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Authors and Affiliations:

- **Corresponding Author:** Miltiadis Lytras, Effat University, SAUDI ARABIA
- **First Author:** Jacky Zhang
- **Authors in Order:** Jacky Zhang, Shan Jiang, Xuyan Wang, Keran Duan, Yuting Xiao, Miltiadis Lytras, Dongming Xu, Yunhao Zheng, Patricia Ordonez De Pablos

Abstract: With the digital transformation of the global economy, a new mode of knowledge service has emerged on open innovation platforms such as those for the sharing economy. This mode is the paid knowledge-sharing service, where knowledge providers share knowledge only with those who have paid for it. Individual customer purchases are influenced by social networks, prompting the adoption of social influence theory to explain sales on these platforms. A machine learning approach was utilized to analyze 27,223 text reviews from the Zhihu Live platform, a prominent open knowledge community in China. Hierarchical regression models tested twelve proposed hypotheses concerning the knowledge providers, knowledge quality, interaction quality, and ratings. The study confirmed a positive effect on sales from responsiveness (a dimension of interaction quality), and a negative impact from free provider-driven knowledge contributions. This research offers a comprehensive framework for understanding the antecedent factors influencing the sales of knowledge-sharing services and expands the conceptualization of the free-to-paid transition in knowledge markets by incorporating elements from e-commerce, such as price and quality, into knowledge management.