

A Study on Knowledge Transfer and Employee Innovative Behaviour in It Sector With Reference of Inevitable Tech

*K.Prabhakaran, **Mrs.K.Malarkodi, ***Dr.K.Rampradhap

**Student, Department of management studies, M.Kumarasamy College of Engineering, Karur.*

***Assistant Professor, Department of management studies, M.Kumarasamy College of Engineering, Karur.*

****Assistant Professor, Department of management studies, M.Kumarasamy College of Engineering, Karur.*

Submitted: 01-06-2022

Revised: 10-06-2022

Accepted: 15-06-2022

ABSTRACT

Employees' knowledge sharing and innovative work behavior play an important role for the development of Inevitable tech. Knowledge sharing along with two central processes; namely knowledge donation and collection, fosters employees' innovative work behavior of Inevitable tech. The study determines factors such as trust, enjoyment in helping others, knowledge self-efficacy, Management support, using information and communication technology significantly influence knowledge donation and collection. At the same time, knowledge donation and collection have positive impacts on employees' innovative work behavior of Inevitable tech. A descriptive research is used in this study; the sample size is taken for this study is 159. The questionnaire was collected using a convenience sampling method with the use of primary data. The tools used for this study is Descriptive Statistics and ANOVA (Analysis of Variance). The company should verify their employees' period basis by using the (KPI) key indicator performance. From this study it identifies that knowledge transfer was not provided for all the age groups. Finally, several suggestions for enhancing employees' knowledge sharing and innovative work behavior of Inevitable tech.

Key Words: Knowledge sharing, Innovative behaviour, knowledge collection, Knowledge donation

I. INTRODUCTION

As the world is gradually moving towards a knowledge economy, knowledge is increasingly regarded as the main driving force of the economy. The success of future economies will be based on effective organizations absorbing, using and enhancing knowledge. However, most organizations tend to emphasize too many systems

and tools rather than the core component of sharing knowledge among individuals. Knowledge sharing is valuable for organizations because through organizational knowledge sharing it is possible to improve efficiency, avoid waste, reduce training costs and risks. Knowledge sharing with colleagues allows individuals to exchange and discuss ideas with peers, draw their attention to the benefits of ideas and implement ideas by turning into a viable solution. In recent years, while IT sector has been saturated, many traditional services are at risk of decline, the spreading power of the industrial revolution.

1.2 OBJECTIVES OF THE STUDY

- To study the effectiveness of knowledge transferring to employees.
- To identify the employee innovative of individual behaviour.
- To provide suggestions that tools used in intensive organization.

1.3 NEED OF THE STUDY

- Nowadays transferring of knowledge among employees is low, so this study may be helpful to give some suggestions to the management to encourage of sharing their knowledge between them.
- The need of this study is to promote the health and success of the organization. When the talented employees goes out their knowledge goes with them. This may leads to low productivity and some confusion among the employees.

1.4 LIMITATIONS

- Knowledgeable employee will leave the company sometimes this may happened, by the way of respondent bias and voluntary

turnover due to lack of knowledge' satisfaction and more over with their personal reasons.

- The employees were busy with their works as they don't have any sufficient time to interact with other employee and the data has been collected only from few employees due to lack of short duration.

II. REVIEW OF LITERATURE

Mr.Thi Phuong Linh Nguyena and, Ke Nghia Nguyena (2019) has done their research work about "Employees' knowledge sharing and innovative work behavior: A Comparative Study of Leading Indian IT Companies". The main objective of this study research work is to compare the knowledge sharing in leading Indian IT companies and their respective strategies and initiatives. The study describes about knowledge transfer between employees and human resources strategies and innovative behaviourand comparing with other leading IT sectors.

Gamal S. A. Khalifa (2005) has done their research work on "UAE Police Administrative Employee Innovative Behavior:The Integration of Knowledge Sharingand Leadership". The main objective of their research work is aimedamong Strategic leadership (SL) knowledge-oriented leadershipand knowledge sharing toward employee innovative behavior in UAE policeadministration. The tools used for the research in descriptive analysis. The study provides the demographic information of the various risk factors, such as work and family commitment.

Kashif Hussaina and Rupam Konarb (2015) has done her research work on "Measuring Service Innovation Performance through Team Cultureand Knowledge Sharing Behaviour in Hotel Services:A PLSApproach". The main objective of the research work is to examine theFocusing on the Malaysian hotel industry, the objective of this study is toexamine the influence of team culture and knowledge sharing behaviour on service innovation performance.To achieve highservice innovation performance in the hotel services the organization must develop and ensure knowledge sharingbehaviour; furthermore, a better team culture means increased service innovation performance.

