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组织动机感知、损失感知及知识共享意愿

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The perception of organizational motivation, the perception of loss, and knowledge sharing intention

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摘要 知识共享是当前理论界和实践界研究的热点。本研究基于文献研究在理性行动理论以及社会交换理论基础上,探讨员工组织动机感知、损失感知与知识共享意愿的关系以及面子的调节作用。通过对580份调查问卷进行实证研究发现,组织动机感知与知识共享意愿正相关,损失感知与知识共享意愿负相关;面子负向调节损失感知与知识共享意愿的关系;面子正向调节组织动机感知与知识共享意愿的关系。研究结论对于企业促进员工知识共享意愿提升企业创新能力有重要的理论与实践指导意义。

关键词: 组织动机感知 损失感知 知识共享意愿 面子

Abstract: Knowledge sharing is the current hot issues in the field of theory and practice. Based on the literature research, rational action theory, and social exchange theory, the relationship among the perception of organizational motivation, the perception of loss, knowledge sharing intention, and the modulation of face is explored. Through the empirical analysis based on 580 questionnaires, it is found that the perception of organizational motivation is positively related to knowledge sharing intention; the perception of loss is negatively related to knowledge sharing intention; face negatively modulates the relationship between the perception of loss and knowledge sharing intention; face positively modulates the relationship between the perception of organizational motivation and knowledge sharing intention. The results have important theoretical and practical significance for the corporates to promote employees knowledge sharing intention and innovation.

Keywords: the perception of organizational motivation the perception of loss knowledge sharing intention face

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