Abstract:

Previous literature reported the need for virtual community members to share knowledge to create new social capital in a virtual community environment. Also, literature continues to demonstrate the importance of social sharing of emotions, which could improve the positivity of the virtual experience. Furthermore, published theory reported a relationship between positive emotions, of virtual community members to aid better friendships, i.e. positive emotion and their knowledge sharing. However, there is a need to empirically assess the impact of virtual community members’ knowledge sharing on their positive emotions as well as this relationship in reverse direction. There are various practical and theoretical implications indicated in this paper for this bidirectional relationship. Therefore, the sharing of knowledge will bare fruitful outcomes in a virtual community. In this paper, literature is critiqued to suggest a conceptual framework demonstrating the just-mentioned bidirectional relationship.

Keywords: Social Capital, Positive emotions, Knowledge sharing, Virtual Community, Emotional Intelligence.