Mr. Shu-hsien Liao.(2006) has done their research work on "Knowledge sharing, absorptive capacity, and innovation capability:an empirical study of Taiwan's knowledge intensive industries". The main objective of this research investigates the relationships between knowledge sharing, absorptive capacity, and innovationcapability in Taiwan's knowledge-intensive industries. The tools

used for the research is chi-square and weighted average method. These results suggest that the influence of knowledge sharing on innovationcapability is achieved through absorptive capacity and the research model with the best fit is thecompletely mediating structure.

Mr.Ubaid-Ur-Rahman (2016) has done their research work on "Exploring the challenges, trendsand issues for knowledge sharing: A study on employees in publicsector universities". The main objective is to identify study aims to explore the challenges to knowledge sharing (KS) in the context of public sectoruniversities in developing countries.The results reveal that hoard knowledge to gain power, authority,influence, promotion opportunitiesand employee favouritism negatively influence KS practices. Furthermore, an unsupportive culture and a poorlinkage between KS and rewards negatively influence KS practices in public sector universities.

Mr.Ekrem Aydın and Eren Erkilic (2020) has done his research work on "Transformational leadership and innovative work behaviour: The mediatingrole of knowledge sharing". This study investigates the function of knowledge sharing in the relationship between transformational leadership and innovative workbehaviour.Therefore, the current study contributes toboth leadership and innovation research in tourism literatureby testing the mediating mechanisms by which TL ultimatelyeffect innovative behaviour.

Abdullah F. ALMULHIM(2020) has done their research work on "Linking Knowledge Sharing to Innovative Work Behaviour:The Role of Psychological Empowerment.The purpose of the study is to explore the psychological empowerment of the worker as a moderator to explain the link between knowledgesharing and innovative work behaviour within the telecommunication sector of Saudi Arabia.This study has applied Smart-Partial Least Squares(PLS) for the data analysis.This study answers both research questions thatthere is a positive and significant link between knowledgesharing and innovative work behaviour and secondly,psychological empowerment enables the workers to executethe innovative strategy and ensures knowledge sharing within the organisation.

III. RESEARCH METHODOLOGY

3.1 RESEARCH DESIGN

The design used in this study is descriptive research through well structured questionnaire.

3.2 METHOD OF COLLECTION

The method of data collection is primary data and secondary data.

3.3 SAMPLING SIZE

The sampling size of the study is 159.

3.4 SAMPLING UNIT

The sampling unit of the study is employees of V.K.Arumuga Gounder Sons.

3.5 SAMPLING METHOD

The sampling method used in the study is convenience sampling method.

3.6 TOOLS FOR DATA ANALYSIS

The tools used for data analysis is percentage analysis and ANOVA (analysis of variance).

IV. DATA ANALYSIS

Descriptive statistics

Table 4.1

Demographic variables		Frequency	Percent
Gender	Male	64	40.3
	Female	95	59.7
	Total	159	100.0
Age	Below 20 years	58	36.5
	20-35 years	69	43.4
	35-45 years	28	17.6
	45-60 and above	4	2.5
	Total	159	100.0
Marital Status	Married	96	60.4
	Unmarried	63	39.6
	Total	159	100.0
Designation	Employee level	81	50.9
	Supervisor level	78	49.1
	Total	159	100.0
Experience	Below 5 years	68	42.8
	5-15 years	67	42.1
	15-25 years	20	12.6
	Above 25 years	4	2.5
	Total	159	100.0
Salary (per month, in rupees)	Below 10,000	19	11.9
	10,000-20,000	49	30.8
	20,000-30,000	68	42.8
	Above 30,000	23	14.5
	Total	159	100.0
Education	Under graduate	51	32.1
	Post graduate	49	30.8
	Diploma	35	22.0
	Others	24	15.1
	Total	159	100.0

From the above table no.4.1 it was found that major of the respondents are female(59.7%) & they are under the age group of 25-40 years(43.4%) and are married(60.4%) & they are under employee

level(50.9%),the persons below 5 years (42.8%) earns Rs.20,000-30,000 per month (42.8%) & said that they are personally satisfied (32.1%).

