

Chapter 13

The Effect of Knowledge Sharing on Innovative Behavior in Organizations: A Case of Academic Members

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ABSTRACT

Knowledge sharing is the transfer of knowledge owned by individuals to other individuals within the organization within the scope of knowledge management. Knowledge sharing is vital for all organizations that aim for success. The concept of knowledge includes concepts such as innovation, development, research, learning, effectiveness, progress, and replacing what is wrong with what is right. Today, one of the common characteristics of developed countries is the updating of information and the effective use of the information network. Knowledge and the transfer and sharing of this knowledge between individuals affect the development of societies and countries, as well as businesses and organizational structures within businesses. The aim of this study is to determine the effect of knowledge sharing on innovative behavior for 890 academics. As a result of the structural equation model analysis, it is seen that knowledge sharing is positively and significantly related to innovative behavior ($\beta=0.593$; $p<0.01$).

INTRODUCTION

Knowledge sharing is the phenomenon that makes the greatest contribution to the modern age's greatest passion - learning. As information is shared, it enriches and develops itself and gains a different dimension in reaching the right information. The concept of knowledge includes innovation, development, research, learning, effectiveness, and progress (Cummings, 2004:355). When the sociocultural structures of many developed countries are examined today, it is possible to see that information is updated and the information network is used effectively. Knowledge and the transfer and sharing of this knowledge

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between individuals affect the development of societies and countries, as well as businesses and organizational structures within businesses (Hanif and Bukhari, 2015:24).

Today, businesses have understood that in order not to fall behind the global market, they need to create the necessary structures to obtain information quickly and effectively and to channel that information into the organization. Knowledge is not only a part of the management system in organizations, but it is also accepted as the main part of the system. In the past, organizations have traditionally managed three types of resources effectively: financial, human, and material (Pittino et al., 2018:314). Today, the asset of information has become the most important organizational resource.

The phenomenon of innovation is accepted as one of the most important phenomena that create competitive advantage today. One of the main reasons for this is the very short production and consumption time; the other is the increasing share of technological products and services in total consumption (Zhang, 2019:65). In order for their businesses to survive and be successful in the future, managers find solutions to business problems and challenges through innovation (Huang & Liu, 2015:208). In Kim & Park (2017) study, behaviors such as researching new technologies, proposing new ways to achieve goals, researching and securing resources to implement new business methods and new ideas by employees are expressed as innovative work behavior.

As knowledge is shared among employees in business life, it paves the way for learning something new. Thus, it facilitates employees to develop innovative work behaviors for their job roles. It is possible for employees to learn or apply new methods and approaches in business processes through knowledge sharing (Akram, 2018:188). Knowledge sharing and the impact of knowledge on innovative behaviors constitute a very important issue for academic members in universities, which are knowledge producing institutions. Considering the need for well-equipped and trained human resources in our age, the importance of universities that train these human resources is indisputable. In today's competitive environment, it is known that innovative behaviors in universities will create input for innovation and entrepreneurial activities. From this point of view, the aim of the study is to determine the effect of knowledge sharing on innovative behaviors for 890 academics working in universities in Istanbul with the help of structural equation modeling.

CONCEPTUAL FRAMEWORK

Knowledge Sharing

Knowledge sharing is the process by which knowledge between individuals and organizations is transferred to the organizational level and transformed into an economic and competitive value for the organization (Casimir et al., 2012:742). The focus of knowledge sharing is on individuals who can explain, encode and communicate knowledge to other individuals, groups and organizations (Hau et al., 2013:258). In their study, Liao et al. (2007) stated that knowledge sharing is a synergistic process and that engaging in a dialog with others enables an individual to benefit from new insights and ideas and allows the individual to develop their ideas. Benefiting from knowledge is only possible when people share their knowledge and build on the knowledge they have learned from others. In this context, an organization's ability to make effective use of knowledge depends on the employees who produce, share and use knowledge (Mirzaee & Ghaffari, 2018:503). The ultimate goal of sharing the knowledge that employees also possess is to transfer this knowledge into organizational assets and resources. The process of knowledge sharing can

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