

Influence of Performance-prove Goal Orientation on Knowledge Hiding among Undergraduates in Sri Lankan Universities

Sabnam, R.¹ and Mayuran, L.²

Knowledge hiding is ubiquitous among graduate students, which impedes knowledge sharing and transfer, and influences knowledge learning and scientific research. As far as Sri Lanka is concerned, Sri Lanka is also not the exception to the worldwide phenomenon of knowledge hiding which is yet to be explored in more detail. This study, which draws from 200 Sri Lankan undergraduates, emphasizes that performance prove goal orientation directly influences knowledge hiding. Furthermore, the findings of this study imply that undergraduates who focus on group feedback will also have a high level of knowledge hiding when a high level of performance proves goal orientation. Accordingly, it is also concluded that undergraduates who focus on individual feedback will not have a high level of knowledge hiding when a high level of performance proves goal orientation. The study also highlights the insights that motivate the student in such a way as to enhance the knowledge-sharing behavior and practice among the students.

Keywords: *Group Focus Feedback, Individual Focus Feedback, Knowledge Hiding, Performance-prove Goal Orientation*

¹ University of Jaffna, Sri Lanka (riswanshabnam1232@gmail.com)

² University of Jaffna, Sri Lanka (mayuranl@univ.jfn.ac.lk)