

Effect of Social Network Ties on Virtual Organization Success: Mediate Role of Knowledge Sharing Behaviors: An Empirical Study in Tourism Sector Firms in Jordan

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Abstract : This empirical study examines how knowledge sharing behaviors mediate the effect Technology-driven strategy on virtual organization success in Jordanian tourism sector firms. The results reveal that Social network ties are positively related to web knowledge seeking, web knowledge contributing and interactive system, but negatively related to accidental knowledge leakage. Furthermore, all types of knowledge sharing behavior are positively related to virtual organization success. Data collected from 23 firms. The total number of questionnaires mailed, 250 questionnaires were delivered. 214 were considered valid out of 241 Responses were received. The findings provide evidence that knowledge sharing behavior play a mediating role between Social network ties and virtual organization success and show that, web knowledge seeking, web knowledge contributing and interactive system playing an important impact on virtual organization success through knowledge sharing behaviors.

Keywords : social network ties, virtual organization success, knowledge sharing behaviors, web knowledge

Conference Title : ICCSCC 2016 : International Conference on Circuits, Systems, Computers and Communications

Conference Location : Venice, Italy

Conference Dates : November 07-08, 2016