

Influence of Learning Culture on Knowledge Worker's Motivation to Transfer Learning: Testing Moderating and Mediating Effects of Learning Transfer Climate

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Abstract

The purpose of this study is to examine how organizational learning culture influences employees' motivation to transfer learning. Also, how this relationship is affected by the existence of a favorable learning transfer climate in context of industries where knowledge workers are predominant. Sample was drawn from seven business schools in India and 100 faculty members participated in the study. Here, we gauged their perceptions towards their own organization's learning culture and learning transfer climate and their willingness to transfer learning to their students and colleagues. Hierarchical multiple regression analysis was used to analyze data. It was found that a positive perception of organizational culture was positively related to willingness to transfer learning and this relationship was moderated as well as partially mediated by the presence of at least one significant facet of learning transfer climate -openness to change. Implications for this study and future directions for research have been discussed subsequently.

Keywords: *organizational learning culture; learning transfer climate; motivation to transfer learning; signaling theory; theory of reasoned action; knowledge worker.*