

Analyzing the Impact of Knowledge Sharing on Product Innovation: A Moderated Mediation Framework of Employees Creativity and Top Management Support

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Abstract : Purpose: In the today's competitive world, situational dynamism presents complex challenges for organizations to pursue production innovation. Calling for dire need to remain sustainable, the research aims to examine the interlinking mechanism of knowledge sharing and product innovation relationship. For this, a moderated mediation framework is developed in which employees' creativity and top management support are suggested as viable factors affecting the knowledge sharing and product innovation relationship. Design/Methodology/Approaches A survey-based quantitative research design is selected for data collection via self-administered questionnaires from employees of Pakistan's E-commerce organizations. Almost, 350 questionnaires were circulated and 285 were received back through a cross-sectional method. Data analysis is performed on SPSS 22.0 and AMOS. Finding The outcomes suggest that knowledge sharing is critical for companies undergoing product innovation. In addition, findings disclose that employees' creativity partially mediates the relationship between knowledge sharing and product innovation. Furthermore, the moderation impact of top management support also substantiated the proposed hypothesis. Results are discussed in the light of the literature review, followed by the study's limitations and future directions. Originality/Value The study donates significance towards the development of better understanding of how knowledge sharing is vital for product innovation. It adds on to the literature by highlighting mechanisms responsible for successful product innovation. Moreover, the study offers practical insights to Pakistan's E-commerce industry and suggests about how to develop capabilities for product innovation.

Keywords : employees creativity, knowledge sharing, product innovation, top management support

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