

Explaining of knowledge sharing behavior by emphasize on the type of motivation in social security Organization employees of Guilan

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Today, knowledge sharing is one of the components of the knowledge management process plays a decisive role in the development of government agencies systems. This study examines a model that illustrates the direct impact of hard and soft rewards on employees knowledge sharing behavior. It also seeks to identify the indirect effect of hard and soft rewards through altruism for organizational benefits and altruism for personal satisfaction on knowledge sharing behavior. This research is practical in terms of purpose and in terms of research method, it is a descriptive research. The data collection tool is a questionnaire. To determine the validity of the research variables the content method is used and the Cronbach's alpha coefficient was used for reliability. The statistical population includes 680 employees of Social Security Organization of Guilan province that out of these, 250 were ed through inaccurate sampling. To test the research hypotheses, structural equation modeling has been used through SPSS22 and SmartPls2 software. The results showed that the effect of soft rewards through altruism for organizational benefits has the greatest impact on knowledge sharing behavior. However that direct effect of soft reward is not validated on the knowledge sharing behavior, altruism has an direct impact on knowledge sharing behavior in order to obtain organizational and personal benefits for personal satisfaction.

Keywords : Keywords: Knowledge sharing behavior, Theory of autonomy, Altruism, Autonomous motivation.

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