ANOVA (Analysis of Variance)

Table 4.2
Age vs Trust

		Sum of Squares	Df	Mean Square	F	Sig.
My colleagues will not take advantage of me on the knowledge	Between Groups	.050	3	.017	.033	.992
	Within Groups	77.246	155	.498		
	Total	77.296	158			
My colleagues are truthful in sharing knowledge with me	Between Groups	.324	3	.108	.257	.856
	Within Groups	65.236	155	.421		
	Total	65.560	158			
My colleagues are responsible and dependable in sharing knowledge	Between Groups	.613	3	.204	.393	.758
	Within Groups	80.494	155	.519		
	Total	81.107	158			

From the above table no.4.2 that there is a significant difference (at 0.05 levels) amongst the different categories of age of the respondents with the Trust. So, it rejects the null hypothesis and accepts the alternative hypothesis.
 H₁: There is a relationship between age and Trust of the employees

Table 4.3
Age vs Transfer of knowledge vs Donation

		Sum of Squares	Df	Mean Square	F	Sig.
I enjoy sharing my knowledge with colleagues	Between Groups	1.196	3	.399	.974	.407
	Within Groups	63.446	155	.409		
	Total	64.642	158			
Enjoy helping colleagues by sharing my knowledge	Between Groups	1.455	3	.485	1.061	.367
	Within Groups	70.822	155	.457		
	Total	72.277	158			
It feels good to helps someone by sharing my knowledge	Between Groups	1.001	3	.334	.862	.462
	Within Groups	59.993	155	.387		
	Total	60.994	158			
I like to be informed of what my colleagues know	Between Groups	.475	3	.158	.319	.812
	Within Groups	76.959	155	.497		
	Total	77.434	158			
I ask my colleagues about their abilities when I need to learn something	Between Groups	2.962	3	.987	1.701	.169
	Within Groups	89.957	155	.580		
	Total	92.918	158			

From the above table no. 4.3 that there is a significant difference (at 0.05 levels) amongst the different categories of age of the respondents with the training & development. So, it accepts the null hypothesis and rejects the alternative hypothesis.

H₀: There is no relationship between age and training & development of the employees.

Table 4.4
Age vs working condition

		Sum of Squares	Df	Mean Square	F	Sig.
Feeling safe and comfort in working environment	Between Groups	2.305	3	.768	1.752	.159
	Within Groups	67.971	155	.439		
	Total	70.277	158			

Security guards and parking facility	Between Groups	.163	3	.054	.131	.941
	Within Groups	64.114	155	.414		
	Total	64.277	158			
Neat and clean office place & washrooms	Between Groups	.514	3	.171	.362	.781
	Within Groups	73.461	155	.474		
	Total	73.975	158			
Well ventilated with light, fans and air conditioning	Between Groups	.834	3	.278	.532	.661
	Within Groups	81.015	155	.523		
	Total	81.849	158			
Satisfaction getting with the physical working condition	Between Groups	1.363	3	.454	.619	.603
	Within Groups	113.706	155	.734		
	Total	115.069	158			

From the above table no. 4.4 that there is a significant difference (at 0.05 levels) amongst the different categories of age of the respondents with the working condition. So, rejects the null hypothesis and accepts the alternative hypothesis.

H₁: There is a relationship between age and working condition of the employees

Table 4.5
Age vs job satisfaction

		Sum of Squares	Df	Mean Square	F	Sig.
Satisfaction with the training opportunities in the company	Between Groups	.819	3	.273	.602	.615
	Within Groups	70.288	155	.453		
	Total	71.107	158			
Satisfaction with physical working condition	Between Groups	.597	3	.199	.522	.668
	Within Groups	59.064	155	.381		
	Total	59.660	158			
Team work in the company	Between Groups	3.868	3	1.289	2.207	.090
	Within Groups	90.547	155	.584		
	Total	94.415	158			
Communication between the immediate supervisors and employees	Between Groups	44.083	3	14.694	1.344	.262
	Within Groups	1694.345	155	10.931		
	Total	1738.428	158			
Trust between employees	Between Groups	1.054	3	.351	.569	.636
	Within Groups	95.676	155	.617		
	Total	96.730	158			

From the above table no. 4.5 that there is a significant difference (at 0.05 levels) amongst the different categories of age of the respondents with the job satisfaction. So, rejects the null hypothesis and accepts the alternative hypothesis.

