An Empirical Investigation of Value Creation Processes in Sri Lankan Software Companies with Aid of Knowledge Sharing

M. B. R. Lakmali[1](*), S. Vasanthapriyan[1]

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[1]*Department of Computing and Information Systems, Faculty of Applied Sciences, Sabaragamuwa University of Sri Lanka, Belihuloya, Sri Lanka*

(*) E.mail:mbrlakmali@std.appsc.sab.ac.lk

Although there are several software companies throughout the island, only few companies have achieved reputation among customers and companies which are willing to give software services. It can be seen that the value added to end product and the quality is the main reason for the reputation. The objective of this research was to examine the value creation processes of Sri Lankan software companies which have used knowledge sharing as a business strategy. Since the employees involved in different projects use different technologies, there is a better usage of knowledge sharing. The methodology was to conduct a survey using a questionnaire. It was created including questions based on the details which should be collected and relevant to the objective. Data was collected from the employees within software companies in Sri Lanka. Five-point Likert scale was used as the scaling method, the level of agreement to the response was considered. The questionnaire was designed by considering two main areas; Individual Factors and Organizational Factors. The data was quantitatively analyzed using measurement model analysis, correlation analysis and structural model analysis. The analysis was conducted using SPSS 20 software. According to performed analysis the proposed research model was transformed into conceptual model and it consists of factors that positively affect the value creation processes that are; the attitude about knowledge sharing, strategies for share knowledge and knowledge sharing as a knowledge sharing practice in software companies. Most importantly this investigation emphasizes that knowledge sharing among employees positively affects value creation processes within software companies.

Keywords: knowledge sharing, Five-point Likert scale, structural model, correlation