

## Does Knowledge Sharing Differ on the Job and Employees Characteristics? A Study of Family Businesses

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### ABSTRACT

The concept of knowledge economy has emphasised the value of employee's knowledge in a firm. Amongst all other aspects, sharing employees' knowledge is identified as a critical factor in business sustainability and longevity. Therefore, this study focuses to study on how employee demographics, individuality and job diversity influences knowledge sharing among employees in family businesses. 132 employees who serve in enterprising family businesses in Sri Lanka were randomly selected for this survey and each was given a questionnaire. The influence of employee demographics, individuality and job diversity regarding knowledge sharing was then analysed using a multiple regression model. The results respectively indicated that an employee's age, level of education and job orientation were the characteristics which significantly influenced knowledge sharing. Specifically, employees in the age bracket of 28 – 47 years shared knowledge more than employees in the age bracket of 17 – 27 years. In addition, employees with a higher level of education were more inclined to share knowledge. Finally, employees' with jobs oriented in both labour and machinery shared more knowledge than employees oriented only in labour. Theoretically, findings of this study enhanced the knowledge base of employee's knowledge sharing in family businesses enabling managers to take human resource and administration decisions easier in driving their business to achieve objectives effectively.

**Key words:** family business, knowledge sharing, knowledge management, Sri Lanka.

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