H₁: There is a relationship between age and job satisfaction of the employees

Table 4.6
Age vs career development

		Sum of Squares	df	Mean Square	F	Sig.
Opportunities provided by the company	Between Groups	.396	1	.396	.724	.396
	Within Groups	85.994	157	.548		
	Total	86.390	158			

Chance of getting promotion	Between Groups	.283	1	.283	.573	.450
	Within Groups	77.541	157	.494		
	Total	77.824	158			
Opportunities for promotion	Between Groups	1.719	1	1.719	2.628	.107
	Within Groups	102.671	157	.654		
	Total	104.390	158			
Opportunity for use of skills and abilities	Between Groups	.013	1	.013	.022	.882
	Within Groups	89.359	157	.569		
	Total	89.371	158			
Use of internet and other technology for doing job	Between Groups	.078	1	.078	.185	.667
	Within Groups	65.822	157	.419		
	Total	65.899	158			

From the above table no. 4.6 that there is a significant difference (at 0.05 levels) amongst the different categories of gender of the respondents with the career development. So, accepts the null hypothesis and rejects the alternative hypothesis. H_0 : There is no relationship between gender and career development of the employees

V. FINDINGS, SUGGESTIONS & CONCLUSION

5.1 FINDINGS

From the above analysis, it is understood that 59.7% female are the maximum respondents of the study who lies between the age group is 25-40 years, the married employees percentage is 60.4 and the experience of the employee is below 5 years and the employees are personally satisfied by their work and gets motivated.

5.2 SUGGESTIONS

Each and every person in need of development for their either personal or official life. It was found that the training and development can be provided for all the age groups of the employees if they are willing to learn. The career development can be provided for both gender groups.

5.3 CONCLUSION

This study concludes that to reduce attrition rate and to increase the retention strategies in the company. The company should provide career opportunities for their in equal manner without any bias. The company should verify their employees period basis by using the (KPI) key indicator performance. From this study it identifies the training and development was not provided for all the age groups. By looking after their employees the companies can reach their heights.

REFERENCE

- [1]. Ms. Sonal Gupta and Dr. Sukhvir Singh (2021) "Employee Attrition and Retention Strategies: A Comparative Study of Leading Indian IT Companies", Research Gate-<https://www.researchgate.net/publications/348717052>.
- [2]. Amanda-Jane George, Alexandra McEwan and Julie-Anne Tarr (2021) "Accountability in Educational Dialogue on Attrition Rates: Understanding External Attrition Factors and Isolation in Online Law School", Australasian Journal of Educational Technology, 2021, 37(1).
- [3]. N.Silpa (2015) "A Study on Reasons of Attrition and Strategies for Employee Retention", International Journal of Engineering Research and Applications, ISSN: 2248-9622, Vol. 5, Issue 12, (Part 1) Decmeber 2015, pp.57-60.
- [4]. M.Mohamed Thariq and Dr. O.M. Haja Mohideen(2014) "A Study on Employee Attrition and its Influencing Factors Relating to Employee Retention", International Journal of Advanced Scientific Research & Development, <http://www.ijasrd.org/in>.
- [5]. Michael O. Samuel & Crispin Chipunza(2013) "Attrition and Retention of Senior Academics at Institutions of Higher Learning in South Africa: The Strategies, Complexities and Realities", Journal of Social Sciences, <http://www.tandfonline.com/loi/rjss20>.
- [6]. Dr. K. Lavanya Latha(2013) "A Study on Employee Attrition and Retention in Manufacturing Industries", IJESMR Journal.
- [7]. Minu Zachariah and Dr. Roopa T.N(2012) "A Study on Employee Retention Factors Influencing IT Professionals of

- Indian IT Companies and Multinational Companies in India”, ijcrb.webs.com, November 2012, Vol 4, No 7.
- [8]. Pradip Kumar Talapafra, Saket Rungta and A. Jagadeesh (2016)“Employee Attrition and Strategic Retention Challenges in Indian Manufacturing Industries: A Casestudy”, VSRD International Journal of Business and Management Research, Vol. VI Issue VIII August 2016, e-ISSN: 2231-248X, p-2319-2194, www.vsrjournals.com.
- [9]. Prof. Yuvraj R.Patil “Study of Employees Attrition Issues and Retention”, Tactful Management Research Journal, ISSN: 2319-7943.
- [10]. Patricia M Zook, Carolina Jordan, Et al.(2010)“Retention Strategies and Predictors of Attrition in an Urban Pediatric Asthma Study”,<https://journals.sagepub.com>, DOI: 10.1177/1740774510373798.