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Analysing the Relationship Between Social Interaction and Creative Performance in Coworking Spaces through Knowledge Sharing

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Abstract

Coworking spaces are communal and collaborative workplaces which cater the occupants with various amenities like workstations, meeting spaces, cafeterias, networking events, and private offices. The users of coworking spaces are from different fields dealing with different kinds of businesses. It includes freelancers, tech professionals, entrepreneurs, self employed workers, architectures, artists etc. As the members are from different fields, they can share different ideas and they will get access to various mindsets of people. This study deals with the effect of social interactions in the coworking spaces on creative performance and the mediating role of knowledge sharing.Partial Least Squares Structural Equation Modelling (PLS-SEM) analysis proven the significant relationship of Social Interaction and Creative Performance. The results also confirm that, the influence of social interaction on creative performance through Knowledge Sharing exhibit even stronger statistical

significance as mediator than the direct link between social interaction and creative performance.

Keywords: creative performance, coworking spaces, knowledge sharing, social interaction.

I. INTRODUCTION

Coworking spaces are shared office spaces where individuals from many teams and enterprises may collaborate in one location. Coworking spaces frequently have a wide range of facilities and are intended to be collaborative and productive spaces. Lack of coworkers' support is a crucial problem from many years which badly affect the productivity, performance and satisfaction of employees. So, creating a supportive and interactive workplace had an immense need from the past itself. The concept of coworking spaces have emerged in early 2000 based on this postulation. Coworking spaces are meant for providing a communal collaborative work environment for the occupants from different organizations or fields.

The people from coworking spaces they interact each other in formal and informal ways, it will result in sharing different kinds of knowledge about different aspects. When we are working from conventional office set up the coworkers are of same level of knowledge doing the work in same methods, and if working from home interactions, spontaneous clarifications of queries and dissemination of information and knowledge are merely impossible. Simply, coworking spaces are knowledge hubs which can serve the occupants with different kinds of knowledge which indeed result in creative and innovative performance.

Advancement in knowledge and doing things in different and effective way is very crucial in the current competitive environment. Coworking spaces provide such an opportunity for the occupants by incorporating workers from different fields working at various levels into one shared office space. It will lead to innovative and creative performances since it allows the residents to exchange knowledge, figure out their questions, and actively communicate with one another.

Review of Literature

Several studies explored the knowledge sharing process and its various impacts in the coworking spaces.**Bouncken & Aslam (2019)**employed an inductive research methodology and analysed the knowledge sharing process in coworking spaces. They explored the physical proximity, socialization and collaboration opportunities, and concluded that the implication of knowledge management practices in coworking spaces will foster better performance of the occupants. **Rese, Kopplin, & Nielebock (2020)**made a study on knowledge sharing by considering attitude and actual sharing behavior and explored its positive impact on improving creativity of the occupants.

Rese, Görmar, & Herbig (2022)examined the social networks in the coworking spaces, and they found that workplace friendship and reciprocity are highly influenced by a central position in the CWS, which permits direct communication with other employees, and by a strong individual CWS value orientation. Qualitative research has been done by **Cabral & van Winden (2024)**selecting two coworking spaces in Amsterdam and point out different strategies which managers and developers can deploy to enhance the interactions in coworking spaces and at most to facilitate interactions.

The existing literature is giving a mere idea about social interactionshave an impact on knowledge sharing process in coworking spaces. Also reveals that by providing better opportunities for knowledge sharing the managers can foster the creativity and innovations of the occupants. So, understanding the link between social interactions and knowledge sharing and ultimately how it effects on occupants' creativity can make the purpose of coworking spaces more effective.

Objectives of the Study

1. Examine the role of social interactions on creative performancein coworking spaces.
2. Check the mediating role of knowledge sharing between social interactions and creative performance in coworking space.

Hypotheses of the Study

H_1: There is a significant relationship between social interaction and creative performance in coworking spaces.

H_2: There is a significant relationship between social interactions and knowledge sharingin coworking spaces.

H_3: There is a significant relationship between knowledge sharing and creative performance in coworking spaces.

H_4: There is a mediating effect of knowledge sharing in the relationship betweenSocial interaction and creative performance in coworking spaces.

ResearchMethodology

Research design: This paper adopts a quantitative research approach and the target population for the current research includes people who work in coworking spaces and are professionals in Kerala. The minimum sample size should be five times the number of variables (or items) to be analyzed. However, a more conservative approach is to have a sample size that is ten times the number of items(Hair et al., 2010, p. 102). Total 21 items included in the measurement scale. so, A total of 210 respondents were selected in the study through simple random sampling technique.the data was collected through Direct interview through a structured questionnaire.

