognitive theories. Hypotheses were developed and a survey study is proposed.

Keywords: Social media, knowledge sharing, job performance, innovative performance, workplace integration, social capital, social cognitive theory.