

## **Determinants of Knowledge Sharing through Social Media: Evidence from Management Undergraduates of University of Kelaniya, Sri Lanka**

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The current study was initiated to bridge the gap in the extant literature on a major trending arena in the world of the twenty-first century. The fact that knowledge attrition has culminated in an era where knowledge becomes golden is ironic. This study examines the determinants of knowledge sharing through social media of management undergraduates of university of Kelaniya. Further, the current study was designed to identify the impact of determinants such as trust, altruism, reputation and self-efficacy which persuades knowledge sharing. This is a cross sectional research study in nature. A standard questionnaire was prepared and was used to collect primary data through a survey. A simple random sampling technique was applied to select the sample, and the final sample consisted of 210 final year undergraduate in Faculty of Commerce and Management Studies in University of Kelaniya, Sri Lanka. The data was analyzed through regression and correlation analysis with the aid of SPSS 26.0. The results show that trust, altruism, reputation and self-efficacy has significance impact between students to knowledge sharing through social media. The determinants of undergraduate's knowledge sharing can differ between different people and contexts; therefore, future research could examine the differences in social media participation based on gender, age, connection level, or department of the faculty. Based on the findings, recommendations are offered for using social media in knowledge sharing.

**Keywords:** *Trust, Altruism, Reputation, Self-Efficacy, Knowledge Sharing through Social Media*

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