Measurement Scale: The survey instrument was constructedfrom the existing body of literature and modified to incorporate aspects of coworking spaces by using 5-Point LIKERT Scale. In particular, the scales used in social interactions, creative performance and knowledge sharing were adopted from the prior literature.

Table 1. Measurement Scale

Code	Item	Dimension
SI1	Socialising with coworkers makes me happier and thus more productive	Social Interactions (SI)
SI2	Working on projects together with people in my coworking space has made me more productive	
SI3	The events organised by my coworking space make me a more effective professional	
SI4	Interacting with people that come from different sectors helps me think outside of the box, and being in a coworking space helps me to find such people	
CP1	I suggest new ways to achieve goals or objectives.	Creative Performance (CP)
CP2	I come up with new and practical ideas to improve performance.	
CP3	I demonstrate originality in my work.	
CP4	I take a quick approach to solving problems.	
CP5	I generate creative solutions to work problems.	
CP6	I suggest new ways to increase quality.	
Knowledge Sharing Behavior		Knowledge Sharing (KS)
KS1	I share my work reports and official documents with colleagues.	
KS2	I share my know-how or experience from work with colleagues.	
KS3	I share information obtained from training or workshops with colleagues.	
KS4	I share job-related knowledge with colleagues.	
KS5	I voluntarily share my skills and knowledge with new colleagues.	
Knowledge Receiving Behavior		
KR1	I actively seek advice and feedback from my colleagues.	
KR2	I frequently ask my colleagues for their knowledge and expertise.	
KR3	I consult with my colleagues to obtain work-related knowledge.	
KR4	I seek out colleagues to gain information that I need to complete my work.	
KR5	I ask for help from colleagues when I encounter difficult tasks.	

Source: (Bueno, Rodríguez-Baltanás, & Gallego, 2018)**,** (Lin, 2007)**,** (Tangaraja, Gangeswari, Mohd Rasdi, Roziah , & Abu , 2016)**,** (Tohidinia, Zahra, Mousakhani, & Mohammad, 2010)

Data analysis:

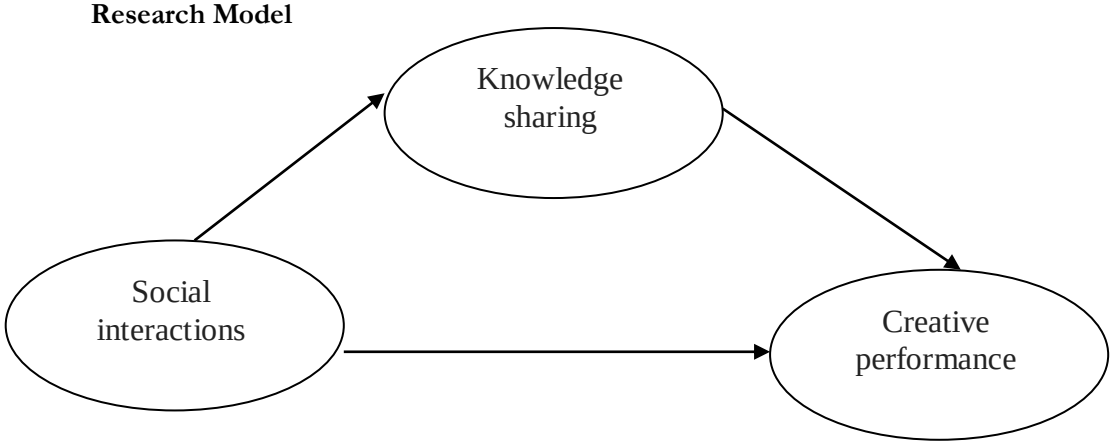
The study uses the Partial Least Squares – Structural Equation Modelling (PLS-SEM) technique by using SMART - PLS in testing the hypothesis.

Measurement Model Assessment: About construct validity, convergent validity was assessed basing on AVE > 0.5 and discriminant validity was established by use of Fornell-Larcker criterion. Reliability was ratified according to Cronbach's Alpha and Composite reliability value > 0.7, so it was also reliable.

Structural Model Assessment: Structural paths were tested to check direct influence of social interactions on knowledge sharing and creative performance. Bootstrapping analysis was applied to test the indirect effects of the mediating variable, knowledge sharing. On the model fit, the analyzed values of the Standardized Root Mean Square Residual (SRMR) were below 0.08 and thus, a good model fit was confirmed.

Hypothesis Testing: Analysis of this model was done by testing constructed hypotheses using path coefficients, using a Bonferroni adjusted $\alpha = 0.05$ indicating the level of statistical significance. This supported the postulated direct and indirect effects in the study to determine how social interactions impacts creative performance through sharing of knowledge in coworking environments.

