

# Social web knowledge sharing and innovation performance in knowledge-intensive manufacturing SMEs

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**Abstract** This paper develops an integrative research model to assess the effect of different factors on social web knowledge sharing and its effect on innovation performance in manufacturing small and medium-sized enterprises (SMEs). In addition, this study analyzes whether social web knowledge sharing may be a mediator in the relationship between human resource (HR) practices and innovation performance. The proposed research model and its associated hypotheses were tested by using partial least squares structural equation modeling on a dataset of manufacturing SMEs. This study contributes to research seeking to understand the factors affecting social web knowledge sharing by demonstrating that technological and organizational factors have greater impact than environmental factors on social web knowledge sharing. It also contributes to research by exploring the indirect effects of the social influence of HR practices on organizational innovation performance by offering evidence on the mediating effect of social web knowledge sharing in the relationship between HR practices and organizational innovation performance in manufacturing SMEs.

**Keywords** Social web · Social media · Knowledge management · Technology · Innovation performance · SMEs

**JEL Classification** M15 · O31

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