Knowledge management and employee engagement in the hospitality industry

Abstract

Knowledge management is becoming indispensable in organizations since it is a powerful weapon for achieving competitive advantage. However, there is still a dearth of literature for employees and managers in organizations to link their investments in knowledge management and the value the organization gets in terms of employee engagement. This study was designed to assess knowledge management and employee engagement in the hospitality industry in the North Rift region of Kenya. An explanatory research design was adopted with a target population of 580 employees from star-rated hotels in the North Rift region out of which a sample size of 234 respondents was picked. Data was collected using questionnaires and interviews and analyzed using descriptive and inferential statistics usingSPSS version 25.0 for quantitative data and thematic analysis of interview data. From findings, knowledge management explained a 50.4 percent variation in employee engagement. A coefficient of .728 indicated that a unit change in knowledge management leads to .728 units of positive change in employee engagement. Knowledge management significantly affects employee engagement thus the rejection of the null hypothesis. The hospitality business should invest in proper employee knowledge-sharing initiatives to enhance employee competence and motivation, resulting in high levels of engagement. The finding of this study can help major stakeholders in the hospitality industry to strengthen knowledge management for employee engagement.

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