Research Model



Results and discussion

Demographic Profile:

The demographic profile of coworking space users reveals a predominantly male population, with 62.86% male and 37.14% female users, indicating that while coworking spaces attract a larger number of men, there is a significant representation of women as well. In terms of age, the largest group of users falls between 26-30 years (37.14%), followed by those aged 31-35 years (27.14%), reflecting the appeal of coworking spaces to young professionals and entrepreneurs in the early stages of their careers.

Users under the age of 25 make up 21.43%, suggesting that coworking spaces are popular among younger individuals who are likely students, freelancers, or early-career professionals, while those aged 36-40 and above 40 years are fewer in number, comprising 12.38% and 1.90%, respectively.

Educationally, most coworking space users hold an undergraduate degree (44.76%), with a significant number possessing postgraduate qualifications (32.86%), showing that these spaces attract a well-educated workforce. Additionally, 15.24% of users have only completed high school, suggesting that coworking environments are also accessible to those with less formal education, possibly freelancers or vocationally trained individuals. In terms of work experience, 40% of users have less than 3 years of experience, followed by 33.81% with 3-5 years of experience, highlighting the popularity of coworking spaces among professionals and startups in the early stages of their growth. Meanwhile, 20.48% of users have mid-level experience (6-9 years), and 5.71% have over 9 years of experience, suggesting that while coworking spaces cater primarily to younger professionals, they also attract a smaller but significant number of seasoned experts.

Overall, coworking spaces are seen as dynamic environments favored by young, educated, and early-career professionals, with flexibility and networking opportunities being major attractions. The gender diversity and educational variation also demonstrate their broad appeal, though the lower representation of older and highly experienced users may indicate a stronger preference for these spaces among younger, tech-savvy, or entrepreneurial individuals.

Table 2. Demographic Profile

Demographic characteristics	Frequency	Percentage
Gender		
Male	132	62.86
Female	78	37.14
Age		
Below 25	45	21.43
26-30	78	37.14
31-35	57	27.14
36-40	28	12.38
Above 40	02	1.90
Education		
High school/Higher Secondary	32	15.24
Under Graduation	94	44.76
Post-Graduation	69	32.86
Other	15	7.14
Work experience		
Below 3 Years	84	40.00
3-5 Years	71	33.81
6-9 Years	43	20.48
Above 9 years	12	5.71

Measurement model

The reliability and validity analysis of the constructs—Social Interaction (SI), Knowledge Sharing (KS), and Creative Performance (CP)—reveals robust findings. Social Interaction exhibits a high Cronbach's alpha of 0.795 and a composite reliability of 0.815, indicating excellent internal consistency and reliability, while its Average Variance Extracted (AVE) of 0.577 signifies good convergent validity, meaning it explains more than half of the variance in its indicators. Knowledge Sharing shows an acceptable Cronbach's alpha of 0.821 and a composite reliability of 0.862, confirming reliable measurement, along with an AVE of 0.526 that supports its convergent validity. Creative Performance stands out with a high Cronbach's alpha of 0.892 and a composite reliability of 0.927, reflecting strong internal consistency and reliable measurement, complemented by an AVE of 0.613, which indicates effective variance explanation. Overall, these metrics demonstrate that the scales used for measuring these constructs are robust and suitable for analyzing their relationships within the study.

Table 3. Evaluation of the measurement model

Factors	Cronbach's alpha	Composite reliability	Average Variance extracted (AVE)
Social Interaction (SI)	0.795	0.815	0.577
Knowledge Sharing (KS)	0.821	0.862	0.526
Creative Performance (CP)	0.892	0.927	0.613

The analysis confirms that all three constructs—Social Interaction, Knowledge Sharing, and Creative Performance—exhibit discriminant validity. This is indicated by the square root of each construct's AVE being greater than the correlations between the constructs. Therefore, the constructs are sufficiently distinct, allowing for the conclusion that they measure different theoretical concepts within the study. This robustness adds credibility to the findings regarding the relationships among these variables.

Table 4. Discriminant validity of the construct

	SI	KS	CP
Social Interaction (SI)	0.509		
Knowledge Sharing (KS)	0.332	0.583	
Creative Performance (CP)	0.299	0.467	0.702

R-Square:

The R square's value must be above 0.6 and near to 0.9 for a good fit of the model. The values of Social Interaction (SI) and Knowledge Sharing (KS) were above 0.7. the value ofCreative Performance (CP) is 0.689.so, the model was considered a good fit.

Table 5. Model Fit

	R Square
Social Interaction (SI)	0.71
Knowledge Sharing (KS)	0.70
Creative Performance (CP)	0.689

Structural model:

The effect of Social Interaction on Creative Performance: the path coefficients table reveals a positive influence of Social Interaction on Creative Performance, with the p-value of 0.032, being less than the threshold of 0.05, indicates a statistically significant effect. This means that the Social Interaction variable has a significant and favourable impact on Creative Performance, affirming the hypothesis that Social Interaction influences creative outcomes.

