

How Digital Knowledge-Sharing Capability Enhances Sustainable Competitive Advantages: A Moderated Mediated Model

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ABSTRACT

Purpose: The purpose of this research is to investigate and understand how the digital knowledge-sharing capability within organizations can enhance sustainable competitive advantages through a moderated-mediated model. Examine the role of digital knowledge-sharing capability within organizations. Investigate how organizations leverage digital platforms and tools for sharing and disseminating knowledge. Identify and define sustainable competitive advantages within the context of the digital era.

Design/Methodology/Approach: Utilizing the Resource-Based View and Knowledge-Based View frameworks and employing purposive sampling, data were collected from 214 IT software engineers in the information technology sector through a survey.

Findings/Results: The findings provide evidence in support of the proposed model and the result shows that digital knowledge-sharing capability is directly and indirectly related to sustainable competitive advantages through business model innovation. Further, the digital intensity is moderate between digital knowledge-sharing capability and business model innovativeness.

Practical Implications: Digital knowledge sharing can enhance an organization's overall performance by making it easier for employees, teams, and different parts of the company to exchange information. This can result in several benefits, including greater business innovation, productivity, and efficiency.

Originality/Value: The research illustrates business model innovation as a mediator in the model and enriches the understanding of the mechanisms through which digital knowledge sharing influences sustainable competitive advantages.

Keywords: *Digital knowledge sharing capabilities, Digital intensity, Business model innovativeness, Sustainable competitive advantages, Innovation*