# How E-HRM Strengthens the Job Performance in It Sector: Roles of Digital Knowledge Sharing and Job Meaningfulness

**Seerat Maqsood**

Riphah School of Business and management, Riphah International University, Lahore

## ABSTRACT

**Purpose:** Electronic Human Resource Management (E-HRM), is among the most modern subjects of human assistance control technology that with the purpose of measures enhancing a good way to track quicker the human asset's role, lowering charges and releasing the strategic role has been formed for freeing scientists from administrative limitations. IT sector of Pakistan plays a significant role contributing to the national economy and employment opportunities.

**Design/Methodology/Approach**: By focusing on software houses, we can examine the challenges and opportunities specific to the Pakistani IT industry, including local market dynamics, government policies, talent pool, and client relationships. Data has been collected from 206 employees working in IT sector and purposive sampling technique has been used to collect the data.

**Findings/Results:** The result shows that e-HRM strengths is significantly and positively correlated to job performance. Further, digital knowledge sharing and mediate between e-HRM strengths and job performance. The results also show that job meaningfulness moderates between e-HRM strengths and job performance but low job meaningfulness leads to high job performance.

**Practical Implications:** The study has several implications. E-HRM enhances efficiency, accuracy, decision-making, employee engagement, accessibility, and cost-effectiveness by streamlining HR processes, reducing errors, and providing real-time data. It improves employee engagement through self-service options like online training. Digital knowledge sharing boosts organizational performance, supporting employee development and career growth with timely information. This enhances an organization's employer brand, attracting talented individuals seeking meaningful work.

**Originality/Value:** Employing Social Cognitive Theory, this study shed light on the link between e-HRM strengths and job performance directly and indirectly via digital knowledge sharing. Further, this research also examines the external effects of job meaningfulness between e-HRM strengths and job performance.

***Keywords:*** *E-HRM strengths, job performance, digital knowledge sharing, job meaningfulness, social cognitive theory*