

Knowledge Transfer: A Multi-Domain Perspective

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ABSTRACT Social Media platform within organisations illuminate the inefficiencies of information science, disrupts organisational science, knowledge management and human interactions. The key result of this disruptive context is fast-tracking the need for alternative technologies to compensate the knowledge, infrastructure inefficiencies. This manuscript explore the factors affect knowledge transfer when using social media and how social media platforms provide affordances to organisations to continue with the enterprise of knowledge transfer. Data was extracted and analysed using Haring's Publish or Perish and VOS Viewer software. The results end up with four major factors affecting knowledge transfer when using social media. The social media applications, at the first door, are affected factors which include personal capabilities, organisational context, environment through mainly information technology. More research is needed in determining the extent to which social media combined with other customary strategies facilitate knowledge transfer.