The significant p-value suggests that social interaction positively affects Creative Performance, aligning with existing literature that supports the notion that collaborative environments enhance creativity by facilitating the exchange of ideas and collective problem-solving.

The acceptance of this hypothesis indicates that environments that promote social interactions can effectively enhance creative outputs among individuals and teams. Creating such supportive social contexts is essential for maximizing creative potential and fostering innovation.

Table 6.Results of the structural model.

Hypothesis	Path	P-value	Result
H1	SI → CP	0.032	Accepted
H2	SI → KS	0.012	Accepted
H3	KS → CP	0.016	Accepted
H4	SI →KS → CP	0.000	Accepted

The effect of Social Interaction on Knowledge Sharing: Interaction with other people has a large impact significance on Knowledge Sharing as shown by the p=0.012. It was therefore possible to conclude that changes in Social Interaction interfaced with changes into Knowledge Sharing and thus supported Hypothesis 2 (H2).

The high level of statistical significance fully underlines a rather high degree of association between the variables of social interaction and knowledge exchange. This suggests that knowledge exchange occurs when people interact socially – practice that quire a positive approach towards sharing information and a willingness to learn from colleagues.

This serves to support the call for developing social an environment in which people feel free to share ideas and problems. These environments further improve the general group knowledge and experience for the group to provide the best in each circumstance; experience the culture of learning as well as growth of new ideas.

The effect of Knowledge Sharing on Creative Performance: The Relationship of Knowledge Sharing with Creative Performance. Besides, the path coefficients table shows that Knowledge Sharing has positive effect on Creative Performance by the p-value of 0.016. it is less than the accepted value of 0.05 showing a significant effect. This means that Knowledge Sharing variable has significant and positive mode on Creative Performance, supporting the hypothesis that Knowledge Sharing affects creativity.

The acceptance of this hypothesis supports the knowledge sharing hypothesis which underlines a positive relationship between Knowledge sharing and Creative Performance. Many times, people that are involved in knowledge sharing process provide a lot of creative ideas and opinions, which can always be beneficial in the creation process. This finding supports the call for increased knowledge management to promote innovation, as organizations should encourage practises that promote knowledge diffusion among their members.

Thus, encouraging knowledge sharing is highly desirable if creativity and innovation are to be fostered within organizations, which, in its turn, indicates its being a central element of KM strategies and tactics.

Mediation Analysis:

According to the analysis that has been done in this study, it can be generalized that there is a significant mediated relationship between Social Interaction and Creative Performance through Knowledge Sharing in coworking spaces.

The identification shows that Knowledge Sharing mediates the relationship between Social Interaction and Creative Performance in these environments. The p-value of 0.000highlights a very strong relationship, which means, the advantage of social interaction in coworking spaces based on the proposed conceptual model is greatly determined by the level of knowledge exchange among members. It has deep implication to managing coworking spaces, given that not only social interaction, but also knowledge sharing practices are important for unleashing creativity.

Furthermore, a shift from a p of 0.032 to a p-value of 0.000 shows a marked increase in comprehensibility of the relationship between social Interaction and performance. However, knowledge sharing greatly enhances creative performance when combined with the coworking environment generated through social interaction. The fact that there has been a shift from a relatively large direct impact to a disproportionately larger mediated impact substantiates the belief that social interaction is particularly potent when knowledge is being shared amongst co-workers.

Hence, the operators of coworking spaces must not only help the members to communicate, but also construct conditions that promote sharing knowledge. The benefit accessible from social relations is considerably accentuated in cases when

knowledge sharing is the primary concern, which, in turn, facilitates the growth of creativity and innovative outcomes in each community.

II. CONCLUSION

This study explored the intricate relationships between Social Interaction, Knowledge Sharing, and Creative Performance within organizational settings, revealing significant insights into how these constructs interact and influence each other. The analysis established a significant direct relationship between Social Interaction and Creative Performance, indicating that increased social interaction positively influences creative outputs to a moderate extent. A critical finding was the strong mediating effect of Knowledge Sharing on the relationship between Social Interaction and Creative Performance, underscoring that the full potential of social interaction in enhancing creative performance is realized when knowledge sharing is facilitated. Path analysis revealed moderate positive relationships, with Knowledge Sharing exhibiting the strongest correlation with Creative Performance, highlighting the importance of knowledge sharing in enhancing creative outputs. The insights gained have practical implications, suggesting that organizations should prioritize fostering social interactions and implementing systems that actively promote knowledge sharing to enhance creative capabilities and drive innovation. Overall, this study highlights the critical role of Social Interaction and Knowledge Sharing in enhancing Creative Performance, emphasizing the need for strategic initiatives that foster collaboration and knowledge exchange, paving the way for a more innovative organizational culture.

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